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**67-250: INFORMATION SYSTEMS MILIEUX
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Executive Summary

We, JDRR Consultancy, were given the case of Hulsen Varding which was experiencing problems in regards to how the company handled information. We were tasked with the job of giving suggestions and recommendations in regards to the information process and the relationship information plays a whole between the various divisions of the company. We also were tasked with a sub-scenario problem in which we were to redesign the logo and the website for Hulsen Varding.

With our Main Project Analysis deliverable we briefly review the case study and start to think about ways in which we can better Hulsen Varding's business transactions. We also briefly talk about ideas we brainstormed for the sub scenario.

In the Solution Design and Implementation Plan we analyzed the situation at hand with Hulsen Varding. We researched the company, read their case study and gave suggestions to better enhance relationships within the firm, a better approach to creating revenue, and most of to increase efficient information exchange.

In our Technical Design and Implementation Plan we address the issue of the sub-scenario tasked to us by Hulsen Varding. Hulsen Varding has expressed an interest in building up a consumer base globally. However, their website design and logo is unpopular with international consumers because of its abundant American motifs and attitude. Hulsen Varding asked JDRR Consultancy to redesign not only the site, but the logo as well. In the Technical Plan we lay out step by step our plans for the technical solution.

Our Technical Implementation is the manifestation of the website itself that we created present to Hulsen Varding. Screenshots are displayed below.

The following is a summary of our solution to the various issues brought to us by the company, our analysis and conclusion.

Analysis of Main Scenario

Hulsen Varding, Inc, a manufacturer of a variety of sport bikes and other biking merchandise, has 67 stores in the United States and a few abroad. The company is currently in the process of expanding to foreign markets. While the company is doing well and the company's future looks relatively bright, there are some problems with the company that need to be addressed and fixed.

During his time as CEO, Mac Hulsen focused a lot on keeping the company up-to-date with new technology, ensuring that the company always invested in the most recent systems and software. However, as the company grows larger, the different software and hardware have grown more difficult to maintain. The current CEO, Brenda Hulsen,

also did not consider updating the company's technology as one of her priorities when she replaced her father, Mac Hulsen. While the new CIO set standards for software and hardware, Hulsen Varding still has a large amount of legacy software and hardware systems that are in place, and the cost of maintaining the company's computer infrastructure has been increasing.

In an attempt to cut costs, Hulsen Varding hired a new Chief Information Officer, Rosanna Darby. Her first action as CIO was to downsize, and she worked with the rest of management for the past three years to downsize the IT group by about 30 percent. Arguing that it would save the company about \$5.3 million in salaries every year, Darby also chose to outsource system administrative work to other companies in the US, and Hulsen Varding has recently established a five-year-contract with Unisys.

Suggestions and Recommendations on the Main Scenario

Because of the downsizing, many of the employees at Hulsen Varding are distrustful of Rosanna and are constantly facing the fear of losing their jobs. In addition, many departments have been experiencing trouble with the transition to Unisys, which has been negatively affecting the internal business processes that system administrators were crucial to. Many developers have complained that the new outsourced system administrators are incompetent and do not understand the company's hardware. For example, there have been reports of developers waiting weeks for a machine to host their development environments, whereas they only had to wait two or three days when working with the in-house system administrators.

The IT group has also been unhappy with the layoffs imposed on their department. In an interview with an anonymous manager, the manager discusses how the recent changes are affecting his department. Because a significant part of the team was laid off, the people left now have to do the work of two people as well as deal with the transition to Unisys, which has broken RFM and a couple of other important processes. He complains that the transition was implemented badly – managers weren't aware of the transition, there was no training for the new system administrators, there wasn't any planning for how outsourcing was going to affect the departments.

With all these changes, the IT group has been angry and frustrated with Rosanna Darby, and they find it hard to trust her. Because she is also a family friend of Brenda and Mac, some feel that she only got hired because of her relationship with the owners. With so much resistance from managers and entire departments, the changes and transitions have been difficult and not as smooth as they could be.

One large problem Hulsen Varding faces is its lack of data management, which has caused several information problems within the company. The senior manager for product sales, for example, does not have sufficient data in its CRM to help the company make good

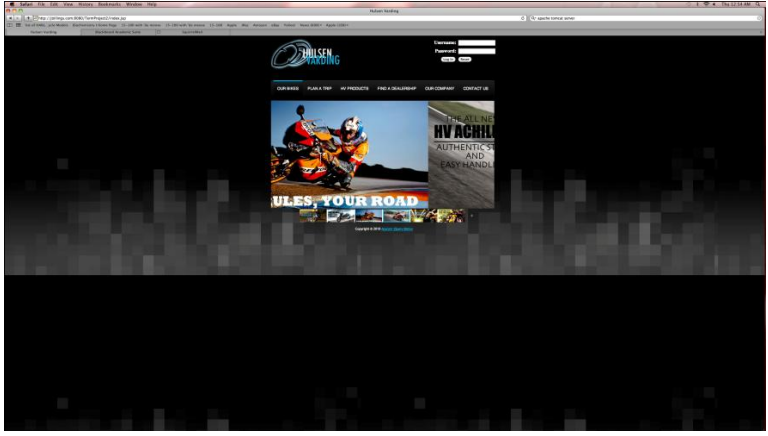
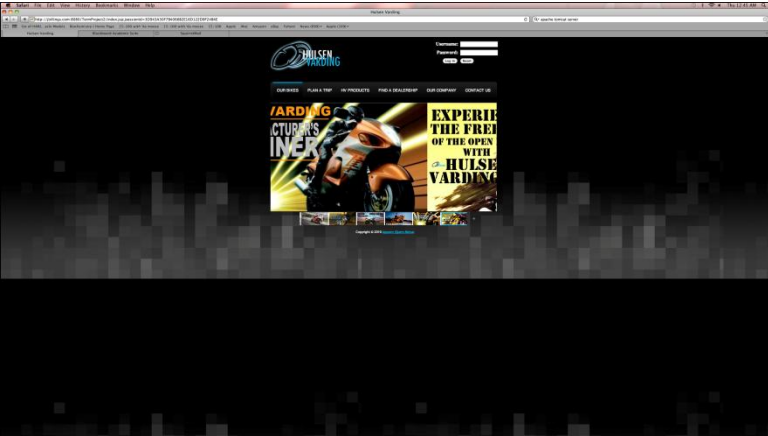
decisions about the market and its product lines. Even though other stores have important information about customers, the managers there do not consistently share their customer data with the rest of the company unless they are specifically asked to. While the company has been managing quite well with its current systems, the executive board is worried that as the company continues to expand, it may face some serious information-related problems

Because Hulsén Varding is attempting to branch out and enter the foreign market, the company must consider changing its very American-heavy image. Hulsén Varding started out as a small American company, and then grew to a much larger one that expanded across the country. While its overall image may have been a hit in the US, the company will not fare well internationally if it maintains the same marketing tactics. As stated in the analysis of the company about the company's website, "preliminary user testing on Hulsén Varding's current website has not been positive" (Taft). In an anonymous customer evaluation, someone said, "I've always wanted a motorcycle and I really like the products Hulsén Varding comes out with, but I think all the American symbols and images are a little overkill. I'm not originally from the states, and I'm just not really feeling it." The company's analysis also says, "The current site has significant American motifs like bald eagles and American flags that most likely will not resonate with overseas users" (Taft). In order to create more appeal to the international market, Hulsén Varding needs to have a more standard design, without any specific regional motifs.

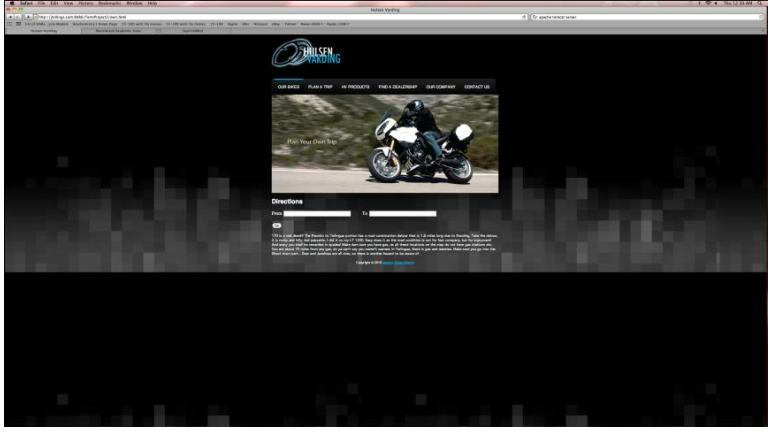
In addition to the design of the website, Jeffrey Gardener, the company's COO, has also voiced concerns about the functionality of the website as well as the relationship between the company and its customers. There isn't a lot of user feedback on the website, and most users don't have any incentive for visiting the company's website. As for company-customer relationships, Gardener has also stated that he doesn't think the relationship between Hulsén Varding and its customers is particularly strong. This is due in part to the company's weak CRM and their lack of information on customers, resulting in a less than good, personalized experience for all their customers.

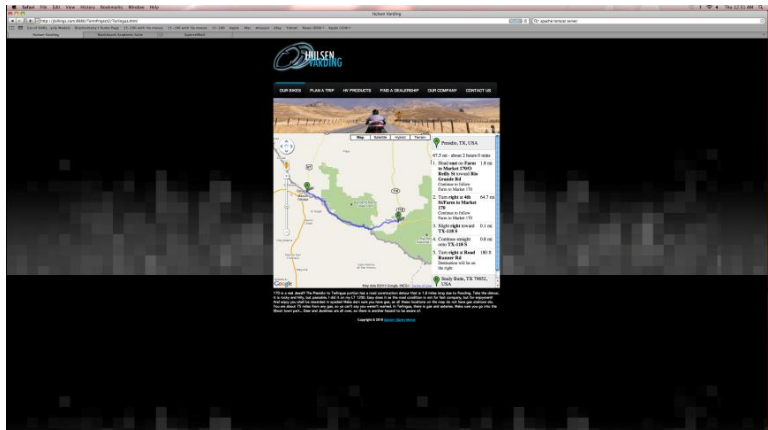
Sub-Scenario Technical Design and Implementation Plan

Design a universal website, with uniform color coordination, and while not overdoing it, sophisticated visual appeal, such as a showcase slideshow.



Implementation of user interactivity with various features of the site including a ride planner, and login account were utilized to achieve more user traffic.

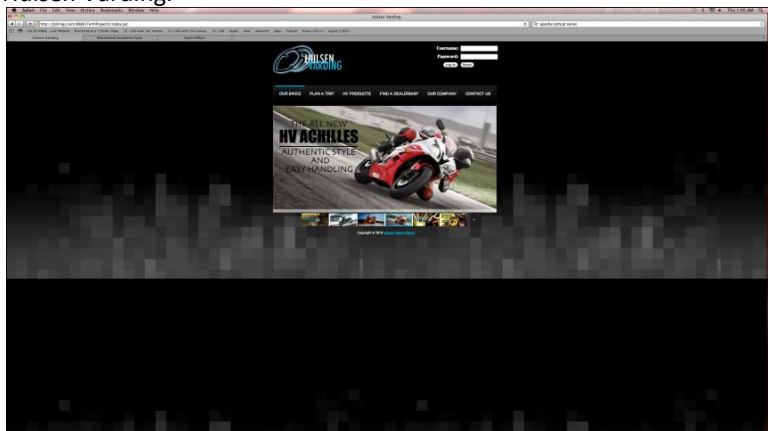


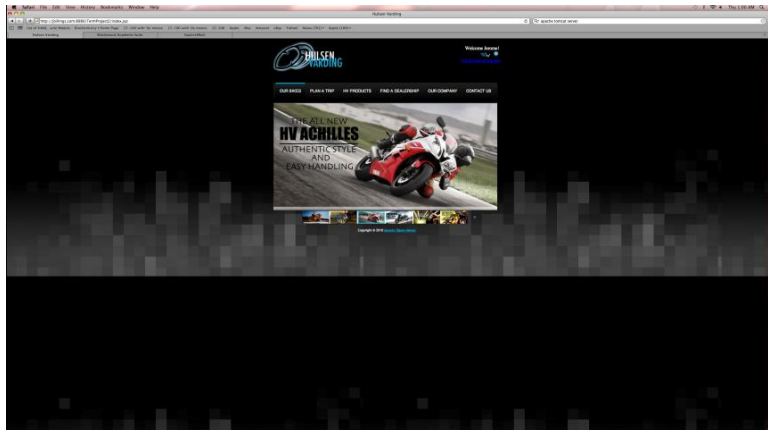


The company is already well established in the United States, so we felt that a changeup of both the logo and removal of American motifs would be greatly beneficial to the overseas expansion.

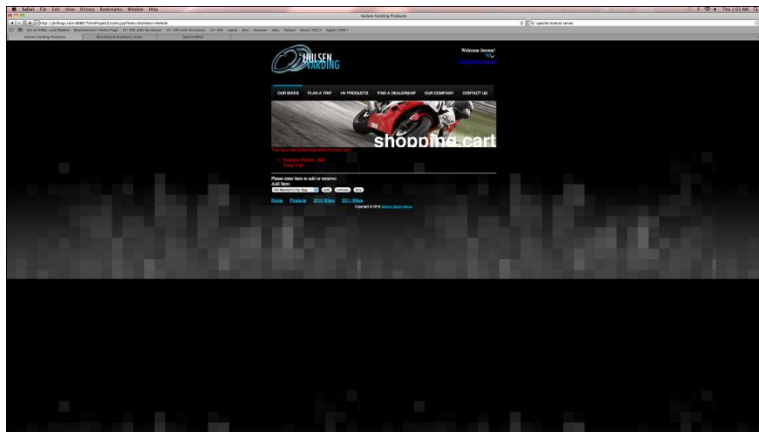
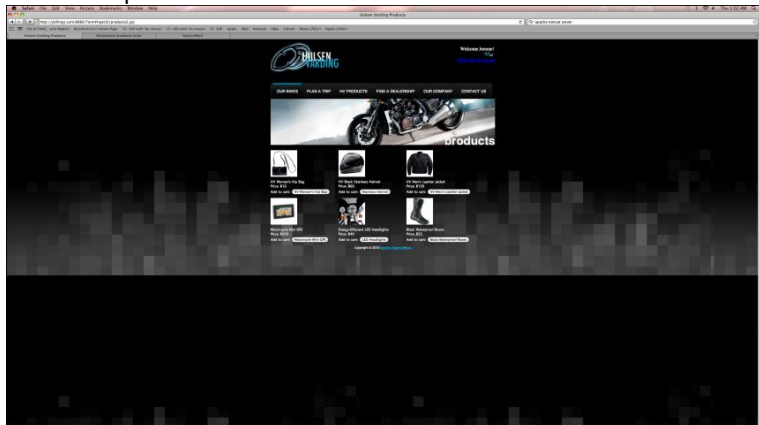


Add a login section and a rewards system for purchasing items from Hulsen Varding.

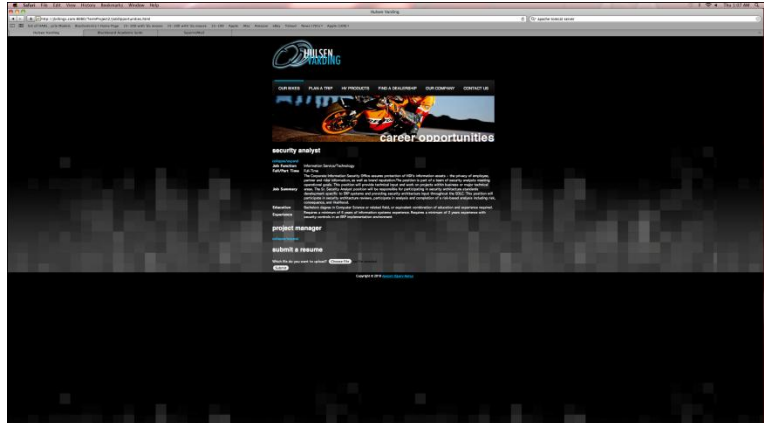




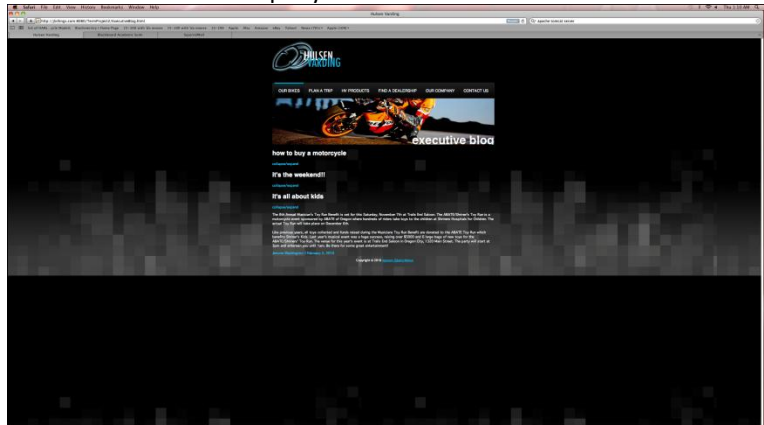
Implement a shopping cart feature such that products listed on the site can be purchased online.



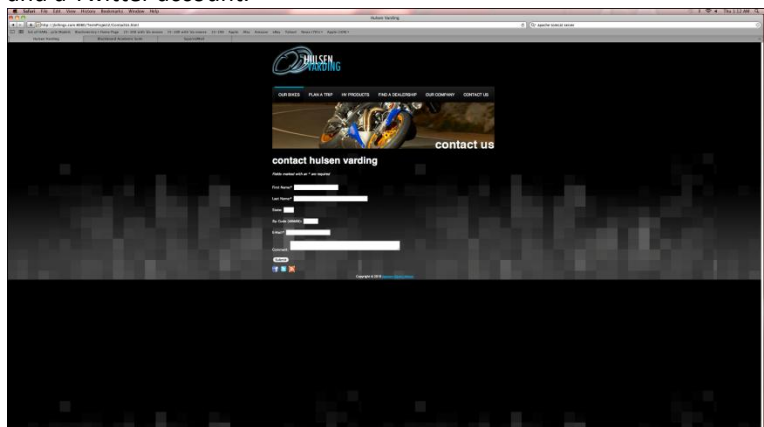
Allow for job applications; so that those interested in becoming members of the Hulsén Varding family are able to apply do so.



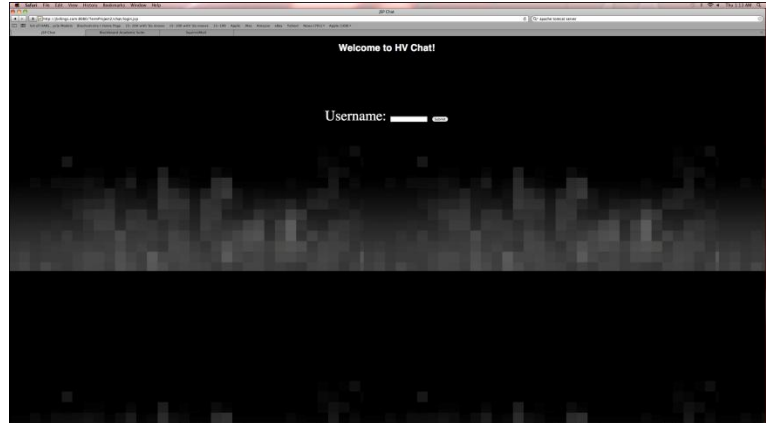
Implement an executive blog in order to allow customers to be connected with the company.



Implement web 2.0 features, such as an RSS Feed, a Facebook page, and a Twitter account.



Implement a chat feature, to enable customers to interact with one another in attempt to foster real world connections.



Analysis on Implementation [Successes and Failures]

Successes of the Implementation

- ▶ Aesthetically Pleasing to different cultures (not just American)
- ▶ Web 2.0 Feel
- ▶ Appropriate for the sub-scenario problem
- ▶ Very functional and allows for interaction
- ▶ The incorporation of Java Server Pages

This implementation overall felt like a big success on many different levels. Visually, our team integrated clean animated effects that gave the website a dynamic look while not overloading the user. Functionally, the website allowed for various interactions for the user to play with, giving the website a Web 2.0 feel. Most importantly, not only did the website contain content that matched the requirements of the sub-scenario, but it went beyond these requirements as well.

Failures of the Implementation

Did not reach all desired goals
Browser compatibility issues

While our group was ambitious and conjured many different goals, the unfortunate reality is that we were not able to tackle all of them. Some examples of these goals include the implementation of a forum/blog system such that a user can upload comments to the website, a manager account where he/she could modify data and a tracker that could detect the location of a user while accessing the website. Other than this, we had a minor compatibility issue with the Firefox browser, and a more significant compatibility issue with the Internet Explorer browser (our website was optimized for the Google Chrome Browser).

Changes needed for the future

If our group were to continue this project, we would need to change the way a user accesses the account from the webapp xml file to an actual MySQL database. Putting the user account information into the xml file is not practical, since a user would not be able to sign up and have their account automatically added to xml. However, if we used MySQL with a scripting language (possibly PHP), then we would be able to have users sign up automatically. Another thing that we would like to have changed was the storing of items into a database (again MySQL would be a good choice since it is open source). Hulsén Varding has many products, and keeping these products all in java files is not practical. However, the reason we choose to use java files to store the data was because of our experience with java and our willingness to learn how to incorporate java into HTML. Lastly, our consulting group would also try to fix the compatibility issue. For an e-commerce site, making sure that the site is compatible is not only good practice but it can act as a CRM for different users.

The planning and development processes were very strong, thanks to our mentor Ryan Sanders. Ryan S. suggested that we lay out a plan of all of the functionalities that we wanted to include in the website, and then rank them (by letter grade) so that we could prioritize the most important things first. He also guided us in choosing the priorities for different activities. Obviously, the HTML and CSS files were prioritized over the JSP files. If there was one thing that we could have improved on, it would have been to start earlier. Our group started early on, but of course starting a few days earlier would not have hurt. Overall our team is very proud of the product we have created and working with Hulsén Varding was a great experience.

Conclusion

We recognize that our potential customers overseas, when looking for a Hulsén Varding motorcycle, are looking for a Westernized product. They want to feel just like our riders in the US. In order to help to allow them to achieve this goal, the only changes that will be made to the site for the international audience language related. For all of our customers, including those already in the Hulsén Varding family, we want to make our product more than just a site to look at motorbikes, more than just a place to buy gear. People in this generation are all for “Web 2.0”. The more interactivity a site can add, and the more personalized a site can be, the more likely it is keep customers coming back to a site. To that end, we feel that our current implementation coupled with our other suggestions lends itself to providing that experience to all of Hulsén Varding.

We understand that Hulsén Varding has a proud history, and that the previous website, logo, and motifs were all a part of it. It is a considerable risk asking for you to, in a sense, change your image,

however we feel that the benefits of such a maneuver far out way the costs. You have fostered a phenomenal foothold in the United States, and we recognize that changing the company's logo and the removal of the Americana might alienate some customers, at first. However, we feel as though, the following in the US is so established in fact that the image is firmly emblazoned in those familiar with the brand. It will be an important step to explain to the fan base that your standard of excellence and that your proud American background remain unchanged, but that, as you move forward, you would like to become more ubiquitous, and spread the Hulsén Varding namesake in such a way that anyone purchasing a Hulsén Varding motorcycle will feel as though they are part of a new international family. Beyond that, any malcontent, from die hard purists, should be satiated by the new feel of the website, allowing them to connect with others just like them for the first time.

Appendix

