**CYB-650 JAM Inc.**

**Mission, Vision, and Values:**

At JAM Inc., our primary mission is to provide our customers with a quality product at the best value. From the beginning, JAM Inc. has had a singular focus centered around people, community, and the planet.

**Mission:**

JAM Inc.'s goal is to be the #1 retailer in providing customers with the convenience and comfort of one-stop shopping experiences in North America.

**Vision:**

Our vision is to support the needs of people, communities, and the planet to ensure a better future.

**Our Values:**

* Excellence – reflected in distinction, effectiveness, efficiency, enthusiasm, passion, and quality.
* Empowerment – ensure team members, employees, and the community thrive.
* Inclusivity – reflected in diversity, equality, fairness, impartiality, and respect.
* Integrity – reflected in accountability, ethical behavior, honesty, and reliability.
* Leadership – reflected in courage, honor, professionalism, transparency, and vision.

**JAM Inc.**: **Your role**

JAM Inc. has hired you as their new Chief Information Officer/Chief Information Security Officer (CIO/CISO). JAM Inc. is a large retail company that operates a chain of discount department stores and grocery stores throughout North America. JAM Inc. is headquartered in Barstow, California, with over 900 stores across 48 states and six stores in Canada. JAM Inc. is a publicly-traded company listed on the NASDAQ stock exchange.

JAM Inc.'s corporate leadership is thinking of expanding more into the ecommerce space to include a mobile application for smartphones for shopping. Over the last two years, JAM Inc. has been the victim of several cyber incidents, most notably their publicly accessible internet website's defacement. The organization has also been the victim of several other cybersecurity incidents. Many of these incidents involved social engineering attacks in the form of phishing and spear-phishing attacks. JAM recently had a denial service attack in two of their large discount department stores where the point of sales system was not operational for many hours. Your employment is part of a comprehensive approach by the organization's leadership to improve its overall security and cybersecurity.

**Leadership Objectives:**

JAM Inc. is planning on doing a significant upgrade to the organization's enterprise network and information systems to ensure the organization is successful in migrating into the ecommerce market. JAM Inc. wants to improve the customer shopping experience and is researching the development of mobile payment applications that shoppers can use while in their stores to scan and pay for their items. Also, JAM Inc. has a rewards card program that tracks customer loyalty and establishes a database of their purchasing habits.

**JAM Inc. Information Systems Requirements:**

The enterprise solution for JAM Inc. needs to have the capabilities to support and provide artificial intelligence (AI), machine learning (ML), internet of things (IoT), and data analytics both on-premises and remotely at all its stores. JAM's chief experience officer and chief innovation officer would like to leverage technology to improve the customer shopping experience, the organization's logistics, and improve inventories and supplies purchasing from its multiple vendors.

JAM Inc. is also expanding into curbside pickup for both groceries and department store purchases. JAM Inc. also has suppliers that need access to their inventory systems to track supplies orders. With over 900 stores, JAM Inc. has also contracted the maintenance of their commercial-grade refrigerator and HVAC systems. The maintenance company also needs access to the network of all the stores to monitor the systems.