

SNHU Clothing has two primary business needs: maintaining online growth and enhancing customer relationships. As SNHU clothing company is witnessing its online presence excel in recent years, it must ensure that it stays relevant within this environment, as e-commerce is a 5.7 trillion dollar industry.(Statista.com,2023) Reaching a worldwide market can assist in increasing sales and its overall presence to attract customers. As the retailer that SNHU absorbed went out of business, SNHU should question how this occurred and take the necessary steps to prevent the same fate. 42% of customers no longer do business with a company after bad service, which is an element that SNHU can control. (getfeedback.com,2020) To prevent this, a customer relationship management system should be erected from both databases to promote excellent and optimal customer service through insight. 63% of Americans are willing to yield more information about themselves because of strong customer relationships, which benefits the company's database growth.(get feedback.com,2020)

Data necessary to address these needs can include the busiest time of the day/week, most popular items purchased or returned, creating customer portfolios such as their spending patterns and shopping frequency, ages, demographics, average time spent in both stores, most spent at a time, and customer loyalty. The current system utilized within the clothing company is a management information system, but an enterprise resource planning software should be implemented because of its benefits. Each serves a distinct purpose, with enterprise systems focusing on information-based business processes, like the human resource department, and are more focused on collecting information central to the organization and its processes. Microsoft Access is focused more on customer information such as "sales, product information, and vendor and supplier data" as described in the project scenario. Enterprise systems collect information central to the organization and its processes, while Microsoft Access focuses more on customer

information. The two client systems relate through a mutual relationship. The DBMS gathers information from purchases and customers to establish relationships amongst entities the company's respective departments analyze to establish business decisions, furthering company growth in specific areas. Access gives insight into instances such as quarterly sales and customer size, but still requires implementation by the organization through specific departments. While differing in their results and central focus, they are similar in the information they use and require for the overall business.

To access the required data for these systems, SNHU staff should be asked what company knowledge they possess in addition to searching within the existing database in Access to determine what information is available. With each staff member being interviewed on their explicit or tacit knowledge, the IT manager should be close by to document the information to determine its viability when implementing it into the client systems. The current storage application of Microsoft Access allows for cloud storage and enhanced backup security. This approach is efficient as it uses the same software as the other recently absorbed retailer. The tools that could be utilized to collect data to address business needs all reside within Microsoft Access. This software alone can produce Tables, Queries, Forms, and Reports to manipulate data in numerous ways, from "storing your data" to "analyz[ing] or print[ing] data in a specific layout". (support.microsoft.com,2023) "75% of employees have admitted to stealing from their employers at least once", and if they had access to the databases, they could remove that item to make it appear as though it never existed or if someone bought it. (jwsuretybonds.com,2023) This is why data security matters to protect data and ensure it does not become corrupted. It ensures updated data so management works with complete, consistent information for business decisions. "Gartner Inc. reported... more than 25 percent of the critical data in large Fortune

1000 companies' databases is inaccurate or incomplete".(Laudon, 2021) This can result in mismatched marketing or customer service, degrading customer experiences with the company. Steps such as data quality audits and data cleansing can help ensure this. Specific administrators should be involved in changing and updating information, and only specific information should be viewable by individual employees.

Some questions that need to be asked can include the following: What data provides essential sales insight? Which departments depend on what data? Does Access require restructuring, or does new software need to be adopted? What does the future of each department with the growing database? Should customers be informed their information was purchased from another source? These questions can help determine the best course of action for the company. The data types needed to answer these questions include sales numbers, inventory numbers, production costs, and customer feedback. These data types can offer a more in-depth understanding for leaders to determine which products SNHU should focus its efforts on and if it would be beneficial to invest in the growth of the warehouse. Increased customer data may make departments like sales less vital to the company. Practicing transparency with customer data also attracts more shoppers, with 94% of customers "prefer brands that practice transparency".(slack.com,2019)

The enterprise system and DBMS can be linked through intermediate software such as an API or application programming interface. This interface functions like a translator, connecting multiple software. Specific commands and rules are established within the API to understand what can be delivered between systems. This allows an employee on an enterprise system to request information from Access directly through the API. This reduces the need for manual transfers and reduces errors such as loss in formatting or data relationships. Existing gaps in the

data flow from the DBMS and enterprise system can exist due to a lack of information necessary for departmental use and data that exists in different schemes. This may exist if the API's rules restrict specific values or data from transmuting, NULL values within the data, or differentiation in formatting. Each value or instance where this occurs will be documented and reviewed with the IT department, and spoken about with each department manager to identify their issues.

The reports that must be produced to answer the business questions must come from SQL queries from Microsoft Access. As referred to in Chapter 6 of the textbook, software like Crystal Reports works in tandem with programs like Access to construct enhanced reports for managers to see and provide more structure to their business decisions. The ERP software can also return reports, comparing both inventories and sales data from both clothing companies. Reports joining customer names or IDs can produce fields related to information that SNHU believes it should make its customers aware of. This can enhance the company's transparency and attract more shoppers. These results must be brought to the CEO for the unstructured decision of what to do with this information. To create a report linking data, information should be gathered from SNHU staff concerning their knowledge of customers, their departments and operations, and feedback about the client systems. Information regarding customer product preferences and purchasing patterns is essential.

Information such as hours worked, and performance is also necessary for each employee. If the warehouse manager is aware of the duration of deliveries and costs associated with each delivery, this should also be gathered. The CEO is the face of the company and may possess information concerning customers' views about the company and reasons for not purchasing from it, which can assist in updating the company's image and gathering business intelligence. Specific data mentioned here does not fit within the format of either an ERP or a database, so

another software for storing this data can be Microsoft Excel. This software allows for a pivot table command and works seamlessly with Access. Excel also works seamlessly with other Microsoft-based products like Access, which should encourage SNHU to implement a Microsoft system for its ERP, like Dynamics 365.

In order to obtain information from stakeholders, different forms of interactions will be required. Approaching each stakeholder will be done professionally and according to who is being approached. Employees can be approached individually as opposed to as a group, making them feel important to the company as a person through what they specifically know. The same can occur with the CEO, as they are a paramount stakeholder. Managers can be approached through meetings as a conglomerate or personally as well. However, as leaders within the company, they should meet as a whole to share ideas that impact the company more significantly than their subordinates. No party has more or less information than the other, as each stakeholder possesses different information that is important for the business. Microsoft Excel, Access, and Dynamics are three reporting tools that can be used to create reports. Microsoft owns and operates this software, allowing them to communicate and share information more efficiently. Excel has tools such as pivot tables and charts to internalize data and present it in a filterable format. Access has tools to produce queries and reports in the database. Dynamics allows employees to work in established workspaces that automatically connect for enhanced collaboration and workflow management. Dynamics offers a multitude of business applications for specific departments such as sales, manufacturing, IT, and warehouse management. It also offers tools such as AI intelligence to discover trends and consistently report results in Power BI.

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