# Alternative Matrix -Evaluation Rubric

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* Indicates required question

Please specify your group: e.g. BBY-1 or DTC-1 *

BBY25

Which Group's work did you review? *

BBY32

The following is a list of reasons supporting **the development of custom software in house**. Please read the list carefully and judge whether the response you are evaluating adequately incorporates these criteria in the alternative matrix. *

**IMPORTANT NOTE:** Don't be mechanical. you are looking to see if the work you are evaluating has considered these concepts or not. Whether the names are the same or not does not matter. Also these criteria might be arranged in many different ways. Look to find them.

**Issues Supporting the Development of a Custom Software Application In-House:**

**1. Tailored Solution**: Developing custom software allows MOTO, Inc. to create a system specifically tailored to its unique business needs. This can lead to improved efficiency and effectiveness in managing client accounts.

**2. Competitive Advantage**: A custom software application can provide a competitive advantage by addressing specific business processes and features that are not available in off-the-shelf packages. It allows MOTO, Inc. to differentiate itself from competitors.
**3. Integration**: In-house development can ensure seamless integration with existing systems and processes, such as the systems used for expanded services and the internet marketing initiative.

**4. Scalability**: The IS department has a strong team and can adapt and scale the software as MOTO, Inc. continues to grow, including accommodating future acquisitions.

**5. Control**: MOTO, Inc. would have full control over the software's development, maintenance, and updates, reducing dependency on external vendors.

**6. Alignment with Business Goals**: Custom software can be aligned with MOTO's evolving business strategies and objectives.

| | No Evident Effort (0/4) | Way Below Expectations (1/4) | Needs Improvement (3/4) | Meets Expectations (4/4) |
|---|---|---|---|---|
| Tailored Solution | ○ | ○ | ○ | ◉ |
| Competitive Advantage | ○ | ○ | ○ | ◉ |

| | | | | |
|---|---|---|---|---|
| Integration | ○ | ○ | ○ | ◉ |
| Scalability | ○ | ○ | ○ | ◉ |
| Control | ○ | ○ | ◉ | ○ |
| Alignment with Business Goals | ○ | ○ | ○ | ◉ |

The following is a list of reasons supporting the **Purchase of a Software Package**. * Please read the list carefully and judge whether the response you are evaluating adequately incorporates these criteria in the alternative matrix.

**IMPORTANT NOTE:** Don't be mechanical. you are looking to see if the work you are evaluating has considered these concepts or not. Whether the names are the same or not does not matter. Also these criteria might be arranged in many different ways. Look to find them.

**Issues Supporting the Purchase of a Software Package:**

**1. Cost and Time Savings**: Purchasing a software package is often quicker and can be cost-effective compared to in-house development, especially when considering development, testing, and ongoing maintenance costs.
**2. Vendor Support**: Established software vendors typically offer support, maintenance, and updates, reducing the burden on MOTO's IS department.

**3. Feature Richness**: Software packages from reputable vendors may already have a broad range of features and functionalities, reducing the need for extensive customization.

**4. Industry Standards and Best Practices**: Software packages are often built on industry best practices and standards, ensuring reliability and compliance with regulations.

**5. Reduced Risk**: Custom development carries the risk of project delays, bugs, and unanticipated challenges. Purchasing a proven package reduces these risks.

**6. Time to Market**: MOTO, Inc. can implement a purchased package faster, potentially addressing immediate needs more quickly.

| | No Evident Effort (0/4) | Way Below Expectations (1/4) | Needs Improvement (3/4) | Meets Expectations (4/4) |
|---|---|---|---|---|
| Cost and Time Savings | ○ | ○ | ○ | ◉ |
| Vendor Support | ○ | ○ | ○ | ◉ |
| Feature Richness | ○ | ○ | ○ | ◉ |

| | | | | |
|---|---|---|---|---|
| Industry Standards and Best Practices | ○ | ○ | ◉ | ○ |
| Reduced Risk | ○ | ○ | ○ | ◉ |
| Time to Market | ○ | ○ | ◉ | ○ |

**Decision Making Process** *

Below is how we suggest Susan to proceed. Please read it carefully and judge whether the work you are evaluating adequately mentions each specific part.

**How Susan Should Proceed:**

**1. Conduct a Detailed Needs Assessment**: Susan should engage with stakeholders and the IS department to understand the specific requirements and objectives of the new client management software. This should include a thorough analysis of existing processes and pain points.

**2. Evaluate In-House Capabilities**: Susan should assess the skills, resources, and capabilities of the IS department. Can they develop, maintain, and support a custom solution effectively?

**3. Explore Vendor Options**: Research available software packages from both the current vendor and new vendors that have emerged in the last four years. Evaluate their features, support, and reputation.

**4. Cost-Benefit Analysis**: Conduct a comprehensive cost-benefit analysis that considers not only initial costs but also long-term maintenance, scalability, and customization expenses.

**5. Risk Assessment**: Identify and evaluate potential risks associated with both options, considering factors like project timelines, software reliability, and vendor stability.

**6. Stakeholder Involvement**: Involve key stakeholders, including department heads, in the decision-making process to ensure alignment with the organization's strategic goals.

**7. Pilot Testing**: Consider conducting a pilot test or proof of concept for custom software development to assess feasibility and performance.

| | No Evident Effort (0/4) | Way Below Expectations (1/4) | Needs Improvement (3/4) | Meets Expectations (4/4) |
|---|---|---|---|---|
| Conduct a detailed needs assessment | ○ | ○ | ○ | ◉ |
| Evaluate In-House | ○ | ○ | ○ | ◉ |

| Capabilities | | | | |
|---|---|---|---|---|
| Explore Vendor Options | ○ | ○ | ○ | ◉ |
| Cost-Benefit Analysis | ○ | ○ | ○ | ◉ |
| Risk Assessment | ○ | ○ | ◉ | ○ |
| Stakeholder Involvement | ○ | ○ | ○ | ◉ |
| Pilot Testing | ○ | ○ | ◉ | ○ |

Quality of Communication: *

- The document is readable and well organized.
- you can easily follow and understand the document.

- ○ No Evident Effort (0/4)
- ○ Way Below Expectations (1/4)
- ○ Needs Improvement (3/4)
- ◉ Meets Expectations (4/4)

Please sum up all the grades and record the final grade you have given this group * (total is 80):

75

IMPORTANT: before submitting this form, PRINT it as a PDF file and provide an electronic copy to the other team. *

- (●) Yes, we provided a PDF copy to the other team.

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