TeknoVe Additional Info for Project Step 6

UC 5

The production scheduling optimizer remains among the C-suite's favorite projects, particularly with the prospect of a better demand predictor being introduced in parallel. One senior leader recently returned from site visits at several factories with a list of additional benefits each of the location managers highlighted. By giving them better visibility into production timing, they will be much better positioned to plan maintenance, staffing, and ordering. Still, there are some serious concerns surrounding the demand predictor and without it the scheduling optimizer may never get off the ground. The C-suite is considerably less supportive of the demand predictor but doesn't seem to connect the importance of the two working together in parallel.

UC 7

TeknoVe just announced the President of TeknoVe Financial will be retiring at the end of this year. While the team was previously supportive of the AI-based contract analysis tool, they are hesitant to proceed with this project until a successor is named. Equally importantly, the team conducted a survey of dealership representatives and found that they do not find the process of entering key lease characteristics into the ERP system to be particularly taxing. With little incremental functionality left in the financial reporting aspect of the lease process and dwindling support, the team isn't quite sure what to do next.

UC 8

In a recent all-hands meeting, the CEO of TeknoVe spoke vehemently about the youth of their brand and the importance of "keeping the pedal on the metal" when it comes to marketing. One of the most important marketing tools TeknoVe has is its flagship stores, which it

places in dense residential areas and even shopping malls. The "experience" these stores create allows those who are worried about electric vehicles feeling different to get up close and personal. Given the importance of this aspect of store locations, the team is questioning whether putting locations in less dense areas would actually be effective. The data actually suggests that many people from these other areas frequently do their shopping in malls and stores closer to cities and other densely populated areas.