

# **Business Case Deliverable**

## **Group 5: Wonder Women Tech**



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**Course: DSO 433: Business Process Design**

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## **1. Executive Summary**

Wonder Women Tech (WWT) is an organization that produces national and international conferences that celebrate and educate women and diversity in STEAM (Science, Technology, Engineering, Arts, Math).

Currently, the biggest problem for WWT is maintaining strategic partners (defined as anyone that has invested and/or wants to collaborate). They need to be properly placed into 3 categories: sponsors, media partners, and strategic partners. It is difficult right now to track each partner as they are either an inbox or floating in a google drive. Currently, Lisa (the founder of WWT) is the main person that negotiates contracts (usually through phone) and it is not the best use of her time.

The USC Wonder Women Tech Team has created multiple business process strategies that will improve organization process, documentation (through the integration of CRM), and more formalized templates and database for future use.

## **2. Project Purpose**

The project purpose is to suggest new improvement to their communication and documentation of their as-is process by effectively integrating new technology, CRM and new process strategies. The main focus is maintaining strategic partners, properly categorizing them and communicating it to the team.

Our business case:

- Identify organizational needs
- Identify strategic goals for stakeholders
- Analyse cost and benefits of each implementation and how they can meet organizational goals
- Recommend which technology to be best implemented

## **3. Strategic Approach and Alignment**

In order to properly comprehend our non-profit organization, we have analyzed WWT current processes and evaluated alternative methods of reaching out to new sponsors and maintaining current partners. So far we have:

- Participated in a board meeting
- Analyzed current legal forms
- Visited headquarters
- Identified alternative processes regarding stakeholders
- Researched compatible programs

These suggestions align with Wonder Women Tech's goal of programming conferences that celebrate women and diversity in STEAM innovation and entrepreneurialism. By helping to

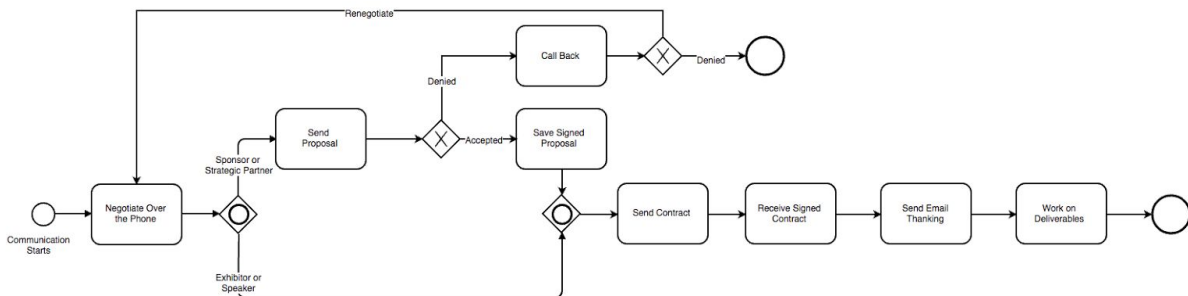
streamline and manage the strategic partners process, they can continue providing speakers, funding coding classes, and offer community inclusion activities.

#### **4. System Request Form**

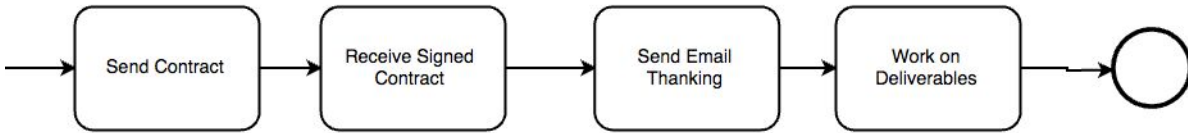
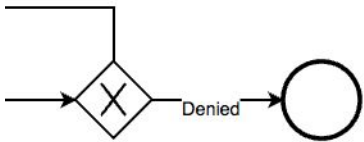
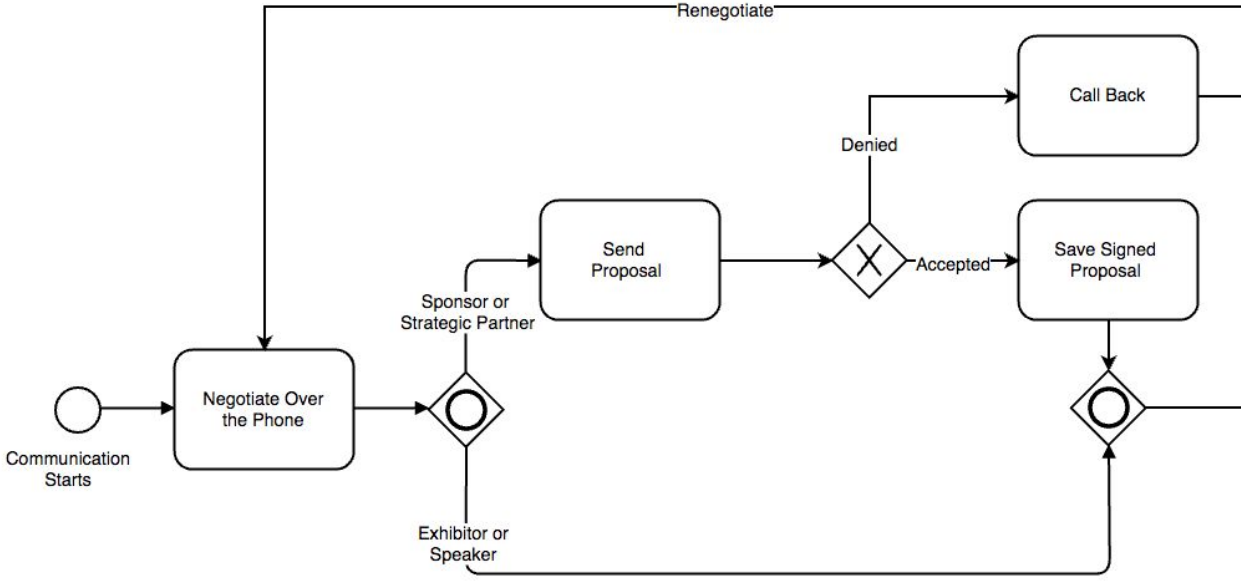
- Business need:
  - Track and organize communication and document exchange along with deadlines among Wonder Women Tech and clients.
- Business Requirements
  - Manage documentation kept and used by Wonder Women Tech.
  - Manage Exchange of emails and documents between Wonder Women Tech and clients.
  - Manage deadlines needed to be kept before start of event.
- Business Value:
  - Fully organized and standardized process allowing for improved visibility throughout the business process.
  - Increased control over clients, their needs and expectations.

#### **5. As-Is to To-Be**

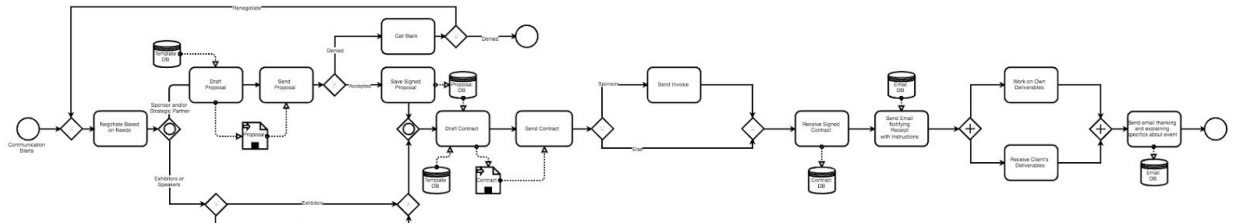
##### 5.1 As-Is Complete BPMN:



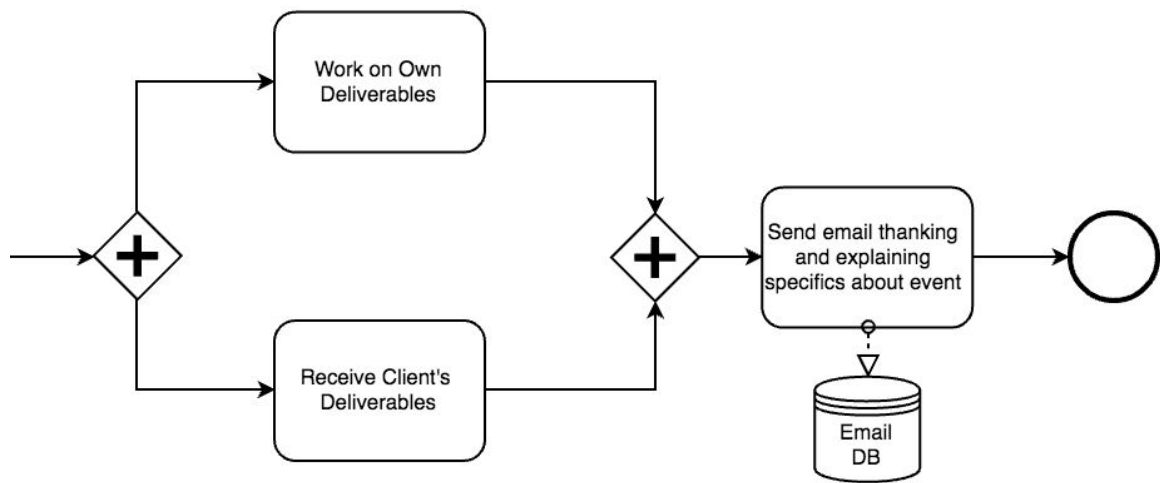
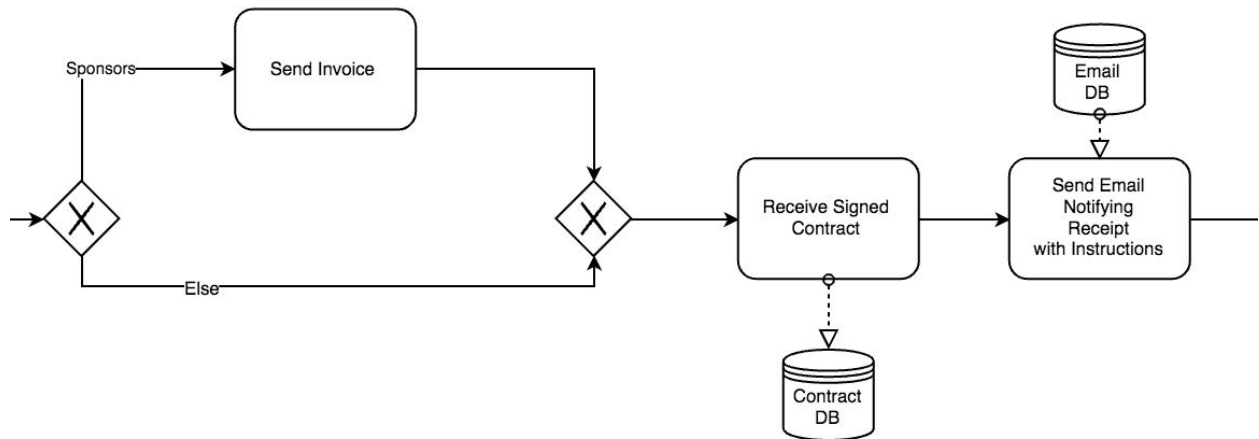
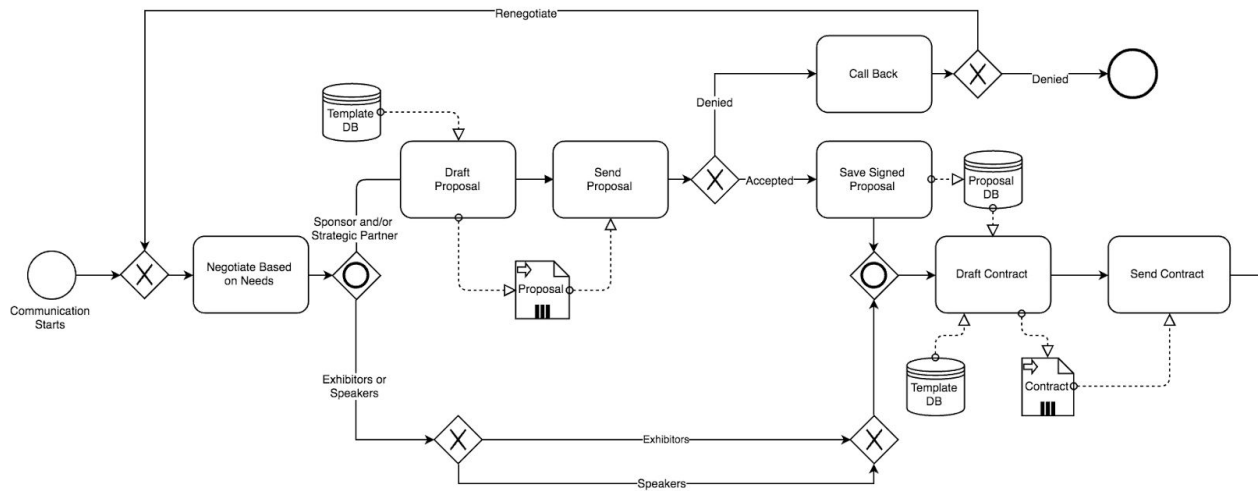
##### 5.1.1 As-Is Magnified BPMP



5.2 To-Be Complete BPMN:



5.2.1 To-Be Magnified BPMN



### 5.3 From As-Is to To-Be Changes

- Formalized templates (Personalized sequences)
- Formalized database
- Added CRM (improved communication, tracking your pipeline with total visibility, better documentation, organized work space/book meeting, )
- Organized process
- TEDx like conferences (have videos online)
- Included deadlines in the system to track deliverables
- Standardized organization activity diagram

## **6. To-Be Options Analysis**

### 6.1 Options:

- Perfex CRM
- HubSpot CRM

### 6.2 Feasibility Analysis

#### 6.2.1 Technical Feasibility

- Familiarity with functional area: all of the skills required for the to-be process are already included within the employees of Wonder Women Tech. This will not provide any risks regarding the change.
- Familiarity with the technology: Perfex CRM has already been used by one person in the Wonder Women Tech team which will provide assistance in easing the transition. On the other hand, HubSpot has never been used by anyone in the team, which could provide some time to learn. Nevertheless, HubSpot CRM is much more simplified than Perfex CRM leading to an easier daily usability. Furthermore, both CRM platforms provide a low technology risk associated with the change.
- Project Size: the change will be fairly simple and will require mostly importing unorganized data previously kept by the organization. This therefore leads to a low risk.
- Compatibility: Both platforms provide great compatibility with existing technologies. One of them even provides the technology necessary for replacing the call system they have in place. If necessary and wanted, this could lead to a more comprehensive and unified process.

#### 6.2.2 Economic Feasibility

- Development costs: Perfex CRM requires the company to buy the software for \$54. HubSpot is free, requiring no initial costs.
- Annual Operating Costs: neither software requires annual payments.
- Annual Benefits: either software will provide great economic benefit for the company. It will allow the company to be more organized allowing its employees to work more efficiently and giving them time to grow (in ways like finding new customers) or even transform (giving them time to think of new ideas in new markets to extend their reach) the company.

- Intangible Benefits: the new platforms will provide the availability of employee time to attract new customers therefore increasing their market share. Also, since the information will be better organized and deadlines will be formally implemented, the company will be able to provide better customer service.

### 6.2.3 Organizational Feasibility

- Stakeholder Analysis:

Stakeholder Name	Impact: How much does the project impact them?	Influence: How much influence do they have over project?	What is important to stakeholder?	How could stakeholder contribute to the project?	How could the stakeholder block the project?	Strategy for engaging stakeholder
Wonder Women Tech	High	High	Efficient and Effective use of time	Actively engaging in learning software	Not agreeing to change	Providing compelling information
USC Team	Low	High	Providing a comprehensive study of problem and providing a useful solution	Analyzing organization completely and suggesting most useful solution	Not doing any of the work	Grade
Clients	Medium	Low	Receiving all information and deliverables on a timely manner and good customer service	Keeping an open mind for the time between the change	Complaining about changes	Providing more organized deliverables and greater support during change