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Case Study Part 2 - **A Database Project in a Small Company**

**Part 1: Who?** The business stakeholders in this case study are the people who run this small business; Lawrence Ackerman, CEO, and his partner Isabelle Oliviera, the President. I would include their employees below them but they don’t have anything more than their current job vested. On the terms of systems analysts, they have Mr. Ackerman and Research Analysts who made the original database and then Isabelle and the Research Analysts left to take over for him when he wanted to leave and she needed to solve the issues that the current system had. Next, for project managers, we have Lawrence, Isabelle, and Tamara Hudson who was lead project manager for 5 readers. Following that, there are technical stakeholders. The people that this system involves as technical stakeholders are the staff whose jobs are all vested in the success of this system. Lastly, the users are the businesses that intend to or do in fact purchase and utilize the data that was compiled in the Excel chart.

**Part 2: What?** This system was invented for the sole purpose of tracking professional analysts in the business environment and their thoughts and concerns in their area of expertise. For years before Ackerman had decided to put into motion a chart of information for analysts, there had been no way other than searching through articles and magazines like the Trade Press, could one find any opinions from professional analysts and keep up to date with current thoughts of information systems. Ackerman was able to put together spreadsheets full of quotes from analysts in the field and catalog them for easy access. Ackerman came up with a rough list of requirements that each entry would require after reading the Trade Press and finding similar data that each article contained such as, name, company, and opinion for the database and followed up by pitched the database to colleagues at a business meeting in which they helped to form more needs and requirements. Lastly, final requirements were founded from its use in the field by the clientele.

**Part 3: Why?** On the subject of Access versus Excel, Access would clearly be the better of the two options for producing a more structured database. For one, Access has the ability to organize data into multiple charts and correlate entries between databases. This would be extremely helpful because for the structure of data Ackerman had, he could easily fill one chart with the information about the analyst, over multiple years such as employment history or even his position and dates. Thus, allowing Ackerman to then use another chart, within access, to keep track of all the quotes, separate from the personal employment information of the analysts. Lastly, Ackerman and many of his employees could also use Access all at the same time and edit it on a server and not have to individually enter the data of each user into a cell, but instead create data entry forms that allow for easy data entry.

**Part 4: How?** Lastly, Ackerman used very few business models when making his system. During the system planning phase, Ackerman did not use any of the three models for proceeding with his database. He did not make an Economic Feasibility chart to detail expenses and profits; he did not make a Statement of work nor did he make a Gantt chart. It wasn’t until the analysis phase when any slight hint of a model showed up. The first chart technically was the Entity-Relationship diagram which was a list of what each database entry would have. He did though make a model for the actual database when he had been sitting in Chicago’s O’Hare airport. Lastly Ackerman and his company didn’t have any real sound Dictionaries for the data, nor a standalone application. They did not document their system at all and there wasn’t a real need for a Manual for Users since it was run out of excel.