Business Case Analysis (BCA)

Of the

Smart Key System

1. Identify the Opportunity

2. Determine the Objective

3. Determine the Alternatives

4. Collect & Arrange Data

5. Review Data

6. Consider Intangibles

7. Make a Decision

8. Develop Implementation Plan

9. Develop Marketing Plan

10. Measure success

1. Identify the Opportunity

Car Alarm System – It collects crime data of the areas along your route of travel.

2. Determine the Objective

Increases the safety of the vehicle’s occupants by providing pertinent and timely crime information, for better awareness of the surrounding risks and dangers, in the areas along the route of travel.

3. Determine the Alternatives

The driver has to manually research the Internet or use a CB radio to determine the crime data of each area, along the route of travel.

4. Collect & Arrange Data

The product requires the following technologies:

a. connect to cellular data networks for Internet connectivity

b. communicate with sources of crime data and identify their data formats

c. formulate database queries based on the format of the data schemas

5. Review Data

For each tasks of step 4, determine the coverage area on a map of each technology asset:

a. Show the coverage area on a map of the cellular network

b. Show the coverage area on a map of the sources of the crime data and the response times of the sources

6. Consider Intangibles

Some intangible factors:

- Bad weather conditions may affect the Internet connectivity from the cellular networks

- Some sources of crime data are not open and accessible to the public

- Some sources of crime data are only accessible by authorization

- Some sources of crime data are only accessible by purchase

- Data formats of crime data may not match the product’s data query

- Data formats of crime data may not be available

7. Make a Decision

Based on the risks of the intangibles, some crime data is not available, some are available for purchase, and some are freely available.

Conduct market surveys of a sample of consumers to determine if they would like the product, if they would pay a basic charge, and if they would pay a premium service.

8. Develop Implementation Plan

a. Make a prototype product that can achieve Internet connectivity with existing cellular technology (example: connect with carriers: Sprint, Verizon, T-Mobile, Cricket, AT&T)

b. Run tests with mock-up test data to develop the design of the database queries and the user‑interface of the display menus and buttons

c. Conduct more consumer surveys of the product for product improvements and feature enhancements

d. Establish partnerships with key personnel of cellular networks

e. Establish partnerships with key personnel of sources of crime data

f. Broaden the coverage area as fast as possible.

9. Develop Marketing Plan

a. Determine the best market‑segment that the product appeals to. (Young/old, affluent/poor, higher/lower educated, popular/eccentric, special interests)

b. Design the packaging, name branding, and slogan of the product for the best market‑segment appeal

c. Determine the best marketing strategy for product launch (Special events, Internet, Television, Radio, Magazines)

d. Develop the best advertisements for the product launch (Special events, Internet, Television, Radio, Magazines)

10. Measure success

a. Capture feedback of product appeal from the consumer surveys, website click-thru(s) and purchases, televised and broadcast commercial responses, and magazine leads.

b. Evaluate correlations between the advertisements and the market volume of the product.

c. Be aware and measure the startups of competing product lines from competitors