

Alexander Smith
Statistician,

April 19, 2020

Static Corporation Limited,
California,
Private Bag.

Subject: Proposal to Purchase a New Software System (Tableau) for Office Use.

Dear C.E.O Kersey,

The Vice President of Marketing, Research, and Procurement Division Mr. John Mckhein, has received a proposal suggestion about the purchase of Tableau software system for the company. During our last meeting, a concern raised on 1—the increase in client and 2. The limitation of the departmental software currently in use made me decided on the proposal. Your insistence on the use of different marketing strategies has developed a large pool of clients. I hope you will consider my proposal to purchase new software to interconnect our firm and offer better customer service.

As a staff member in the marketing, research, and procurement department, I have a clear picture of the current organization crisis. My statistical skills have sort for a solution to this problem and conclusively resolved for the procurement of a new software system. Developing new software for the company from within will cost not less than \$70,000. The total time and money invested in software development will be double the amount of purchasing new software.

By taking advantage of the computers and iPads that procured a few years ago, the company needs to run the new software in the server and installed all gadgets in the grid. The software enables the staff to access data quickly and through simple tasks, generates comprehensive data analysis, which they draw insight to recommend and advice customers. It offers data security for the company and the customers, which is a very crucial aspect of this era. Both the company and the customers stand to benefit from the new software.

The new software costs \$56000 and is repayable in three years under the company's normal operations. This venture is worth risking the development of the company. Thank you for your time.

Yours faithfully,
Alexander Smith,

Enclosure: Memo Proposal

MEMORANDUM

To: John Mckhein, Vice President, Marketing, Research, and Procurement Division

From: Alexander Smith, Statistician, Marketing, Research, and Procurement Division

Date: April 19, 2020

Subject: Research Proposal for New Office Software (Tableau).

Overview

Following my stay in Static Corporation Limited for the last five years, I have encountered exponential growth of the company, and an increase in our customers. The trend continues as many firms have realized the importance of securing their data with a trusted partner and also the rise of dependence in data analysis for the company's decision making. Having invested in the latest technology of Personal computers and IPads for each department three years ago. I propose we purchase a new software system for office management, data storage, and analysis, to improve teamwork and inter-departmental collaborations in project development.

Background

Three years ago, Static Corporation Limited invested in computers and IPads for each department in the company. The organization's pride itself in the field of data storage, analysis, and advisory consultancy for other businesses limited by technological infrastructure. One computer used among three staff members, which reduces work efficiency. The past three years have seen an improvement in; customer service, work efficiency, and teamwork. The procurement department had contracted a company to supply the computers, and they offered to install a departmental office software system. The software worked perfectly in departments until recently.

The expansion of an organization brings more responsibility and a need for a collaborative effort to achieve the milestones. The departmental independence software limited staff from working together in projects. These forced the staff to relocate to one department. Else they would split the project into sections, reducing efficiency and teamwork. During the compiling of the project, the staff had to share the files via emails or flash drives. These put the computers of risk from Malware attacks.

Problem Statement

Departmental software systems are useful for departmental duties. However, they limit interactions between organizational departments. The transfer of data from one department to another becomes cumbersome, and time-wasting is increasing the execution time of any task. Many data storage and consultancy companies have advanced software systems that enable them to deliver work with efficiency. They have secure cloud storage for their data; the customer has real-time interactions with the company online and can view their projects progress.

Our departmentally limited system does not allow us to share or work together as an organization. Data storage is limited to the filling and storage department; hence, access to become constrained. There is little that this system can do in terms of team building, data sharing, project development, organizational, and customer service improvement. The budgets constrain within the organization has hindered technological advancement. However, with the existing technological infrastructure improvement, and over the whole system will change the course of the organization. The current software equipped the organization to the net era; it is a new dawn for system improvement.

Need

The increased clientele and advancement in data storage, analyses, and presentation software support the need for buying a new software system to run the organization. The increased number of clients requires more data storage space, which is secure and easy to access. These need can only get satisfied with the latest software systems which offer cloud data storage, which is secure and easy to access at in time. The software system incorporates data management skills and real-time query and analysis for business improvement. The software can work in IPads and Android mobile phones.

Scope

The proposed plan includes;

1. The projected costs of software training and subscription.
2. Methods of staff motivation towards the new software and teamwork.
3. Enhancement of data security, storage, and retrieval.
4. A feasibility study of the plan's cost and viability.
5. The useful nature of the software towards organizational objectives.

PROPOSED PLAN:

The purpose proposal is improving data security, storage, and retrieval for analysis to provide our clients with adequate consultancy services to improve their business empire, as we develop time work and interdependence between organizational departments.

Methods

Static Corporation Limited visions customer satisfaction and collaborative effort as the pillars of an institution. Therefore, to achieve these visions, the organization needs to procure new software that will ensure the security of the client's data and develop the firm's teamwork.

Procurement of the new software

Our IT department can develop similar software as we are purchasing. However, an overall comparison of the security, cost, and time, developing software is far much expensive than purchasing one. Capterra is an international company dealing with designing and selling software online. Tableau Software is software that allows people throughout an organization to

query data and get instant answers leading to smart decision making. The software ability to access data from cloud-stored data and transform it into actionable insight makes it crafty. It can be employed in all forms of business and has a dashboard where colleagues post and share information with each other.

The roll-out of the software

Tableau is online-based software and is downloadable and installed on any computer. However, for an institutional suite, the installation will be done from the central server in the IT control room. The server will automatically update the new software to all the computers and compatible gadgets within its grid. There is a one-time installation process, and the license key is input through the server.

Training of staff

Capterra offers four forms of training on Tableau. These are webinars, documentation, online, and physical training for its software use. The company offered to hold seminar training within the organization for two days at the cost of \$5000.

Costs

The projected cost of the software

Item no.	Description	Amount
1	Tableau (Software)	\$50,000.00
2	Annual License	\$1000. 00
	Total amount	\$51,000.00

The training cost for two days is \$ 5,000.

The total cost of the proposal is \$ 56,000.

Feasibility

A client pays \$500 for services with our company at the beginning. They also pay a monthly fee of \$50, which is 10% of the initial payment. The total amount a client pays the company annually is \$1100 for a new company. \$600 is the annual payment of an existing client. The total clients are 50, and hence, annually, their total contribution is \$30,000. The increase in the number of clients in the last two years is at least ten new clients. Therefore in three years, the software will have been fully compensated without affecting the company's normal operations. A three-year plan means \$20,000 annually to settle the initial investment cost plus two years subscription. The plan saves the company development time and focuses on customer service delivery. IT department has the capability of handling all the technical problems associated with the software, and the support of Capterra is available online due to any hiccups with the system.

Personnel

Static Coop. Ltd is an institution capacitated to ensuring all client's advice on how to go forth with their business ventures through critical data analysis and interpretation. Without a successful customer, the organization may fail. The success and benefit of our customers is our

utmost priority. Therefore, this plan tries to ensure the collaborative effect and efficiency offered by this software ensures the clients get excellent services. Teamwork is the best form of acquiring insight that is not biased, makes the Static the top company at consultancy services. The software is a clear indication that the company is focused on its mission to "grow technologically and empower economically."

CONCLUSION

Static Coop. Limited braces itself at the helm of consultancy. It ensures a client brings more clients to the firm through quality and affordable services. With the latest information in business, economics, finance, global markets, and international corporations, Static puts its client's company in the continental grid. Trends from time series analysis help predict future trends. Recommendation on investment opportunities and expansion strategies are critical to the customers, and that is what Static avails. Though only five years old, the company has grown from zero to fifty clients. The customers are streaming in, and the constrained budget does not enable technological development. However, this proposal enables us to increase the bargaining power of Static in the consultancy and data storage and analysis industry. With a target three years repayment period, the company can afford to risk this idea for its unpredictable advancement.