Narrative

**Problem Statement**

KY HBPA has multiple problems with the design of their current website. They cannot receive donations/receive money for reports online. They have no ability to process forms, claims, sales bills, memberships or reports online. Their newsletter isn’t electronically available on their website, nor do they have links to other sites with industry information. Their mobile site also needs to be modernized. As a business, they have no plan for business continuity in the instance of a disaster. Currently, the KY HBPA has to process paper claims and memberships and enter those into an Excel spreadsheet. The membership database is currently kept on two separate computers; one locally in their Louisville office and one remotely in their Lexington office. There is member financial information kept on an external hard drive in a fire safe in their Louisville office.

Essential Systems solution to these problems would be as follows:

Provide an updated website which gives users the ability to register for membership, pay for reports and file claims online while also giving the KY HBPA staff the resources they need to put out their newsletter electronically and provide their members with important industry medicinal information and other links. Since their finances are based on how many users they recruit and retain, and many of their members use a mobile device as their primary means of getting online, the website should have a mobile first, intuitive design which is easy to navigate and understand. The website will also feature an electronic copy of their newsletter and industry links. Essential Systems also plans to educate KY HBPA staff on cloud based storage solutions and recommend and help set-up a solution so that all of their essential business files reside both on their work computers and in the cloud.

**Business Case**

Currently, KY HBPA uses a paper membership card which is available online but it must be printed off by the user for it to be filled out. Having an electronic membership card is an opportunity cost because it would save potential members the cost of a stamp which, though seemingly insignificant at $.49 per member, could help to bolster membership. There is also the opportunity cost of data entry into the membership database, which, even if it is updated per annum at a projected time cost of 15 seconds per member, would cost KY HBPA 25 hours in productivity that could be used elsewhere in the business.

For each printing of the KY HBPA’s newsletter, the organization spends around $120.00 on paper (if the newsletter is 4 pages in length at a cost of $5.00 per ream of paper for 6000 members.) The cost of stamps is $2820.00 at $0.47 per stamp, and is expected to rise to $2940.00 once the price of stamps increases in Kentucky to $0.49. A single cartridge of ink costs around $20.00 and will last for about 220 pages. This would cost $8,727.27 in printer ink. On an average year, a quarterly newsletter by the KY HBPA costs $20,967.00 in supplies alone, which would be saved with publishing an electronic newsletter.

In the case of a disaster, such as a fire or theft, KY HBPA would be forced to manually restore their data from paper records at an offsite location, severely hindering the continuation of business operations in the interim as they get back on their feet. Having a cloud-based electronic storage solution would save them countless hours of labor while allowing for business continuity.

**Feasibility Considerations**

**Technical**

* Subscription to web-host - cost associated with having a space for a website
* Subscription to cloud-based storage system - cost associated with acquisition of cloud-based storage system.
* Training to edit and manage online content - time cost associated with acclimating employees to new system.

**Economic**

* Subscriptions to Technical considerations - about $140.00 per year for web hosting (and domain), about $1000.00 per year for storage solution.
* Cost-savings from electronic newsletter - $20,967.00
* Cost-savings from data-entry - 25 hours of labor

**Organizational**

* Ability to recover and continue operations in the event of a disaster.
* Ability to better serve members with electronic forms
* Ability to receive online donations and payments