C768 Task 2 – Andrew Bright

Section A: Executive Summary

At Big Financial Solutions, our top priority are our clients, and how we support them. Throughout the various work cycles and stages of deployment in our software solution stack, we concluded that implementing a newer system of infrastructure would drastically increase efficiency. This system would use the Infrastructure as Code methodology and utilize Containers to modernize the CI/CD pipeline at BFIN and result in a much more proficient system of product delivery. This summary will review IaC and Containers, as well as the benefits of applying this to BFIN.

***What exactly is IaC and Containerization?***

Infrastructure as Code was born with the idea of easy scalability. This methodology standardizes and automates the configurations of infrastructure and frameworks that our solutions would run on. In addition to IaC, Containerization takes a similar approach, but applies it to applications. This would be a lightweight image that would contain the necessary components to run either a whole application or a fragment of one, referred to as a “microservice.”

***How would this apply to BFIN?***

With our current method of infrastructure and application development, scalability is not easily achieved. IaC would allow for standardization and rapid configuration of the resources needed to host an application. Containerization would separate the major aspects of our solution into smaller and more manageable slices that can be delegated among teams and developed simultaneously.

The research presented previously adheres to a system of scalability and rapid deployment of new solutions. This would allow for the focus of BFIN’s internal teams to shift back towards providing and maintaining the industry-leading solution.

**A1. Executive Summary Diction & Tone**

The **diction** specified in this summary is meant to be more simplistic, not in terms of misunderstanding the intended audience, but to convey the message in an easier manner. The intended audience would be aimed towards Directors, Managers, and leadership that would be involved in the process, but only need a high-level explanation.

The **tone** of the summary is to be perceived as in line with the white paper, and have the focus be providing the best solution possible to our client base.

**A2. Executive Summary Jargon**

Since this summary is aimed more towards the leadership at various levels within the organization that aren’t directly working with Infrastructure, the **jargon** used in this summary coveys the same message as the white paper in a condensed form. The description of the processes and methods used are simplified to be understood by a larger audience. Specific terms involved are “increase efficiency,” “modernize” and “result in a much more proficient system” to convey the benefits outweigh the possible drawbacks.

**A3. Executive Summary Message Timing, Sensitivity & Classification**

As this change is potentially organization wide and will affect all positions in some capacity, the **message timing** of this communication would best be suited within a leadership meeting among the Directors, Manager, and higher leadership within BFIN. Following that, the changes would be presented in a town hall to the rest of the company, with an email with a summary of the high-level details to follow. The **sensitivity** around the message would be kept to internal employees only and as such it would be treated as confidential, which would also place this under the **Internal message classification.** The end-users of the solution would not need to be involved, as the end goal will not modify their experience.

**Section B: Press Release**

**Headline: Bringing BFIN Into the Modern Age**

**Location:** Chicago, Illinois, at BFIN HQ

**Lead-in:**

Here at Big Financial Solutions, our clients are our top priority. It’s time we revolutionize our internal processes to keep them in the forefront of our minds with Infrastructure as Code and Containers.

**Body:**

The developmental methodology of Infrastructure as Code and Containers can bring a wave of positive change to BFIN and our software. Implementing this solution will allow us to:

* Spend less time configuring and managing resources
* Allow for a focus on rapid deployment of fixes and new features
* Split our solutions into smaller, more easily managed services

Shifting to this way of organizing, managing, and deploying our applications and resources will allow for a much smoother, faster workflow within all aspects of our organization. It will allow us to tackle issues and development of new products with ease with little effort to put them in place. Overall, it will allow us to focus on strengthening our relationships with our clients, both old and new.

**Contact Information:**

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**B1. Press Release Tone**

The chosen audience of this internal press release would be anyone that would have an interest in knowing the current processes within the company. The **diction** chosen for the article is meant to be more informal with a more accessible and easily understood set of words. The **tone** chosen is meant to convey the importance of a choice such as this, as it would have a large impact across the organization.

**B2. Press Release Jargon**

Since the chosen audience is meant to be nearly every internal employee who would care to read it, **jargon** is kept to simpler business terms to align with the reasoning behind the changes, as well as highlight the benefits.

**B3. Press Release Message Timing, Sensitivity & Classification**

Due to the audience of this press release being all internal employees, the best **message timing** for this article would be to immediately follow the town hall discussing the major accomplishments and current projects within the company. The **classification** would remain to internal access only, and the **sensitivity** would be considered confidential and to not be shared externally.

**Section C: Frequently Asked Question (FAQ)**

Create 3-5 questions and answers that will help answer some of the most common questions associated with your white paper.

**Question:**

***What does this change mean for responding to major issues within our solution?***

**Answer:**

Since the primary objective with this infrastructure change is to keep the complexity low, this would allow for a faster response to issues. The current method adheres to SLAs agreed upon with our clients as needed. However, with separating the various applications into Containers, this would allow the team overseeing that service to tackle the issue immediately and release a fix in nearly a third of the time it currently takes.

**Question:**

***Does this have a heavy cost implication on BFIN?***

**Answer:**

While there will be a cost for transitioning to this methodology, the benefits of the initial cost outweigh the potential drawbacks and costs of the ongoing current methods. One major factor would be less time that Engineers and Infrastructure would need to spend deploying software and configuring resources. Once it is in place, maintenance and updates are automated. This will also allow for easier scalability, with the idea of onboarding future clients more efficiently than before.

**Question:**

***What does the timeline look like for moving to this solution?***

**Answer:**

Currently, our main solution and applications exist in what is called a “monolithic” system, or as one large piece of software that exists across various resources. It is estimated that the time needed to move to this solution will be around a year, with it being carried out in phases. The current idea is to migrate the smaller and less-used solutions across first before moving the main software solution offered by BFIN.

**C1. FAQ Tone and Diction**

The intended audience with these FAQs is any internal employee at BFIN. The **diction** used in the answers is focused on providing clear answers to the questions, a well as provide additional reasoning for the changes. The formality chosen for the answers is meant to read as if someone were to ask management in a meeting and leans more towards being informal. The **tone** chosen within the answers is to convey accurate information in a direct manner, to not obfuscate any reasoning.

**C2. FAQ Jargon**

Due to the audience being any possible internal employee, the **jargon** is kept to business-related adjectives and terms with a more simplistic meaning to allow for a wider understanding.

**C3. FAQ Message Timing, Sensitivity & Classification**

The **message timing** of the FAQs would be to immediately follow the town hall and press release. The **classification** and **sensitivity** are meant to adhere to the same guidelines as the internal press release and be classified as internal and confidential. Any internal employee is allowed access if they would like, but the intention is that it would not be shared externally as it is meant to be an internal project and implementation.

**Section D: Sources**

Please provide the full reference list entry for any outside information used in the Executive Summary, Press Release, and/or FAQs documents. Any information you use from an outside source (whether directly quoted, paraphrased, or summarized) should have both an in-text citation at the end of the sentence where you quoted, paraphrased, or summarized, and a reference list entry in this section. A reference list entry should include the following 4 items in this order:

1. Author (or organization as author)
2. Date (or n.d. if no date)
3. The title of the article or book
4. The publication information (if a website, the direct URL link; if a book, the publisher name and city; if a journal article, the name of journal, volume, issue and page numbers and/or the DOI link)

Wikimedia Foundation. (2022, December 21). Donnelley Financial Solutions. Wikipedia. Retrieved January 26, 2023, from <https://en.wikipedia.org/wiki/Donnelley_Financial_Solutions>

**Section E: Professional Communication**

Please review your submission, checking for spelling and grammatical errors before you submit. For more information and help with professional communication see this [Professional Communication Resource](https://cm.wgu.edu/t5/Writing-Center-Knowledge-Base/I-Need-Help-with-Professional-Communication/ta-p/23355).