**Memo**

**To: Martin Foronda, Owner of FAME Inc.**

**From: Jie Cheng, Database Application Designer**

**Date: Sept 21, 2023**

**Subject: Initial Analysis and Proposed Approach for Database Application**

**Dear Mr. Foronda, I appreciate the opportunity to work with FAME Inc. on developing a database application that will help streamline your operations. After reviewing the current situation and your requirements, I would like to provide an initial analysis and outline our approach to addressing your needs.**

**a. Approach**

**Our approach to addressing FAME's current challenges will follow the Systems Development Life Cycle (SDLC) methodology. This structured approach involves stages of planning, analysis, design, implementation, and maintenance, ensuring that the final system aligns with your organization's objectives.**

**b. New System Objectives and Functions**

**The new system will accomplish the following key functions:**

1. **Artist and Contract Management: Capture and manage information about artists, their contracts, and royalties.**
2. **Artist Scheduling: Maintain artists' calendars, track their availability, and respond promptly to customer requests.**
3. **Revenue Tracking: Keep real-time records of fees earned, royalties, and expenses for each artist and manager.**
4. **Financial Settlement: Automate the monthly settlement process with artists, ensuring accurate and transparent accounting.**
5. **Organizational Goals Supported: The new system will support FAME's organizational goals, including:**

* **Efficiency: Streamlining artist and contract management processes to reduce manual errors and workload.**
* **Transparency: Providing real-time insights into artist performance and revenue generation.**
* **Profitability: Maximizing royalties and minimizing administrative costs.**
* **Growth: Facilitating the identification and management of promising young artists.**

**c. Benefits and Resources**

**Benefits of the new system include:**

* **Real-time Insights: The system will allow managers to track artist performance and identify opportunities for growth, resulting in better decision-making.**
* **Error Reduction: Automation will minimize errors in financial settlements and reduce the time spent on reconciliation.**
* **Cost Savings: By streamlining processes and reducing manual work, the system will lead to cost savings in the long run.**

**Resource requirements:**

* **Personnel: A team of developers, database administrators, and project managers.**
* **Technology: Hardware and software for database management and application development.**
* **Training: Training for FAME staff to ensure smooth adoption of the new system.**
* **Time: A timeline for the project will be established to meet specific milestones.**

**d. Timeline/Roadmap**

**The project will follow the following roadmap:**

* **Phase 1: Requirements Gathering and Analysis (4-6 weeks): In this phase, we will work closely with your team to gather detailed requirements, assess existing processes, and analyze data needs.**
* **Phase 2: Design and Development (10-12 weeks): We will design the database structure, develop the application, and conduct testing to ensure it meets your needs.**
* **Phase 3: Implementation (4-6 weeks): We will roll out the system gradually, ensuring a smooth transition from the old system.**
* **Phase 4: Training and Adoption (2-4 weeks): Training sessions will be conducted to familiarize your staff with the new system.**
* **Phase 5: Maintenance and Support (Ongoing): We will provide continuous support and updates as needed.**

**e. Questions for Clarification**

**Before we proceed, I would appreciate your input on the following:**

* **Are there any specific features or functionalities that you consider a top priority for the new system?**
* **How would you like the system to handle the security and access control for sensitive artist information?**
* **Do you have any specific technology preferences or constraints that we should be aware of?**

**Your insights will help us ensure that the final system aligns perfectly with your vision and requirements. Thank you for entrusting us with this project, and we look forward to working closely with you and your team to create a state-of-the-art database application that will support FAME's continued success.**

**Sincerely,**

**Jie Cheng, Database Application Designer**

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