Project Plan Inception

 Name

 Professor

Course

Date

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**Background Information**

The company is an internet-based enterprise that collects data for analysis. The analyzed data is packaged and delivered as an end product to other firms that are in need of the information. As such, the company has a heavy reliance on information systems. To this end, the company relies on high capacity, modern technological advancements, and infrastructure in the information technology arena. For data analysis, the company uses various tools that are web-based. The company has high potential as during its past two operational years has seen achieve a value of $25 million. Currently, the company's operations are based on one office floor which houses about 20 employees. In the future, the company targets to grow its foothold in the region and internationally through its strategic growth plan.

**Company’s Business Activities**

The company has its core business in the delivery of online-based solutions for various enterprises. As such, the company has its core line of business in data analysis. To offer unique value, the company uses highly innovative and standardized techniques that are aimed at reducing costs and providing quality output. As such, the vision of the company is to offer innovative solutions to firm problems. To achieve this vision, the company has a mission to provide high-end, high-quality solutions to its clients. The major solutions offered by the company aid in decision-making for executives, expansion, and mergers, and synchronization.

The solutions that the company offers are based on problems that the company is presented with by its clients. For the service, there are fair rates that the company has set. From experience, clients are willing to part with some of their money to gain solutions or services. The company has grown to reach an appreciable market share of 30%. The company has a target of doubling its market share during the current financial year to reach 60%. This will make the company one of the market leaders in the provision of solution services to various enterprises.

**Outsourcing and Offshoring**

Offshoring is the act of basing some of the operational activities in outside countries. According to Sako (2005), offshoring has grown tremendously in the new millennium which has been aided by various information and communication technology and infrastructure development. Offshoring offers various opportunities for the company to lower its operational costs as well as achieve its growth plans. To begin with, many companies are looking to exploit offshoring and are ready to utilize some of the solution services offered by the company. The company itself has operations in about five countries which are all based in developing and emerging economies.

Outsourcing is the process of seeking services from other companies to enable one to complete their operational activities. Outsourcing can be done to procure services, solutions, and products. The company outsources some of its data collection activities from bigger companies in the industry as well as from data collection companies. To improve its reliability and validity, the company also engages various small companies from around the world to collect data in the regions that they are located. To improve its data collection mechanism, the company is seeking to partner with a large multinational company that has a focus on data collection across the world.

**Current Skilled Information Systems Personnel**

The company has about 20 employees. Of the employees, four are dedicated to the company. Of these four, two are dedicated to the information systems operations of the company. The other 16 employees are hired on a contractual basis influenced by the level of labor required. One of the dedicated information systems personnel is a data analyst. The data analysts use statistical techniques to analyze data using statistical efficiency and quality systems. The data analyst is also responsible for determining new processes that will be used to collect and analyze various processes.

The other information systems personnel is an Information Technology systems analyst. An IT systems analyst is important to the organization since they are responsible for designing the system that solves various problems. As such, the systems analyst is responsible for enabling the organization to offer specialized or customized services to its clients through its unique services. To add on, any software that is outsourced has to pass through the IT systems analyst who analyzes it to ensure that it meets the required specifications for the company. The IT systems analyst is also in charge of ensuring that the entire organization software is up-to-date and functioning well.

**Data Collected**

The company is involved in different types of data analytics. More specifically, the company deals in descriptive and predictive analytics. Through descriptive analytics, the company looks at offering solutions to organizations in regard to understanding the state of the industry or organization. To answer this question effectively, the company uses data from key performance indicators. The important parts of data that descriptive analytics use is the frequency of events, the costs associated with the operation, and the core reasons for failures (Watson IoT, 2019). The data patterns identified by the use of descriptive analytics can be used to raise a red flag.

The company also has a focus on predictive analytics. Through this area, the company is able to look at the future and provide direction on the possibilities. The data that is used in predictive analytics is mainly historic data and descriptive data. The combination of these two types of data enables accurate forecasting and simulation.

**Description of Information Systems**

1. Operational Systems and Databases

The company uses a management information system. With a custom-built management information system, the company is able to manage most of its activities internally. The management system is developed through a combination of PHP and Oracle. There is also a decision support system that is aimed at aiding the company to make decisions effectively through web-based applications. Finally, there is a data analysis system that is focused on report generation.

1. Analytics and Interfaces

An interface offers a boundary between various components of a computer. The company currently uses interfaces that are generated by Microsoft. The interface is generated using object-oriented programs. When it comes to analytics, the company has a focus on predictive and descriptive analytics.

1. Infrastructure and Security

Security is a major issue in the modern global environment. As such, there is a need to have some security measures. The company currently uses firewalls and cryptography to protect its systems especially during transmission of data between networks. The company has in place several infrastructures to support its use. They include data warehousing and network infrastructure. The network infrastructure is composed of optical fiber used for the intranet which allows for faster communication.

 References

Sako, M. (2005). Outsourcing and Offshoring: Key Trends and Issues. Oxford SAID Business School.

Watson IoT (2019). Descriptive, predictive, prescriptive: Transforming asset and facilities management with analytics.retrieved from https://www.ibm.com/downloads/cas/3V9AA9Y5