

Thermo Fisher Scientific ANZ

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| Summary | |
| Document Title | Business Requirements Document(BRD) |
| Entity Name | e-Commerce/Marketing |
| Description | Refresh ANZ websites with the look and feel of thermofisher.com |
| Version | 1.0 |

| Name / Position | Organization | Signature / Date |
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## Document Control

Change Record

| Date | Author | Version | Change Reference |
| --- | --- | --- | --- |
|  |  |  |  |
| 20/06/18 | Darith Ly | 1 | No previous document |
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**Reviewers**

| Name | Position |
| --- | --- |
|  |  |
| Andrew Perepeczko | ANZ Marketing Lead |
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**Distribution**

| Copy No. | Name | Location |
| --- | --- | --- |
|  |  |  |
| 1 | Common Drive | \\ausco-fps02\common\NPC\Darith\20180620 - Web project |
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### Purpose

To prepare business requirements to document and present to the SLT team to get approval for the project.

### Problem Statement

The current ANZ website was developed in 2004; The 14-year-old platform is limiting business growth, keeping up with competitors and customer demands.

1. **Appearance**; the current platform does not align with global website design
2. **Content layout**; difficult to manage and maintain. Requiring content to go through the IT change management process. Doesn’t align with marketing activities and timeframe
3. **Search Engine Optimised** (SEO); Poor SEO ranking due to website not setup correctly for SEO crawls. No broken links detection and page redirection
4. **Mobile-Ready**; Website does not display well on mobile devices
5. **Scalability**; Due to the ageing technology we are unable to introduce dynamic content

### Scope

Below high-level requirements on project scope and what we are solving.

1. Update the ANZ website to align with global website design
2. Build a platform using microservices architecture; this allows independent website content update, maintenance and development to be applied on the website with no dependencies
3. Introduce SEO best practices for better website ranking on Google
4. Set the foundation for future projects such APIs and interface with other applications for dynamic web content and product/family pages

### Exclusions

We will not work on the Content Management System (CMS). The current CMS will remain and continue to be used by the marketing team to manage site content.

### Constraints

With the same design as the thermofisher.com website we could potentially further confuse our customers.

### Assumptions

|  |  |  |
| --- | --- | --- |
| Requirement No. | Requirements  Description | Assumptions |
|  |  |  |
|  |  |  |
|  |  |  |
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### 

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### Responsibility Matrix:

|  |  |  |
| --- | --- | --- |
| Seq# | Task Description | Task Owner |
|  |  |  |
| 1 | BRD Development | eCom Team |
| 2. | BRD approval | Marketing Team |
| 3. | BRD presentation and SLT buy-in | Marketing/eComm Team |
| 4 | Procedure, Policies and SOP update | Marketing/eComm Team |
| 5 | Test Script Development | eCom Team |
| 6 | UAT | Marketing Team |
| 7 | Rollout Phase | eCom Team |
| 8 | Post Implementation Care | eCom Team |

### Risk and Mitigations:

**Known Risk:**

|  |  |  |  |
| --- | --- | --- | --- |
| Seq# | Risk Description | Risk Probability Scale | Mitigation Method (Avoid, Accept, Share, Transfer) |
|  |  |  |  |
| 1 |  |  |  |
| 2. |  |  |  |

**Unknown Risk:**

No visibility on unknown risk at this stage.

**Impact on eComm Application:**

Not Known

### Technical Fact File

Following technical changes will be carried in order to achieve all scope out items:

|  |  |  |
| --- | --- | --- |
| Requirement No. | Business Description | Technical Requirements |
|  |  |  |
|  |  |  |
|  |  |  |

### Resource Planning

Following team members have been assigned to execute the task:

|  |  |  |
| --- | --- | --- |
| No. | Name | Responsibilities |
|  |  |  |
| 1 | eCom Team |  |
| 2 | Marketing Team |  |
| 3 | UAT Team |  |

### Effort Estimation

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| No. | No Of Resources | Estimated Hours | Total Hours | Resource Allocation Type | Remarks |
|  |  |  |  |  |  |
| 1 |  |  |  |  |  |
| 2 |  |  |  |  |  |
| 3 |  |  |  |  |  |
| 4 |  |  |  |  |  |
| 5 |  |  |  |  |  |

|  |  |
| --- | --- |
| Approx. |  |

Total Hours Approx.:

### Deliverables

Following IT deliverables have been determined based on the assumptions illustrated above:

|  |  |  |
| --- | --- | --- |
| Requirement No. | Business Description | Remarks |
|  |  |  |
|  |  |  |
|  |  |  |

### 

## Target Audience

### Requester

|  |  |  |  |
| --- | --- | --- | --- |
| No. | Name | Title | Request Date |
|  |  |  |  |
| 1 | Darith Ly | eComm Manager |  |

### Business Group

|  |  |  |
| --- | --- | --- |
| No. | Business Domain | Lead |
|  |  |  |
| 1 |  |  |

### Stakeholders Register

|  |  |  |
| --- | --- | --- |
| No. | Business Domain | Lead |
|  |  |  |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |
| 5 |  |  |

### Possible Solution

<< Intentionally Left Blank>>

### Test/Prototype Planning

|  |  |  |
| --- | --- | --- |
| No. | Name | Responsibilities |
|  |  |  |
|  |  |  |
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### Communication Channels