

TO: InfoSysB Consulting, Valued Customer System Team
From: Jennifer Turns
Re: System Development, Requirements for Data Design Phase
Date: 27 November 2000

Team Members -

Thanks for the hard work on the data design. The meeting with client went quite well, thanks to the materials that you prepared and your hard work.

It appears, however, that the client has decided to finish the project internally (i.e., his employees will complete the design and implementation of the system). It seems that we are almost through with this project, although not quite.

The client has requested one final deliverable in which he wishes to get our current thoughts on three sub systems of the overall system - basic operation, customer support, and management support.

- Subsystem 1: Basic Operation: Basic operation consists of the registration of new customers and the recording of purchases. This is the heart of the valued customer system.
- Subsystem 2: Customer Support Environment: Our client is particularly interested in providing customers with an ability to explore his/her purchase and award history. He believes that this will create an added incentive for customers to visit the stores.
- Subsystem 3: Manager Support Environment: Our client's company has decided that managers should have more support for making decisions that can enhance sales. Our client, thus, fully supports the development of a manager support environment in which the manager can explore current sales trends at their store (and relationship to frequent award system) and make decisions (i.e., changing frequent purchaser awards) that can enhance sales.

The client plans to take this deliverable to his developers who will use it as a starting point. Based on my discussions with the client (and our progress thus far), I think we should provide the following information for **each** subsystem:

- a. General Description: A description of the way the system could support the functions in the subsystem. The descriptions for each subsystem descriptions should be about 3-5 paragraphs. Also, please indicate if specific hardware will be required. (Note: If you have written about these issues in earlier reports, please draw upon / use this previous work here).
- b. SQL Queries: A listing of some of the SQL queries implied in the general description for each subsystem and the SQL for two of the queries. As background here – through my interaction with the client, I have learned that he is worried about the SQL portion of the project. I think these examples will help make the SQL aspect more concrete.
- c. Recommendations about Using Web: A recommendation on whether or not a web-based architecture is the best (appropriate) solution for the subsystem. As

background here -- during meetings with the client, I learned that he is considering the possibility of putting all of these functions on the web. I am not certain that this is the best idea – but need you to provide specific recommendations and supporting arguments. Thus, I would like you to indicate whether the functionality should be implemented via a web architecture or some other architecture. Please support your recommendation with specific points about the strengths and weaknesses of the web-based architecture and any alternative architectures, and the relationship of these points to the circumstances of the specific subsystem.

Required Report:

The required report should have the following structure:

1. Subsystem 1: Basic Operation
 - a. General description
 - b. SQL queries
 - c. Recommendations about Web-based implementation
2. Subsystem 2: Customer Support Environment
 - a. General description
 - b. SQL queries
 - c. Recommendations about Web-based implementation
3. Subsystem 3: Manager Support Environment
 - a. General description
 - b. SQL queries
 - c. Recommendations about Web-based implementation

Please remember that the documents you submit to me are going straight to the client (and may be seen by a variety of managers, designers, and developers). Therefore, they should be neat and professional.

Deadline: I told him we could get something to him by Wednesday, Dec. 6th. Therefore, I need your report by that date.