### **Executive Summary**

### **Introduction**

The recent acquisition of XYZ company’s database of customers, sales, suppliers, and products presents a challenge due to the differences in the two databases. A merger of the two databases is needed to incorporate the new customers, historical sales data on those customers, XYZ company suppliers, and their products. Additionally, the company needs to generate reports and analytics to support decision-making (Laudon & Laudon, 2020). Covered in this report are the requirements needed to continue with the merger of the databases and the design and implementation of the new system. Extensive research has been conducted on database merging, retail enterprise resource planning for sales and marketing, supply chain management, warehouse, and product manufacturing and design.

### **Business Goals**

* Merge databases from XYZ company and SNHU Clothing.
* Develop and implement a more robust database system for SNHU Clothing that is scalable and maintains speed as the company’s data needs grow.
* Analyze workflow processes for ways to increase efficiency, save time and money, and support more sales with the newly designed system and business processes.
* Generate reports and analytics to support decision-making

This integration aims to improve data accuracy, reliability, and security while enabling advanced analytics to drive business decisions and targeted marketing. Success will be measured by the seamless merging of the databases, the elimination of data inconsistencies, and the ability to generate actionable insights from the integrated data. Key performance indicators (KPIs) will include the accuracy of data migration, the speed and reliability of the new system, and the effectiveness of the analytics in enhancing customer engagement and sales performance

### **Data Requirements**

* Comprehensive data on customers, suppliers, inventory, marketing, and sales.
* Comprehensive data covering sales figures and performance metrics.
* Current business processes and reports that are needed.

This data will be collected from the current databases prior to merging them and from meetings with department heads to gather information on business processes and the data available. That data will then aid us in designing the new database and will help us develop the business intelligence reporting system. Additionally, with the right configuration of a sales and marketing system, personalized messages can be sent to your customers based on their preferences derived from the reporting (Laudon & Laudon, 2021).

#### **Justifications**

The data is needed to make sure the new system provides what is needed in the format needed. We need to understand the data available, business processes and decision-making methods so that reports can be created. This will allow us to provide the tools to manipulate the data and run reports on demand. Additionally, the information on who will have access to various company and customer data is important to secure the system. Securing the system is mission critical. The systems selected have security built in through the services recommended below.

#### **Recommendations**

* Merge databases into a new system.
* Utilize Microsoft Azure Active Directory as the back-end database management system.
* Utilize Microsoft Dynamics 365 as the enterprise resource planning system that will be a hub for all the other programs being used by each department.
* Utilize Salesforce CRM to gain robust features for sales and marketing.
* Utilize Service Now for IT ticketing and maintenance.
* Utilize SharePoint for knowledge management.
* Utilize Shopify POS system for online and terrestrial sales.
* Utilize Power BI for data analysis and insights.

Using business intelligence software in a comprehensive central system brings many benefits, like centralizing data, enabling self-service reports, making predictions, and reducing costs (Coursera, 2024). Microsoft Power BI is an excellent choice if we use Microsoft Azure SQL Server because it's easy to integrate, runs on AWS cloud service, and connects well with other tools like Excel and Shopify (Coursera, 2024). It also makes creating reports simple and user-friendly. A central team would manage Power BI, but departments will be able to create their own reports (Microsoft, 2023).

For IT, ServiceNow is recommended for managing support tickets. Its AI feature can reduce individual service requests by 25% and helps monitor system performance (ServiceNow, n.d.). Microsoft Dynamics 365 also offers a portal to the system for suppliers to check inventory and manage orders securely (Microsoft, 2024).

SharePoint knowledge management system by Microsoft is also suggested to store all company knowledge in one place, accessible to everyone. Permissions can be set, and content can be regularly updated by designated experts. The system allows for interaction, where users can rate pages to measure effectiveness and contact information to reach the creator of individual pages.

#### See Appendix B for a system diagram. It shows how different systems, like Shopify for POS, Salesforce for CRM, and Microsoft Dynamics 365 for inventory and manufacturing, can work together to streamline operations (Shopify, n.d.; Salesforce, n.d.)

#### **Rationale**

In the 2016 Global Industry 4.0 Survey, 56% of companies said they would use data analytics for optimization of overall business planning and controlling in the next five years, and 59% said they will use it for better manufacturing, operations planning, and controlling (PwC, 2016).

Microsoft Dynamics 365 will be a one-stop solution for sales and marketing, IT, manufacturing and product design, and warehouse if we are ok being tied to one company’s software and services. It makes for easier integrations but could cause problems if there are issues with Microsoft services. The software includes AI-driven visualizations from Power BI embedded into your systems (Microsoft, n.d.). It also comes with ready-to-use prebuilt templates for visuals. The security is built-in so you can rest assured that the data is secure. You will be able to set permissions to strategically give access to employees on an as needed basis.

According to Cybers Crime Magazine, 60% of small businesses go out of business within 6 months of a data breach or attack (von Ogden, 2019). Around the end of 2022, data breaches rose by 70% globally. Breaches can expose personally identifiable information, proprietary and confidential information, and allows hackers to access and steal information (Metomic, 2024).

Patagonia implemented Microsoft Dynamics 365 as an all-in-one platform and they found that it unified tools on one, scalable, global platform (Sunrise Technologies, n.d.). It cut costs associated with growth by two-thirds.

#### **Conclusion**

This executive summary highlights the main points of the project, including what it aims to achieve, the data it needs, and why it's important. The project is crucial for helping the company grow and make better decisions. The next steps involve choosing a cloud-based system, combining our data, and setting up the tools needed to analyze that data. Moving forward with this project is recommended to keep the company successful and competitive**.**

To ensure a successful project, we need comprehensive data to fine tune the design of the new database so the necessary reports can be created. Being familiar with the business processes and how the current system is used by each department will enable us to design a new system that meets the needs of the different departments. The recommendations are suggestions at this point and we will determine the final systems as we gather more data.

Our next steps are interviews with David Officer and other managers on an individual basis to learn specific needs and processes so that the system can be customized to meet our needs. Additionally, we need a budget. Once we have the approval to move forward, we can get started.

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