Q1

Though not a novel concept, perhaps the most noteworthy change to consumer expectations brought on by the Internet is the speed at which information gathering, service execution, and business-to-customer interactions take place. Drawing on the example of Sears and their use of catalogs, it becomes apparent that the introduction and widespread use of the Internet changed each of these concepts: the customer that once relied on the release of a periodically published catalog could now look up the same information using an e-commerce website; the same customer could order goods and have the order fulfillment process occur within minutes of placing instead of relying on mail orders among other, slower process; finally, what were once interactions that took place in the Sears store between customer and business now take place through a website, a process that is faster, has a high potential satisfaction rate, and frees up both parties for other tasks.

Q2

As long as there is a human element in any process that requires choice and has room for free thought, cyber security of a firm is always at risk. It is the assessment, mitigation, and acknowledgement of this risk that plays into the action of insuring enterprise resources so that in the event of a human-facilitated intrusion (happening with knowledge or not), all is not completely lost. While education and process engineering to reduce company exposure to cyber threats certainly provides direct impacts on information security, the valuation and assessment of threat is one of the largest parts of protecting a firm from the “human element” of the cyber security initiative. Finding the appropriate regular investment is, in the climate right now, is perhaps the single most important action an enterprise can do to work against the human side of computer security threats. The idea that all threats can be stopped is unrealistic; instead the actions that are taken to better ensure the continuity of the organization should be prioritized.

Q3

At the most elementary level, this scenario calls for all the elements that a project management professional would use during any large scale, enterprise-spanning, IT deployment with the added necessity for assessing the current “in-process” state of affairs and working with actions that have already taken place. Crucially, any recommendations to this firm by the consulting body must take into consideration the current state of change, atmosphere of the enterprise, and must call on the full support of ALL senior leadership entities in the proposition. I will attempt to outline a process below, largely in order of priority but with flexibility on planning time and, of course, subject to change.

Independent directive timeline, entity definition, rollout, Success definition, metric definition.

Address any previously taken actions by the enterprise and connect with siloed plan from above

Aggregated project cost, timeline and rollout plan given considerations for WIP

Strategy for addressing changes to culture – emphasis on improvements to enterprise dealings