

Round 1 – Report Submission

Fixers



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— Introduction

PR WIRE is one of the most reliable public relations firms in Sri Lanka.

Media monitoring is one of its core services that has existed since the company's inception.

The services of PR Wires include,

- Public Relations
- Media Engagement
- Communication
- Business Intelligence Services
- Crisis Management and Media Monitoring
- Social Media and Influencer Engagement



— Problem Statement

- Reading printed documents is time-consuming.
- Remote working limits access to team collaboration
- Increasing stress level
- Sharing analyzed reports to clients on multiple platforms
- Instances of missing important/relevant news
- The inability of new recruitments
- Delay in reporting
- The client's' expectation level is high
- Dissatisfaction of Clients
- Increasing Workload



SWOT ANALYSIS

STRENGTHS

- Loyal customers
- Skilled staff
- Commitment to the task
- Female team power
- Equal pay & opportunity

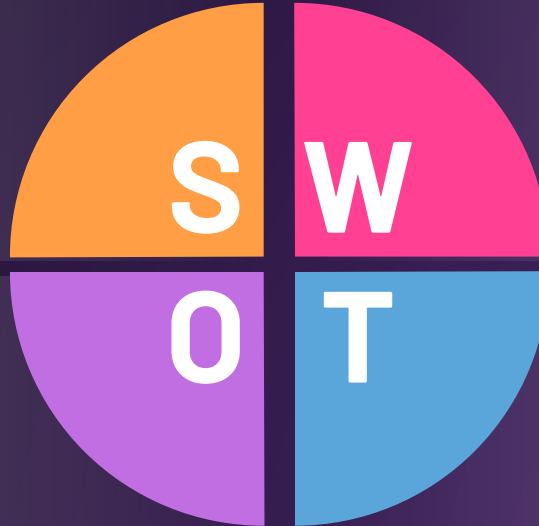
WEAKNESSES

- Lack of the quantity of staff
- Delay in reporting
- Lack of marketing strategies
- Unavailability of a single platform to communicate

- Word of mouth marketing
- Increasing client base
- Increasing requirements (YouTube Monitoring)

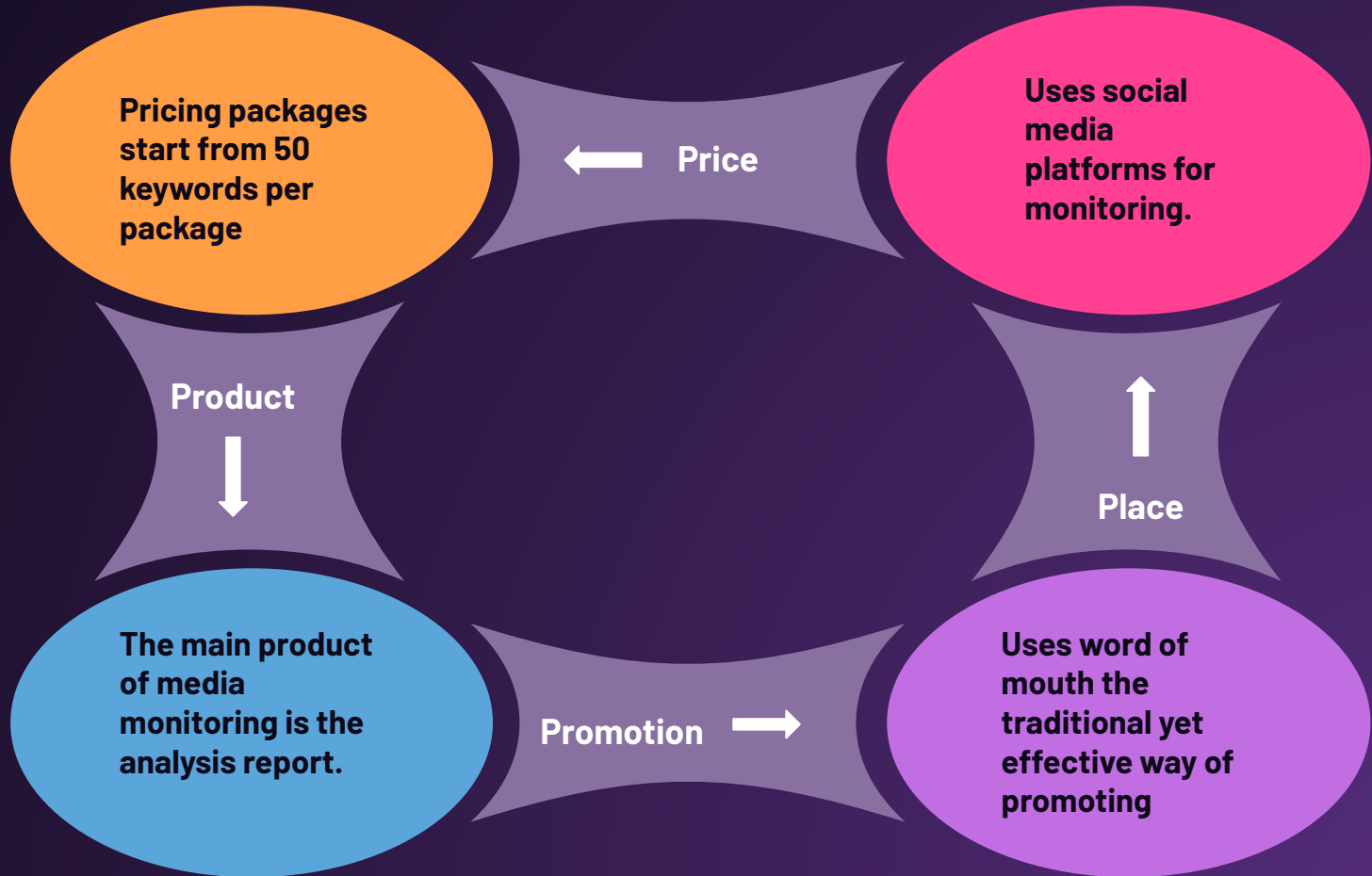
THREATS

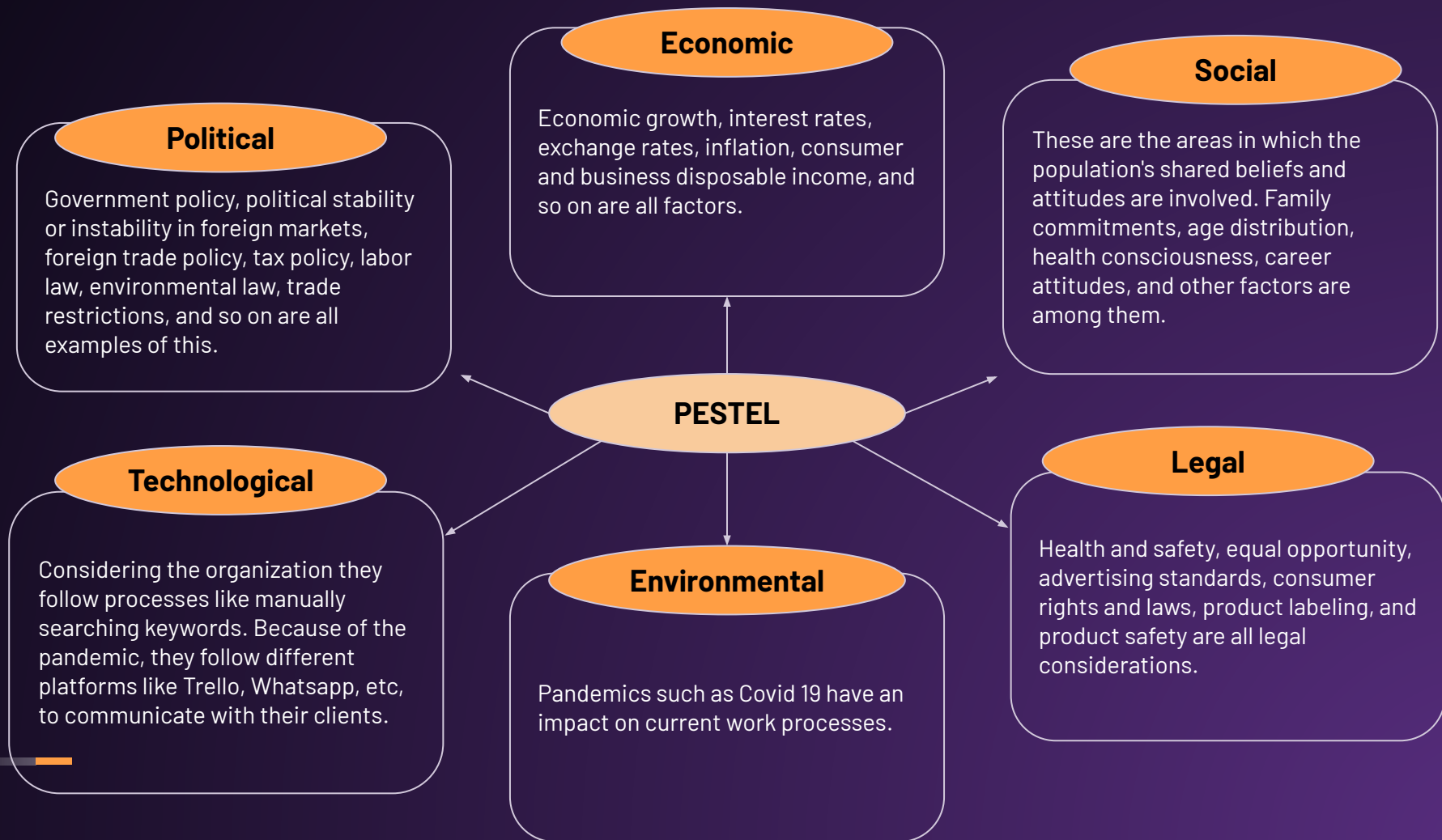
- Global pandemic situations
- Government rules and policies
- Launching of new media monitoring companies



OPPORTUNITIES

— 4P's





Solution

We propose an extranet solution that provides a cost-effective solution without the anxieties and costs inherent in supporting PR Wire's virtual private network. As the number of customers increasing, it helps to access and collaborate on business information via the web is critical to success.

Some main features are,

- Integration with a technique like convert images to text.
- Search keywords and analyze data.
- Automated report generation and share them using one platform.
- Integrated entertainment methods like music and games to reduce the stress level of employees.
- Connect all the stakeholders to one platform to communicate and share information.
- Apply digital marketing tools like AdWords

CUSTOMERS

- This solution provides a platform to interact with the company and get the services.
- It's easy to access timely, pertinent, accurate, and useful formatted information with analytical reports.
- Using this system clients can do Online Payments, it saves time and makes it effective.



COMPETITORS

- Our solution creates a platform that can directly interact with clients and other stakeholders, providing new ways to outperform their rivals.
- It can orchestrate an ecosystem of multiple work options comprised of human talent and automation, which will position the company as the business leader.

DATA

- Cloud-based data storage systems for fulfilling the availability.
- Capable of storing a large amount of data
- Gather data regarding customers and employees to analyze their behavioral patterns
- Data confidentiality and integrity should be protected.

INNOVATION

- New ideas will be developed, tested, and brought to the market through our solution.
- This new approach to innovation is based on careful experimentation.
- Assumptions are validated with real customers are developed iteratively, saving time and lowering the cost of failures.

VALUE

- Provision of information to business partners and customers at the right moment
- Customization of information allows for better information management and a reduction in information overload
- training materials that may be accessed remotely.
- Knowledge workers, in particular, benefit from a collaborative working atmosphere.

Company Review

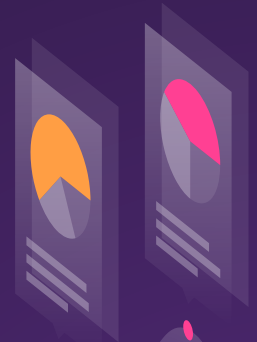
The company has its own culture and because of that, there is a high chance that the employees aren't influenced by the new changes that happen with the digital solution. Therefore, the employees have only been used to work out with the existing sources, technologies refusing to accept new changes, technologies as they aren't familiar with them.

But to further improve the process of a company it is very essential to go with the proposed extranet and upgrade into new technologies. The problem is that employees will take some time to familiarize themselves with the system and understand the features of the system.

There are several reasons why the current employees aren't familiar with or not accepting the new technologies.

- Not having enough knowledge to operate or deal with new technologies
- Dealing with new technologies is a challenge.
- Having no enough time to train.
- The technologies are to advance or too much for the task.
- Feeling uncomfortable to step out of comfort zone

However, with the use of digital tools in work-from-home situations, they would be able to quickly adapt to the new system.



— Feasibility Study

Technical

- The web application can be executed on any device that has internet access, and employees will have their own devices to use in the office/home.
- The maintainability and reliability of the applications are high since it is built with a popular technology stack (Frontend-HTML5, Materialize CSS Tailwind, React.JS |Backend-Spring Boot).

Economic

- To implement an extranet company have to spend a certain amount of money.
- During its lifetime, the company can generate sufficient revenue to cover the expenses incurred for its implementation.
- We can save money, time, and labor using the extranet.
- As the benefits are higher than the cost of an extranet, we can conclude that the proposed system is economically feasible.

Schedule

- The solution is expected to be developed and deployed within 15 weeks.
- It is feasible to complete the proposed scope within the given time frame with experienced developers.

— Feasibility Study

Cultural

- The cultural viability of the proposed project includes its compatibility with the project's cultural surroundings.
- In labor-intensive projects, planned activities should be linked with local cultural beliefs and customs.

Operational

- The new technology used in the extranet lets speed up the approach to many working procedures.
- The current model of operation provides customers with timely, pertinent, accurate, and useful formatted information.
- It's operationally feasible as it provides solutions to all problems and a better platform to work.

Legal

- This project follows all legal aspects like business licenses, certificates, copyrights, business insurance, tax number, health, and safety measures.
- A proposed system should be checked to see if it clashes with any legal requirements, such as whether the data processing system complies with the local Data Protection Act.

— The Target Audience

- **Employees who are reading whole newspaper articles** top to bottom.
- It will provide one main platform to **all the employees** including managerial level staff to share information and communicate with each other.
- **Client companies** who are willing to get analysis their product.

THANK YOU!

