

# A Systems analysis And Design reader

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**Use Case**

DLS – CSB Enrollment -----  
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# Preface

Book Reviews, Case Studies and Use Cases, these things are new in my ears when I attended my Sysanal subject. When I was doing these things I don't have any idea on how to start in these things because it was my first time of doing it. Many things came into my mind when I'm doing my use cases, book reviews and use cases because there are no guidelines that are preventing ideas. When I did those things I was just relax and didn't think about the things that will be corrected by my teacher. I continued doing those things on my own but my teacher corrected me because many of the content is not appropriate just like in the use cases you need to use verbs into the use case so that it will be appropriate but some of my works tend to use other words. When the time goes by and the works dumps up to my room our professor gave us many assignments about the use case, book review and case study because he told us it will help us in our future and also adds up some knowledge that we will going to use in the future.

Sysanal helps me a lot in terms of those use cases, book reviews and use cases because those things helped us increase our reading skill and also increase our interest in reading. Use case is a primary requirement in a project because it is like a blue print, as we all know that without a blueprint of a house that you wanted to build the measurements and materials will not be planned so that unwanted things will be avoided in the future. Those works that our professor gave was a very big help to us. I hope that in the other batch same treatment will be given to them.

# Book Review

Book: System Analysis and Design with Modern Methods

Author: Len Fertuck

Reference: QA 402 F47

Review: Planning Tools

This processes must be rigidly planned and must be accurate so that any decisions will not be a root accusations that can trigger of problems and might end of no results will be displayed or the project will be non-sense at all. This part of systems analysis and design is a part where decision making will take place and your co developer must be open minded and must have a dry run so that the errors will be identified and improvements and repair will be done before the actual project proposal will be in the situation. Planning tools is the phase of system analysis and design that is important because without this the creativity and the ideas will not be brought up for creation in the reality. Developers and other co-workers deploys and engages into this process for decision to be debated either it will be continued for the future or not. Planning tools is an basic essential of system analysis and design, also must be incorporated a decision making skills so that it will move into the next level or it will have an improvement.

Book: System Analysis and Design with Modern Methods

Author: Len Fertuck

Reference: QA 402 F47

Review: Database Analysis

Database analysis is a stage where we evaluate and talk about the possible things that might happen when it will be in under process. In this state we also discusses the things that we can add up to this entire system and what are those things that can make this system more easy to use for the people who will be affected and will going to use this type of system. They are planning the things on how this project will going to happen and who will going to do such task that can be done in an assigned deadline. Developers and System Analyst have this skill because they are using it in their project systems and these skill are well practiced and as they practice and time passes by errors occurring less in their work. Database Analysis must be done with patients so that with errors will be develop and upgraded to more higher level if needed so that system will not encounter errors that will affect the entire system and worst it might crash your entire system.

Book: System Analysis and Design with Modern Methods

Author: Len Fertuck

Reference: QA 402 F47

Review: Data Flow Diagram

Graphical representation of the "flow" of data through an information system. A data flow diagram can also be used for the visualization of data processing (structured design). It is common practice for a designer to draw a context-level DFD first which shows the interaction between the system and outside entities. This context-level DFD is then "exploded" to show more detail of the system being modeled.

Data flow diagrams were invented by Larry Constantine, the original developer of structured design, Data flow diagrams (DFDs) are one of the three essential perspectives of Structured Systems Analysis and Design Method SSADM. The sponsor of a project and the end users will need to be briefed and consulted throughout all stages of a system's evolution.

With a dataflow diagram, users are able to visualize how the system will operate, what the system will accomplish, and how the system will be implemented. The old system's dataflow diagrams can be drawn up and compared with the new system's dataflow diagrams to draw comparisons to implement a more efficient system. Dataflow diagrams can be used to provide the end user with a physical idea of where the data they input ultimately has an effect upon the structure of the whole system from order to dispatch to restock. How any system is developed can be determined through a dataflow diagram.

Developing a DFD helps in identifying the transaction data in the data model. Software architecture based on the idea that changing the value of a variable should automatically force recalculation of the values of other variables.

Dataflow programming embodies these principles, with spreadsheets perhaps the most widespread embodiment of dataflow. For example,



in a spreadsheet you can specify a cell formula which depends on other cells; then when any of those cells is updated the first cell's value is automatically recalculated. It's possible for one change to initiate a whole sequence of changes, if one cell depends on another cell which depends on yet another cell, and so on.

The dataflow technique is not restricted to recalculating numeric values, as done in spreadsheets. For example, dataflow can be used to redraw a picture in response to mouse movements, or to make a robot turn in response to a change in light level.

Book: System Analysis and Design with Modern Methods

Author: Len Fertuck

Reference: QA 402 F47

Review: Maintenance

The maintenance is one of the key of making the system is working properly and has no runtime errors. Patients must be in the man who will going to make the maintenance for the system.

Information System student are competent to the certain task because Information students are trained for the job.

If this part is not part of the systems analysis and design, the whole thing will not work for a long term because errors and updates are not maintained well. We need maintenance so that things that are a little bit old will be prolonged and be used more.

The companies now days are constructing some maintenance from time to time, they are scheduling it monthly or quarterly if some circumstances will occur and need a quick maintenance, they will call an urgent maintenance.

This is where you make sure that all the data are intact in a server and out of reach of some viruses and bug that may cause data loss, if that happens it will be a big mess in the company and profits will also affected in a single snap. They are avoiding those things will happen in the future.

Maintenance will guaranties you the outmost result and file recovery to those file that is corrupted and infected of bugs.

Many companies are offering maintenance services to the companies that doesn't have maintenance services at present.

Book: System Analysis and Design with Modern Methods

Author: Len Fertuck

Reference: QA 402 F47

Review: Q&A testing

Q&A testing is a part of systems analysis and design where in the creators is having some questions that is involved in the system and will affect them while using the system and also it is an empirical technical investigation conducted to provide stakeholders with information about the quality of the product or service under test, with respect to the context in which it is intended to operate.

Without Q&A testing in your system will going to crash the system and the end users will not be evaluated and have some feedback about the system if that happens the changes will not be implemented to the system and cycle will be broken because nothing will be needed to maintained in the system.

Here in Q&A testing the system will be tested on how it reacts to the users and how fast it reacts also. In this way the creators and the maintenance team will know how are those thing that we need to change so that the system will fit and react to the users in the right manner, also it enhances the question that will be asked in the support and maintenance section.

Q&A testing team must be composed of Information systems or information technology professionals so that the work will be done in the right procedure and also it is repaired by the use of the feedbacks of the people that are using the system.

This part of systems analysis and design is a heavy part or must be taken for granted because it handles about the feedback as we all know about system if the systems doesn't have feedback the system is useless and will not be upgraded due to its needs.

Book: System Analysis and Design in a Changing World

Author: John W. Satzinger,

Robert B. Jackson

Stephen D. Burd

Reference: QA 402 S28 2000

Review: Enterprise Resource Planning (ERP)

Enterprise Resource Planning is a part of Systems Analysis and Design because it is where you take all the information that you need in the system making and also if this is not present to the system the entire Systems Analysis and Design will going to go down because this is the main thing that the analyst complies on.

An ERP system is a business support system that maintains in a single database the data needed for a variety of business functions such as Manufacturing, Supply Chain Management, Financials, Projects, Human Resources and Customer Relationship Management.

An ERP system is based on a common database and a modular software design. The common database can allow every department of a business to store and retrieve information in real-time. The information should be reliable, accessible, and easily shared. The modular software design should mean a business can select the modules they need, mix and match modules from different vendors, and add new modules of their own to improve business performance. Ideally, the data for the various business functions are integrated. In practice the ERP system may comprise a set of discrete applications, each maintaining a discrete data store within one physical database.

Many organizations did not have sufficient internal skills to implement an ERP project. This resulted in many organizations offering

consulting services for ERP implementation. Typically, a consulting team was responsible for the entire ERP implementation including planning, training, testing, implementation, and delivery of any customized modules. Examples of customization includes additional product training; creation of process triggers and workflow; specialist advice to improve how the ERP is used in the business; system optimization; and assistance writing reports, complex data extracts or implementing Business Intelligence.

Book: System Analysis and Design in a Changing World

Author: John W. Satzinger,

Robert B. Jackson

Stephen D. Burd

Reference: QA 402 S28 2000

Review: Database Management System

A database management system provides the ability for many different users to share data and process resources. But as there can be many different users, there are many different database needs. The question now is: How can a single, unified database meet the differing requirements of so many users?

A DBMS minimizes these problems by providing two views of the database data: a physical view and a logical view. The physical view deals with the actual, physical arrangement and location of data in the direct access storage devices (DASDs). Database specialists use the physical view to make efficient use of storage and processing resources. Users, however, may wish to see data differently from how they are stored, and they do not want to know all the technical details of physical storage. After all, a business user is primarily interested in using the information, not in how it is stored. The logical view/user's view, of a database program represents data in a format that is meaningful to a user and to the software programs that process those data. That is, the logical view tells the user, in user terms, what is in the database. One strength of a DBMS is that while there is only one physical view of the data, there can be an endless number of different logical views. This feature allows users to see database information in a more business-related way rather than from a technical, processing viewpoint. Thus the logical view refers to the way user views data, and the physical view to the way the data are physically stored and processed.

Book: System Analysis and Design in a Changing World

Author: John W. Satzinger,

Robert B. Jackson

Stephen D. Burd

Reference: QA 402 S28 2000

Review: Query Ability of Database Management System

As we all know that the Database Management System or DBMS has a multitasking ability and one of that ability is the query ability. This querying ability is made so that the questions asked are answered specifically and also the output is accurate to the question.

Querying is the process of requesting attribute information from various perspectives and combinations of factors. Example: "How many 2-door cars in Texas are green?"

A database query language and report writer allow users to interactively interrogate the database, analyze its data and update it according to the users privileges on data. It also controls the security of the database.

Data security prevents unauthorized users from viewing or updating the database. Using passwords, users are allowed access to the entire database or subsets of it called subschemas. For example, an employee database can contain all the data about an individual employee, but one group of users may be authorized to view only payroll data, while others are allowed access to only work history and medical data.

If the DBMS provides a way to interactively enter and update the database, as well as interrogate it, this capability allows for managing personal databases. However it may not leave an audit trail of actions or provide the kinds of controls necessary in a multi-user organization. These controls are only available when a set of application programs are customized for each data entry and updating function.

Book: System Analysis and Design with Modern Methods

Author: Len Fertuck

Reference: QA 402 F47

Review: Implementation and Installation

It covers the process where you need to secure that the certain program is correctly installed on the computer and also the program must run in a good condition especially without errors when running. The implementation must be done in an organized manner because if it's not that organized it will cause some problems that the maintenance will going so suffer if their turn to handle the certain program.

If they install they must assure that if this program is having a problem it will be easy to troubleshoot.

The installation and implementation carries the pressures that the program will going interact to the system where you going to put it and make it run for usage.

The installation is not hard but it will be hard if a certain person doesn't know what is the process of installation of a certain program just like a person wanted to install a "PIRATED" game in his or her computer and he didn't know what will going to do if he or she finished the installation, he or she didn't know that cracks are needed in the program and now he or she will going to complain to the store and making some issues that will going to affect the marketing of the store. Those factors must not be taken for granted, before the buyer buys the product they must insure that manuals and installation guide will be posted on the certain CD.

(PLEASE GUYS DON'T BUY PIRATED CD/DVD)



Book: System Analysis and Design with Modern Methods

Author: Len Fertuck

Reference: QA 402 F47

Review: User Interface

User interface is where the user interacts with the technologies or system. The term user interface is often used in the context of computer systems and electronic devices. The user interface of a mechanical system, a vehicle or an industrial installation is sometimes referred to as the Human-Machine Interface (HMI). HMI is a modification of the original term MMI (Man-Machine Interface). In practice, the abbreviation MMI is still frequently used although some may claim that MMI stands for something different now. Another abbreviation is HCI, but is more commonly used for Human-computer interaction than Human-computer interface. Yet another term used is Operator interface console (OIC).

The design of a user interface affects the amount of effort the user must expend to provide input for the system and to interpret the output of the system, and how much effort it takes to learn how to do this. Usability is the degree to which the design of a particular user interface takes into account the human psychology and physiology of the users, and makes the process of using the system effective, efficient and satisfying.

# Case Studies

## Max Levchin (PayPal Co-Founder)

These interviews between creators of the software are so highly spirited and well persevered, because of the pressure that are in their shoulder. These people are working so hard because their competitors are highly named or as we say they are big walls to conquer. The expenses of this project are high cost because they are using Palm Pilots and in that time Palm Pilots are expensive because those gadgets are high technology. They are undergoing in a trial and error process, pair of Palm pilots are stocked, so that if they need another they will have another pair instantly. Months and days are counted for that project, because that kind of system is not a joke. They are thinking that how fast that their predecessors are moving towards that goal. They have problems in funding because no one is supporting their needs in the project. So they decided to do the software in their own even without any venture capitalists that will sustain their needs.

## Sabeer Bhatia (Hotmail Co-Founder)

Hotmail started of a two officemates all they wanted is to earn money in an instant. These two developers resigned to pursue their project such as developing a system that can access their email accounts in their work and also in their houses as well, another goal that they have is accessing those emails also in any part of the world but they need to be connected in the internet in order to access those account online. These concepts are used to develop and be an encouragement to do such things that will affect the entire world and also it can help the entire people in the problem of email accessibility. From the company of Apple they resigned and pursued their plans and the Microsoft funded their project because they know that this project will going to work out and earn lots of money in a short span of time.

### Steve Wozniak (Co-founder of Apple Company)

Steve Wozniak has this talent of creating things that are a little bit sophisticated in the eyes of the people and their creativity and knowledge of computer improved the first computer Blue Box and they have come out a modified blue box and they called it a personal computer. When time passes by they improved it and things are going better and better and other things was invented just like iPod and other things. Their company started in a scratch and they have this management skill on how to manage their expenses so that they will save money and maximize their production of their invention.

### Joe Kraus (Co-founder of Excite)

Basically they are doing these things professionally and they know many things. They came out of a project that can help and may involve his friends. So he decided to pursue his friends and followed his plans to be his partner and also they are planning of starting up their own business. They were successful because they are helping to source out things that they need for the project. Their struggles paid out of moneys and lots of admiration of the things they achieved together.

### Dan Bricklin (Co-founder of the Software Arts)

Dan was a student of a school that thesis is a must for them so that they can pass. There is a student who has a system and undone the creator of that system was Bob Frankston and they talk a lot about the system thing and also they bonded and make the things work out for the project and they exchange opinions and ideas of starting a new business. When they started it they main key for their business is trust for each other and they went to a good business transaction. They also applied their course into their company.

## Mitchell Kapor (Cofounder of Lotus Development)

Mitchell Kapor founded the predecessor of the killer application called VisiCalc. The ideas of the application were comes out because Bob Frankston was developing the application that dominated the world of personal computers. Mr. Kapor was thinking of upgrading the VisiCalc and make more competitive to the VisiCalc application. At that time Mitchell Kapor was studying in a business school so that he can have a good future. The idea came out when Eric Rosenfeld explained the math things Mitchell Kapor came out of an idea on making the computations easier than VisiCalc. After the concept making Mitchell Kapor hired the man who made the architect and the implementation of the Lotus 1-2-3 and that man was Mr. Jonathan Sachs, their concepts with Mitchell Kapor was same and it was about an integrated spreadsheet and graphing program and they started the project because they know that they can do it and their ideas are similar with each other so their perspectives will be in one goal and that goal is to make an integrated spreadsheet that can fight back against a killer application of personal computers. At the year of 1995 IBM (International Business Machine Corporation) acquired the Lotus for \$3.5 Billion. The programming takes 14 months to 15 months it started approximately October of 1981 it was written virtually and it took time to be done. The skill of Jonathan Sachs took place because he made the application, majority of the works and programming.

Their struggles paid off when their application ran excellent. Their good fortune started that time and offers are flooding them because their product can fight the VisiCalc of Software Arts. Their production of the software increased and they are making easy money because of the Lotus 1-2-3. Mitchell Kapor was so happy because Jonathan Sachs came to his life and shared his skills to make a program that can make them rich in a short span of time. This application was transferred to the IBM computer because the Lotus 1-2-3 tied up with the International Business Machine Corporation. When that time started they became famous. Their business plan of sales was \$3 million to \$4 million but in the year of 1983 it came out \$53 million and the next year it was tripled because of the demand of the application and they know that this application is worth it came out that their sales was \$150 million they are not prepared of the success of the software and they were astonished of the results and feedbacks they

are receiving from the users of the application. The venture capitalists weren't wrong of choosing the Lotus 1-2-3 because it hits the peak of its success and dominated the spreadsheet fight between VisiCalc and their own product Lotus 1-2-3. Their royalty of the product sales was at 33% of the total sales. They are overwhelmed because they are earning big amount of money in a short span of time and it came out successful. Their small ideas came out big results and made an history of spreadsheet history. Some circumstances and struggles was experienced when they are doing the project when the day they ran out of money to sustain their project needs and order to continue their project but still they surpassed their challenges of making a application and they make it successful to the market.

Ray Ozzie

(Founder of Iris Associates and Groove Networks)

Ray Ozzie, creator of Lotus Notes, founded Groove Networks in 1997 to take groupware in a new direction. His new product, Groove, enables groups of collaborators to form in a decentralized, ad-hoc, administrator-less fashion, within or across corporate.

Groove is a peer-empowering form of groupware what the company likes to call "peerware." In Groove, group members interact in highly-secure shared spaces. These spaces collect all the documents, messages, and applications ("tools") related to a group activity. Everything replicates to each member's computer possibly, to several devices per member and is available for online or offline use. Exchange of data is very granular, so that Groove-aware applications can support activities like shared editing in real time.

Iris Associates and Groove Networks was started year 1997 Ray Ozzie worked with his brother Jack Ozzie and his friends Eric Patey and Brian Lambert at Ray Ozzie's house after a week they moved at an office at Cummings Center in Beverly Massachusetts. After a month an Iris engineer joined their project. The first thing that they coded was a primitive version of synchronization algorithm.

Their idea was not building cool software but to build software that is needed by the people and the potential of the product that will be selling in the market. Groove was really meant to fulfill just the collaborative workspaces piece. They focused on the notions of the people about the product and its usage. Before RAY Ozzie started the company he makes his time of doing things that catches his interest just like founding document.

The Groove was experiencing problems that might hinder them to accomplish their goals and their planned market for the future this things are errors and typographical errors. Groove is a piece of technology of math just like algorithmic synchronization they don't know how will they going to do it.

Ray Ozzie was struggling and working so hard for the application and he pushes his limits to its peak and makes his co workers to do such things also because it will going to help them for their success and it will also bring them big money in the future so they do things that are not yet done by their selves. They work cooperatively and focused so that errors will be avoided and if there are some errors it will be detected early before it will be release to the market as well in the public.

Their perseverance paid out because they are so successful at this time and they know that they will going to do it and will going to meet their expectations between each of them and all of them has the skill to do such things that are incredibly amazing that even an intelligent person can't do such thing in that short span of time because that skill are excusive for computer geeks only.



Evan Williams

(Cofounder of Pyra Labs)

(Blogger.com)

Pyra Labs is the company that coined the word Blogger, and made the service a big success.

The co-founders were Evan Williams and Meg Hourihan, and the company's first product, also named 'Pyra', was a web application which would combine a project manager, contact manager, and to-do list. In 1999, while still in beta, the rudiments of Pyra were repurposed into an in-house tool which became Blogger. The service was made available to the public in August 1999. Much of this coding was done by Paul Bausch and Matthew Haughey.

Initially, Blogger was completely free and there was no revenue model. When the company's seed money dried up, the employees continued without pay for weeks or, in some cases, months; but this could not last, and eventually Williams faced a mass walk-out by everyone including co-founder Hourihan. Williams ran the company virtually alone until he was able to secure an investment by Trellix after its founder Dan Bricklin became aware of Pyra's situation. Eventually advertising-supported blogspot and Blogger Pro emerged.

Evan was struggling that time because he is afraid that errors might come out but those errors can't avoided because it is about trial and error.

Time are needed because they are having thing more problematic because they are not that skilled in coding but he found t a man is great in coding and he asked for help because he know that it will make a great difference if this man will doing to be on his side and that is Mr. Matthew Haughey and Mr. Paul Bausch.

This two guy are good coder and they are so helpful in this project because they make the thing more easier for Mr. Evan Williams.

When things are going good the product ran in a good condition they are planning to release it to the public as well at the market.

Venture Capitalist are finding them because their product is interesting and make them curious that it might be a block buster in the world of computer applications.

And when the time goes by they are earning big money because of what they did and it is a great turn for them that this application makes them rich in a short span of time and also they guaranties the public that it will be useful and it uses internet but that requirement hinders the market to get it but still they are successful when the public knows that this thing will be helpful to them for online sharing of opinions. Now a day blogging is a popular thing to do.

Tim Brady

(First Non – Founding Employee, Yahoo)

The Yahoo needed a business planner at that time so that they will know what will they going to do in their startup. Jerry Yang remembered that Tim Brady is capable of such thing and also he is an expert of the field. When the yahoo launched to the public at the year of 1996, the position of Tim Brady was the vice president of yahoo and that such position is a big responsibilities to take and Tim Brady is competent of such pressure that the yahoo will going to hand over to him.

Tim Brady and Jerry Yang was a roommate and also they are classmates in their subject of their course. Tim Brady went to Japan to work with the Motorola as marketing and also engineer. Tim Brady doesn't have a sufficient knowledge about the web technical things. They were thinking of some ideas that they will going to startup. That time they got some ideas from the "Wired Magazine" and that time the wired magazine was online and they were thinking that there is no search engine that will search or post the advertisement, so Tim Brady wrote a business plan with Dave, Jerry and his perspective.

When they have some funding they found some office space in the Mountain View and that time it serves as their office and that time their venture capitalist was Mr. Sequoia and they get a big amount of money and helps them to sustain their needs and that amount was \$1 Million Dollars and that amount was spent in the right things such as computer and etc.. Netscape was the browser that time and the predecessors were Internet Explorer. The internet explore has a button to their browser and the Internet Explorer linked them to the Yahoo for free and no charges at all. The Yahoo was running that time without an Chief Executive Officer and Chief Federal Officer for the company and that thing was to difficult because no one will going to lead the staff to the goal that they are into and also no one will going to inspire to work hard and maximize their product results and give their best shot. Mr. Sequoia takes place and helps them to find a CEO and CFO. Issues came out because hiring of staffs was so difficult because some people say that you must not work or having a

business with friends but still those words didn't hinder them of increasing the staff members. They invited their friends and also their friends also invited to join the yahoo and it varies across from one person to another and they hired 20 persons with trust with each other.

They are having with problems because of the competitor of the Internet Explorer which was Netscape was selling their buttons to the Architext (later called Excite) which is the competitor of the Yahoo which was funded by Kleiner Perkins. They bid to the buttons in some times but they realize that this bid is none sense because they are bidding for the brand so they stop the transaction.

In the summer of 1995 Bill Gates released a memo that they need to be in the game and in the end o the memo states that the favorite website of Bill Gates was Yahoo, and that time they are so overwhelmed and feeling so great because one of the big men likes their website and it means the business will going to pursuit them because they are doing unique things and making it easier for the users, they are thinking that Bill Gates might offer some partnership to the Yahoo company and it means very big amount of money.

Mike Lazaridis

(Cofounder, Research in Motion)

The research motion was started in the year 1984 with Mike Lazaridis and Doug Fregin. These two people know each other since grade school but their ideas collide when they were in college, they started the research in motion. Their company establishing a local area network this is their specialty service. The greatest break that they have when they are doing the local area network was in the General Motors a big company that handles a massive amount of vehicles; they pursue their opportunity so Mike Lazaridis left his college life and focused on the company so that he will maintain the system.

He foresaw the potential of mobile email and he wanted to do something that is unique that time and he came out of an idea. Even Mike Lazaridis was an undergraduate student he has a contracts that pushes the company up and making it a big hit, he continue to work on it and improving his company so that company will going to trust them and product result will going to increase also.

Mike Lazaridis is thinking of minimizing their expenses but they need a computer for their business and their school has a surplus, when Mike Lazaridis heard the surplus he went there so because he knew he will going to have a computer for a low cost, and when the time that Mike Lazaridis were there he bid for a computer that cost \$400 - \$600 and it was a bargain price for him because that time computers was so expensive.

Back at Mike Lazaridis college life he wanted to file a leave of absence because he wanted to focus on the company and the director opposed and didn't allow him to have the opportunity of filing the leave of absence, one time he had a speech and the content of the speech was Mike Lazaridis he mentioned that why did he didn't allow Mike Lazardis to have a leave of absence when the time he needed it and he apologized and flashed Mike Lazaridis a big and shiny smile, and when the time goes by the director became the board member of Research in Motion.

Now a days the BlackBerry is so competitive of its predecessors it boomed at the year 1997 it was a big hit in the market because it is so compact to check an email through a phone and through that they expanded and upgraded their technology and make it unique.

The company started with \$600,000 of money and they maximize their resources to start a company and they make sure that their products will not be obsolete when the time goes by, maintenance and upgrading was done every week so that errors will be avoided and they will prove that in this technology our life will going to be easier and the criticism appeared and throw issues against them and companies are making products that will be competing with the BlackBerry at that time but still the company stands straight they didn't allow the critics penetrate into their barriers and makes their strategies affect their company and resulting into bankrupt.

The sweat and blood of Mike Lazaridis and Doug Fregin paid off and their business went to good terms and according to plan. Research in Motion now a days is a big company or what we call God's of Companies just like Microsoft.

Arthur Van Hoff

(Cofounder of Marimba)

Their story was a typical story because they follow the pattern of having a startup just like other startups because they work in a company which is a big one and leave the company to have their own company. They took a very big risk because they leave the company to make their own but they don't have any idea what will they going to do to have some startup and make some money on it. Arthur Van Hoff didn't take the issue serious because he know that having an idea is not hard and he make the market an example because many business were there and also ideas were there and they are funded but it doesn't work at all.

They think that if we make a company we must do it in a serious manner and focus on it and also they must make a change the people's perception about Marimba.

This story inspired me because even they lack of ideas they still came out of an idea that will going to work out with their perspective. They pursue it and they make the failure to an opportunity to a certain transaction. They didn't give up of doing what their heart and passion is telling them. For them in order to attain such thing that will bring you into a big shot scenario it must be in a trial and error situation so that you will know what is right or wrong in that specific field of business, because it's hard to compete to the other companies if you don't have any knowledge to it. Their reference of the things that they need to improve is by using the feedbacks of the people who is supporting the Marimba at all. They consult to the experts if what factors will going to affect their company if something will going to happen in the future. They went to a planning the possible thing that Marimba will going to face in the future and they will make solutions to prevent these thing to happen.

Paul Buchheit

(Creator G-Mail)

This story shocked me a little bit because in reality the email that we usually use is Yahoo mail, but now Google has its version of email and they made it more useful. As we know, Google is faster than Yahoo and so it makes difference between the two of them. Paul Buchheit made a change for the email fields because he makes sure that the G-Mail will be more different than Yahoo Mail and he added more features that Yahoo doesn't have on their emails. Paul Buchheit wanted that the G-Mail will be more suspicious and unique to the eyes of the public.

This startup was a big break for Paul Buchheit because this project will be a good break for him and it will make a big money because it will going to be a big hit in their fight against Yahoo mail. This kind of startup is a big thing, therefore, he must focus and should give his 100%.

Surviving in this big project is a big achievement, but what will you going to call a man who is successfully launched the project and made it such a big thing in the industry and helped the world to make their lives more easier to access through internet.

This story inspires me because even that though that your just an employee, still you can make a difference to the company and take the company to the next level to compete to its predecessors. Those things Paul Buchheit made so that more people will be inspired and might be like him making money in a short time.

Now a day's doing the thing that Paul Bauchheit did is very hard because lots of the people right now are computer geeks. Making some big projects comes with the little ideas and you must abstract it so that possible things or errors will come out while you are going to find out the result that might possibly come out while running the program.



I wish that in the future big breaks will come in to my life and make some change in the cyber space, and the Filipinos will be classified also for their intellectual gift and not of their fighting skill as the world know us because of Pacquiao.

Steve Perlman

(Cofounder of WebTV)

This startup is quite amazing because making a computer to be a TV by using an internet. This idea is unique because no one did something like this before and it a little bit new to the ears of the public. The main problem in that startup I guess is that the internet connection that time is not that fast as the internet connection now a days, therefore, those factors takes place and made some adjustments so that their project will going to run properly.

Some of the readers of this chapter might be influenced to think more deep so that they can also come up some ideas that is unique, in fact right now I'm undergoing on that situation, by the way some of the articles of Steve Perlman serves as an encouragement to those people that is hopeless of making some startups.

In my own perception, this project of Steve Perlman is a little bit complicated because he is trying to do an web based television streaming, in fact one of the factors that will hinder them of making up the project to be known in the public, but still they didn't stop there because they know in the future the internet will be more faster and more accessible to the public. Steve Perlman's experiences was used of making this project because this is more technical than other startups, you are going to analyze an individual technology and making it part of a cyber space or internet, that thing is insane one.

Even though some factors came out of their project they don't take for serious argumentation because if those things will be on the table and will be fed to the people, things will be crazy and complicated and will result to closer of the project.

Massive coordination was been incorporated in the certain project so that it will run according to the plans and expected results.

In the present time the WebTV is creating some unique portals that other companies are looking forward for upgrades, also this idea helps other student to have a startup that has a little touch of WebTV.

Mike Ramsay

(Cofounder of TiVo)

TiVo at the time was launched was a little bit controversial because it will control the way you watch the Television. TiVo can do such this as skipping the commercials that you don't want so some of the Advertisement Company and media protested to the product because it is affecting their business and also the air time of the commercials that are paid in the advertising companies in the US.

Hollywood also appealed and coordinated to the controversy that TiVo is in that time. Lot of critics came out because of the technology they invented and released to the public at the year of 1999.

They make sure that those factors will not affect their production result and their sales as well. If you are in their shoes, it is hard to make some sales because of the people who are around you throwing some bad issues that will affect the entire company to be successful in their field.

Success was their fruit to bear because they didn't let the people come into their company to penetrate and make some unwanted manipulative actions to bring them down to the ground.

I hope that this article will be an inspiration to the student that all they wanted is to have some startup and to be successful and earn some millions of dollars in the future, and also help some lives to be more successful also in their job.

Having a big company like this is overwhelming because the past that you were struggling to survive the company and make it a million worth of company.

This type of perseverance must be incorporated to those companies that are in state of hopelessness and no other solutions will be taken.

Paul Graham

(Cofounder of Viaweb)

This startup is a little bit similar to the famous online store which is denied by a venture capitalist, and that startup was the eBay. This idea is helpful to the people because some of the people are visiting some shop to buy things but in this startup they make the old ways to make it more organized and easy to the public, therefore, their aim is to expand the area that is accessed by the Viaweb and make it helpful to the public, they are thinking that in a certain time that this site will be going to be influential to the public the tendency the market will going to be in their hands and they will going to earn big money.

This goals are the same as the others because all they want is to earn big money and make some changes in the lifestyle and the way they assesses the cyberspace, because the perception of the public about cyberspace is all about doing business online, so they make out some ideas that the public will be involved and also the way they look at the cyberspace will be changed also.

Paul Graham did a good job of doing these things because the internet right now is full of forums that sell things and post some ads for publicity also. They didn't make it a big change but they inspired people to make such startup to gamble with.

In my mind right now is to imitate a startup like this in the future here in the Philippines but the missing thing is that what kind of product I'm going to sell in the public and what will be my key ingredients so that the attention of the public will be caught into a net and my sales will going to increase in the future, those factors are my problems of trying to have some startups like this.

The ideas of Paul Graham is quite amazing because the fact that the internet is a little bit slow and not all the people has a computer at home because it is expensive to buy and at that time the programs are not that known in the public such as VisiCalc, Lotus 1-2-3, MS-DOS etc.

The hardest way that I think they encountered is that how to make it more noticeable and very attractive to the public and also how it will be easy to be operated by its users.

Joshua Schachter

(Founder of del.icio.us)

The story of Joshua Schachter a startup were internet is involved again, but this time internet is not a factor anymore because they have DSL that time and it is more faster than the traditional ISP's or internet service provider.

The idea of Joshua Schachter is a unique one because we know the del.icio.us is just a web bookmarking site but they went abstractions so that they came out of some ideas that will expand and make the project more useful, if you will going to establish a bookmarking site and just make it work it is useless because the people can't search for some bookmarks that are recently marked with some, so Joshua came out of some idea that this will be his strength and make it an opportunity to make some site that will be useful to the public.

The main goal of Joshua Schachter is to make it more interactive to those people who surf's to his website; there goes the bookmark sharing just like iMEEM you will going to search songs that are approved by the site and embed it to your friendster, multiply or other accounts that can be embedded by this program.

By a simple things that you will going to think will make you rich in a year just like Joshua Schachter went to his life, his life right now is a wealthy one and he doesn't have problem of having some financial problems but the big problem that he is into is that what is his next step to make the del.icio.us more competitive to the other sites that are in the internet right now.

If I'm in the place of Joshua Schachter I'm thinking of an add-on's on my website that will be more attractable to the public, for example I'm going make it just like friendster, yahoo messenger, multiply, because if that happens many thing will going to change just like if you searching and you didn't know something and you friend is online he or she will going to help you by chatting.

Mark Fletcher

(Founder of ONElist and Bloglines)

The skills that Mark Fletcher has are enormous because he can handle two companies. But still the main thing right here is about him Mr. Mark Fletcher.

Because of his skills he made the eGroups of Yahoo and make the Yahoo a big hit but in the internet and it is because of ONElist and its creator behind it.

The creation of Mark Fletcher makes the whole Yahoo different to its other competitors in the internet. ONElist is about a account that is in group that shares files and other things (just like pictures and other stuffs.) the students uses it in their subject because it is sharing handout that is needed in their classes, just like in our school professors uses the eGroups because the distribution of the handouts is more easier than the traditional way of giving handouts and now a days the technology is modernized and more user friendly.

Having such website like this is very helpful to the public and the advertisement also involved in this scenario.

This one contributes to the modernization of the world and I hope that in the future the former ONElist and now eGroups will be intact in the internet and will be upgraded and will be more useful to the people that uses the website.

The yahoo truly rules the internet engines at this time but now all the days the yahoo will be number one in the charts because one of them will fall down and ONElist will be one of them that will going to fall in the grounds.

Mark Fletcher's Bloglines now a day is now yet famous around the world but the ONElist is famous but it became famous because it was under the Yahoo Company right now.

Craig Newmark

(Founder of Craigslist)

Craigslist is like add-ons of an email network just like Yahoo. This one is similar to the past case studies that we tackled, because this one also is only a hobby and turned into hobby is an instant snap of the finger.

Life turned into a big shot when this program came into a business phase, as we all know that business has a big responsibility and must not be taken for granted because the person that is in the highest position has person to carry and their future is in the hand of that person.

Craig Newmark did a decisions that are hard for him but still he didn't pursue because it will be a big problem to the site and that thing is ad's, the PR people of the Microsoft went to him to make some conversation about putting some ad's in his sit but he said to those people that if he will going to put those thing through his entire website, the website will be going to run slow because of those attachments. Craig Newmark knows that if he will display some ad's he will earn money but still his decision stand firm.

That kind of decision making that involves the website users is a kind of unique in my mind because it's a lot of money and that website is all about making money in a short span of time. He still pursue not doing such ad's for money and he did some cutting of embedded things in the website so that it will make the site faster than it was created in the past years.

For the first time this is the only story that I have known that a certain person ignored a person who has a contact to a big named company and saying "NO" to this people just because of ad's I think this person is nuts,

In spite of that decision that he made for his company he was successful in his career that he chosen in that time and Craigslist went to the internet without any bad criticisms on its back.



Caterina Fake

(Cofounder of Flickr)

Flickr now a day is famous because you can see Flickr everywhere in the internet. Flickr is a website that host your picture so that the picture can be embedded in the website like the Friendster, Multiply and many more.

This company is a simple but unique one because who will going to realize that this one will be a startup in the internet and will going to make a big amount of money in the entire company.

Its predecessors are making some upgrades so that they will be more competitive than the Flickr, but still they don't make it a weakness in the part of the Flickr.

Caterina Fake has a good mind abstraction skill about the project because she came out of an idea like this. The company is a good chemistry between two of them because the problems and conflicts in the company will be discussed in their house and they will be united in their decisions because they have this considerations to take care of, just like not hurting the feeling of one another but sometimes this thing is not taken part of the conversation.

Without a VC's or Venture Capitalist is hard of making a startup because the person who is planning of making a startup will going to have struggle of financial aspects, money is the one foundation of making a company. If there is no money where are you going to find materials that are used in the company just like computer and other thing.

For the past years no one think of hosting some internet things for easy access and availability. Flickr abstracted thing out in the internet so that they will going to came out a good idea to startup a company in the future and will make money also.

Having Flickr in the cyber space is a big thing because it contributes big thing in the public specially to those people using the internet wanting to post picture in the internet websites.

Brewster Kahle

(Founder of WAIS,)

(Internet Archive,)

(Alexa Internet)

These three startups are successful when it came into the market because they are multi million project that some of the company acquired because of its capabilities of making some task.

Having startups like these is a big blessing because big money are in its back.

The company went to a certain state of their life that the company doesn't have enough money to sustain their needs each one of their employees. Those situations overcome Brewster Kahle because of his determination and perseverance to make his company a big hit in the market.

If I'm in the shoes of Brewster Kahle I think I've rather sell the company or announce that the company is already bankrupt rather than have some financial problems because it is a great pressure to person who is responsible of making some money out for the employees.

Handling pressures like that is a very good experience and specially when you overcome the situation is astonishing experience to remember and to get some lesson out of it.

They have some difficulties of using network because the internet that time was not that fast at all and not that convenient and also its availability at that time also

Many companies to think about is hard to maintain because you will think of lots of things that you have done to make it successful and apply it to another company as well.

Charles Geschke

(Founder of Adobe Systems)

Adobe Systems helps the students a lot because this system has all the applications that the designers wanted and needed.

The adobe system is a big part of the computer technology right now because they make the long word file to a single and small size PDF, the PDF thing is a product of the adobe system that makes the word file compiled in a single PDF and make the file size small.

The Photoshop now is also a big impact in the public because this application enhances the quality of the picture to more presentable and adds more effects. Most of the Multi Media students use the Photoshop of adobe system because it is easy to operate than its predecessors.

Most of the people recommend the adobe system application because the factors are the following: Easy to use, Affordable, Accessible, and unique.

Charles Geschke has this common thing of the founders that undergoes sometimes and that thing is the decision making between work and the company that he making right at the moment. He still picked the company even though he has a good job in Xerox and also he has good benefits in that company, but still ego prevails and he pursue his company and make it successful in the market.

The parents of Charles Geschke went to nuts because Charles Geschke stopped his college education to pursue the adobe system thing and his parents are thinking that it's a waste of time for Charles Geschke.

That thing didn't hinder Charles Geschke to continue his dream of making the adobe for real and kicking asses in the market just like want happens right now.

The thing that amazes me is that Charles Geschke make his dreams came into reality and make some difference in the cyber space.

Having a big applications like this means a big money to your company and also your family.

Ann Winblad

(Cofounder of Open Systems

And Hummer Winblad)

She began her career as a programmer and in 1976 she co-founded Open Systems, Inc., an accounting software company, with a \$500 investment. She operated Open Systems profitably for six years and then sold it for more than \$15 million. Prior to co-founding Hummer Winblad Venture Partners in 1989, she served as a consultant for clients such as IBM, Microsoft, and Price Waterhouse. Ann Winblad has co-authored the book Object-Oriented Software and written articles for numerous publications, including the Red Herring and Forbes.

In 1989 with John Hummer, she co-founded the venture capital firm Hummer Winblad Venture Partners. Hummer Winblad Venture Partners was the first venture capital firm to focus exclusively on software investments.

Handling pressures like that is a very good experience and specially when you overcome the situation is astonishing experience to remember and to get some lesson out of it.

They have some difficulties of using network because the internet that time was not that fast at all and not that convenient and also its availability at that time also

Many companies to think about is hard to maintain because you will think of lots of things that you have done to make it successful and apply it to another company as well.

Open Systems like Ann Winblad created is inspiring because she is women that strives in the field that major of its components is men, so striving like Ann Winblad is so very inspiring because she didn't make

her gender a factor to hinder her to make his dream to be accomplished. Making a system like this is hard to achieve specially when you are a women because some of the people right criticize the works of the women because they always say that the work of a men is better than the women.



David Heinemeier Hansson

(Partner of 37 Signals)

Having 37 signals in your company is a very big thing to have in the company because it will help your system and make it more easier to you workers.

The 37 signals serves as organizer of the company that is a starter to the field and don't know some organizational process to undergo for the good things that will the company will going to have in the future.

Some of the information that I researched about 37 signals which is based on Wikipedia follows:

37signals is a privately held web application company based in Chicago, Illinois, United States. The firm was co-founded in 1999 by CEO Jason Fried, Carlos Segura, and Ernest Kim as a web design company with a self-described focus on usability, simplicity, and clarity in design and writing. 37signals also produces a blog, Signal vs. Noise. Carlos Segura left in 2000 and Ernest Kim left in 2003.

Since 2003, 37signals has been primarily a developer and provider of business and personal productivity web applications. Its first application was Basecamp. This was followed by Ta-Da List, Backpack, Writeboard, Campfire and Highrise. 37signals was responsible for launching the open source web application framework software Ruby on Rails, which it uses in its own applications. The products have gained popularity using what has come to be known as a Freemium business model.

The company is named for the 37 radio telescope signals identified by astronomer Paul Horowitz as potential messages from extraterrestrial intelligence.

Philip Greenspun

(Cofounder of ArsDigita)

Philip Greenspun cofounded the ArsDigita the company lasted for few years but the story of the ArsDigita is very cool because Venture Capitalists are involved in the entire story, not like the other startups that the venture capitalists are mentioned in just a short time in the chapter, here the venture capitalists has a big exposure as I say, in this chapter, therefore, this story has critical parts where the cofounder went to a stage that they went to a financial crisis. Financial issues in the business are a big issue because it might spread through the entire company and will cause the company to be destabilized. That moment will be a big mess and lots of the employees will be part of the unemployed people.

Philip Greenspun likes to make some internet based applications and he started early 1980's and he specialized in the multiuser applications, because he has an interest in such things and also he fulfills the needs that the internet users needs.

The perceptions that Philip Greenspun has in his mind was how to make the applications that are in the windows can operate of run in the other operating systems such as Macintosh or Unix, when the internet took place in the cyber space the idea went to a flourish process and the final plans went into a good flow because the answer to their problem was available and needs to be improved so that the users can use it through internet. When the internet came Philip Greenspun went into a rush phase so that he can produce an application that will fit to the needs of the public an example of the web applications that are available is Miniclip.Com full of games, Youtube it is where you post your videos and any one can access it (I don't think so that this mentioned examples are the ArsDigita's products or something), but this things that are mentioned are the generations that the ArsDigita's products influenced way back.

The thing that I didn't know about ArsDigita is why they didn't survive some obstacles that they went through, in this type of company that

makes applications that majority of all the users of the internet can access all the applications that the ArsDigita did way back. Conflicts can be solved but in this situation many things must be discussed because big money and people are involved, also the company has a name and a single error are issues flies out in the blog and makes some rumors about the company and stories are change as the story passes from one person to the another person.

Joel Spolsky

(Cofounder of Fog Creek Software)

The Fog Creek Software was founded by Joel Spolsky and Michael Pryor and that was in year 2000.

Even they don't have the ideas want they are wanting to start up for their own interest, one day they went to a idea why don't they make it a software startup and make it a big hit in the public and also make some money out of this things that they are planning to create in the future.

Their story is a little bit demanding in the aspect of material because they don't work on their own apartment but they work on somebody's apartment but they don't live there so that the pressure is still there for them and also they will going to concentrate in their plans as well.

Joel Spolsky wrote letters for his friend so that his friends will collaborate on him in order to make the process faster. He knew that his friend has the ability to make the work good.

Joel Spolsky has a big background because he worked in Microsoft as a programmer of Excel and Visual Basic, in that case people who is in that state or work has a passion on the programming because that company is a big one and you must not afford to have a mistake in some of the process in the projects.

There was a time that they lack of clients and they can't sustain their needs in the business. As we all know that if money issues started it will take a long time because that issues are critical phase in the business, the workers might think that the business will fall and lots of them will be unemployed contrary to that their family will also be affected because they don't have a money for their needs in their house.

Still those issues didn't worked out to make the business go down to the ground and will never regain its clients again. Most of the case that we have read they went to a calamity that they are surviving and struggling because of money and also they are thinking that if this will be a mess after we started many people will be affected and their time will be also wasted.

Stephen Kaufer

(Cofounder of TripAdvisor)

Stephen Kaufer, Langley Steinert, Nick Shanny and Thomas Palka are the one who founded the TripAdvisor. They created this web based travel guide so that the tourist will have an idea how to roam around the place without hesitating of going there because of the problems that they are facing when they arrived there, those problems are hotels, transportation, and many more, so they made this web based travel guide so that information that they need in that certain place will be posted in that website.

The idea went into Stephen Kaufer's mind when they are planning of having a vacation on a certain place and they can't find information that they needed in that certain place. That factor triggers Stephen Kaufer to make some travel guide for the person that needs information to the destinations that they want to go.

This kind of web based travel guide is imitated now days because these startups are unique and also the money is easy to access.

As we all know that making some startups are hard to do specially these startups are not that well know yet and also not yet populated when the time it started. Stephen Kaufer went into that stage that he is trembling because of the problem that came into his mind and that problem was "How will he going to make the site populated?" populating the website is the hardest part of the startups "If you're a web based startups".

Based on Wikipedia TripAdvisor.com is a travel information website, covering more than 212,000 hotels and 74,000 attraction in over 30,000 destinations worldwide. It features hotel, attraction, and restaurant reviews written by travelers; a wiki for users to provide facts and tips on destinations, similar in concept to a travel guidebook; "goLists", where users list what to see or what to do,

somewhat like travel itineraries; interactive maps based on the Google Maps engine; and "TripAdvisor Forums", an active traveler message board area. Each of these are described under "Major products" below.

With more than 15 million reviews and opinions and nearly 30 million unique visitors a month, TripAdvisor is also the largest travel community on the web.

The site has been criticised for allowing users to publish fraudulent reviews. In response, they claim that all reviews are moderated by their staff, and they have algorithms to detect abuse.

James Hong

(Cofounder of HOT or NOT)

Hot or Not was co-founded with James Hong and Jim Young. They did this site is just for fun only and they didn't thought it will going to be a hit in the internet and also it will going to make them big money.

This story is a typical one because most of the startup guru's in our case study, they started up as a corporate ninja or a free space leaser so that they can do their experiments. In that thing this story is not that bad because they did a big hit in the internet even thought that they are just ninja's back in their offices. They resigned and make some difference in their life and they made some programming thing that eventually turned into a business for them. After those things went to right track they are having problems about the pictures that are uploaded in the internet, the problem that they are into is the picture appears after 30 seconds of waiting (if the user is patient enough to wait!) then they brainstormed for possible solutions to their problems about the upload factors. After they made some solutions about the upload issues they went again to another issue that addressed to them and that issue was all about pornographic photos or naked photos. As we all know that when issues hit us and made some noise around the company it's hard to clean again your name because you did a issue that affects the whole company and also impacted the public because they saw some unwanted things that is in there site.



James Currier

(Founder of Tickle)

James Currier founded Tickle, this is a site where you can answer some questions so that you will know yourself much better than yesterday.

This is a unique idea that James Currier did because no one did it already in the internet, I think he is the first one who did such site.

Some of the users are those problematic and some are those just exploring the site because of the uniqueness of the site. This site is advantageous because it is different than the other sites that are made.

James Currier realized that why are the people having their test questions on the paper, why don't they use internet for online examination so that it will be more easier for them so access and it will be more efficient and also it will be checked in an easier way than the paper checking style of the teachers.

This site is applicable to those third world countries because most of the people now are all connected in the internet and the rent of the computer shops are not that expensive now a day. So the possibility to be connected is so high. The amazing thing that is in this story is because the founder of this site is a former VP or venture capitalist of some startups but now he is the one who's acting as a venture capitalist of his own startup.

Blake Ross

(Creator of Firefox)

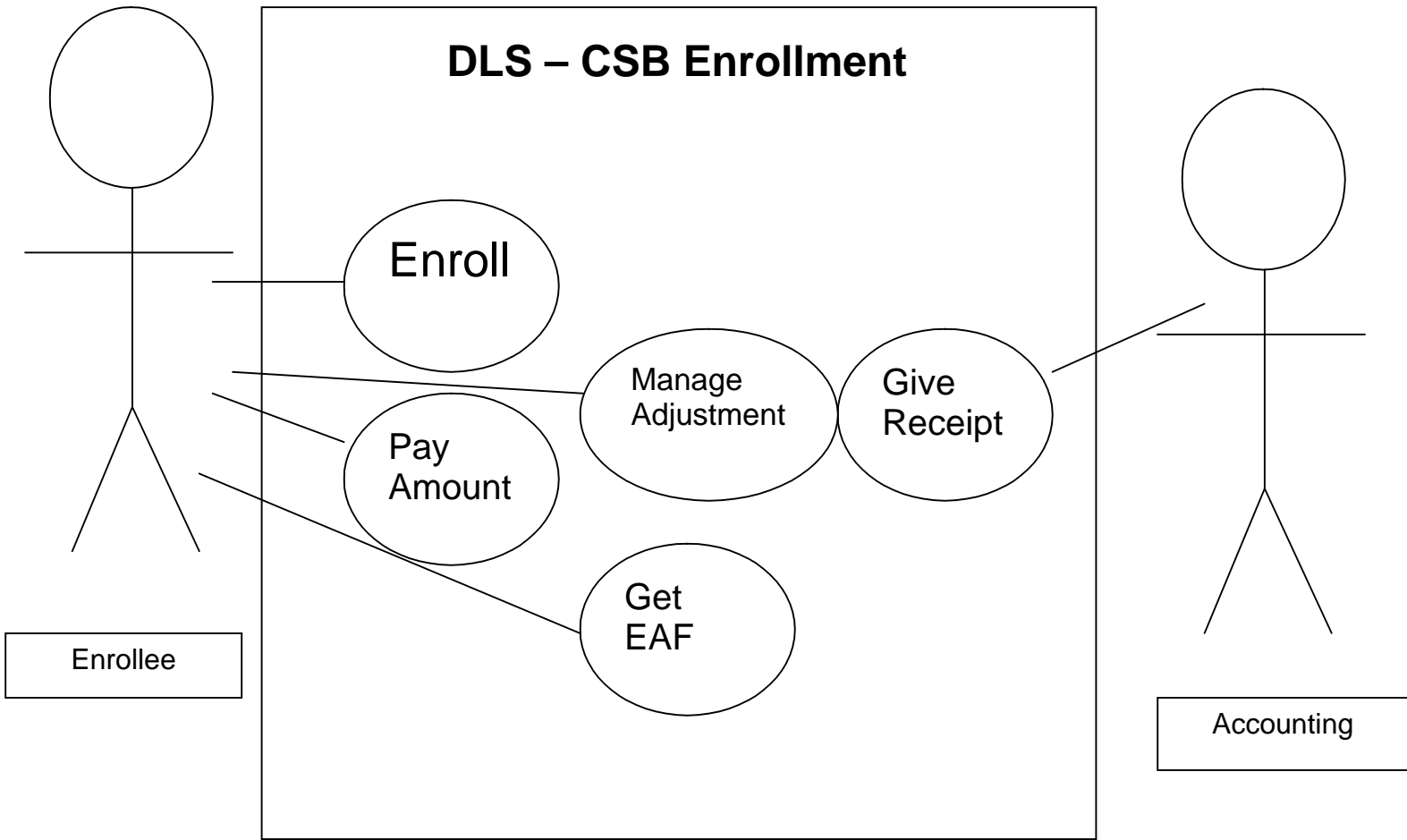
Blake Ross and Dave Hyatt started the Firefox as a side project for them when they are working in the Mozilla Foundation.

They have this idea of making some browser that is fast, simple and also user friendly and that idea went to the creation of the Firefox browser. The competition of the Firefox and the Microsoft is so very hard because they are just a newbie's in the particular field and they are just developing something that the Internet Explorer did already. But still they didn't stop there of making some thing to be possible and in that kind of spirit they did a difference right now because the Mozilla Firefox are more popular and more faster than the Internet Explorer.

The idea came from the Netscape because the company is a little bit struggling on their field and so that Blake Ross went to a conclusion that they don't he make a browser that will occupy the slot of the Netscape in the browser category and after that Blake Ross and Dave Hyatt started making the Firefox 1.0.

The Firefox did a difference in the browser because it proved that event though that your internet is slow it can navigate the internet fast than the other browser can do.

**USE CASE**



Title: Enrolling in DLS-CSB

Actors: Enrollee, Registrar, Accounting

Summary: Customer can acquire good education and values

#### Pre Conditions

- Students must acquire certain grade standards
- Financially sufficient to pay
- Student must finish high school

#### Main Scenario

- The student must pay the exact amount for tuition fee
- The Student will be enrolled
- Receipt will be given by the accountant

#### Alternative Sequence

A1: Insufficiency of money to pay a certain amount

- the student will not be enrolled

A2: Amount will not be paid

#### Error Sequence

E1: Academic Background is Not Valid

- The School will not accept the freshmen applicant

E2: Grade problems

- The school will not accept the student will grade

problems

#### Post Conditions

- System Failure
- Mechanical Problem

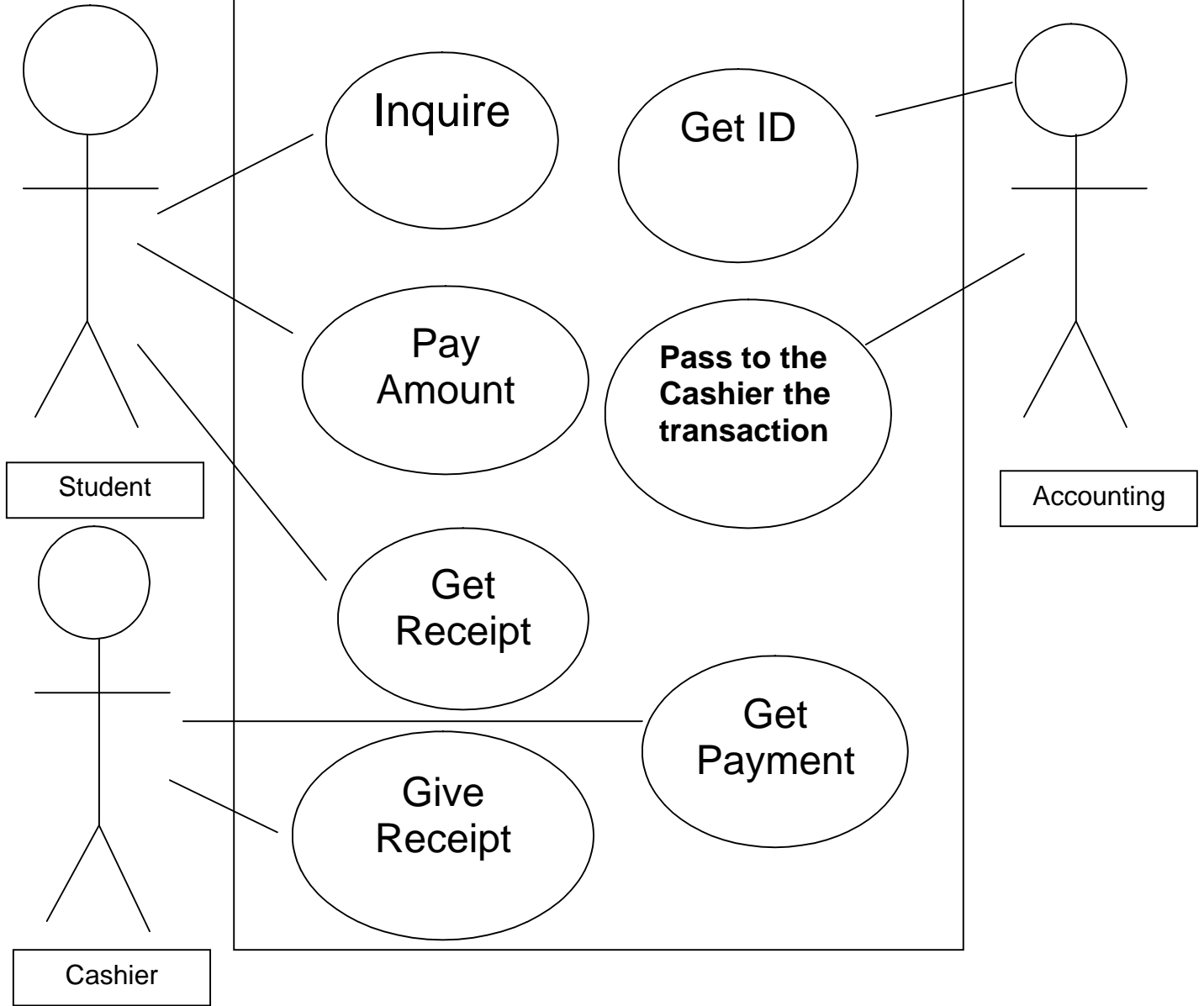
#### User Interface

- Valid ID
- It must be CSB ID

#### Non Functional Requirements

- Employees legality

# ePurse



## Identification Summary

Title: Activation of ePurse

Summary: this use case allows the student to avail the easier way of paying by using ePurse

Actors: Student, Accounting and Cashier

Creation Date: June 18, 2008      Date of Update: June 17, 2008

Version: 1.0.0

## Flow of Events

Preconditions:

1. The ePurse must contain money.
2. The ePurse must be valid.
3. The ePurse must be not expired

Main Success Scenario:

1. The student uses his/her ePurse for payments. (ex. Printing)
2. The student will pay more easily than the ordinary procedure.

Alternative Sequences:

A1: Insufficiency of Money

-The staff in charge will going to tell the student that his/her ePurse doesn't have money.

Error Sequence:

E1: Insufficiency of Money

-The transaction will be aborted.

Post Conditions:

1. The cashier has an adequate receipt to give.

User Interface:

-The ID must be valid

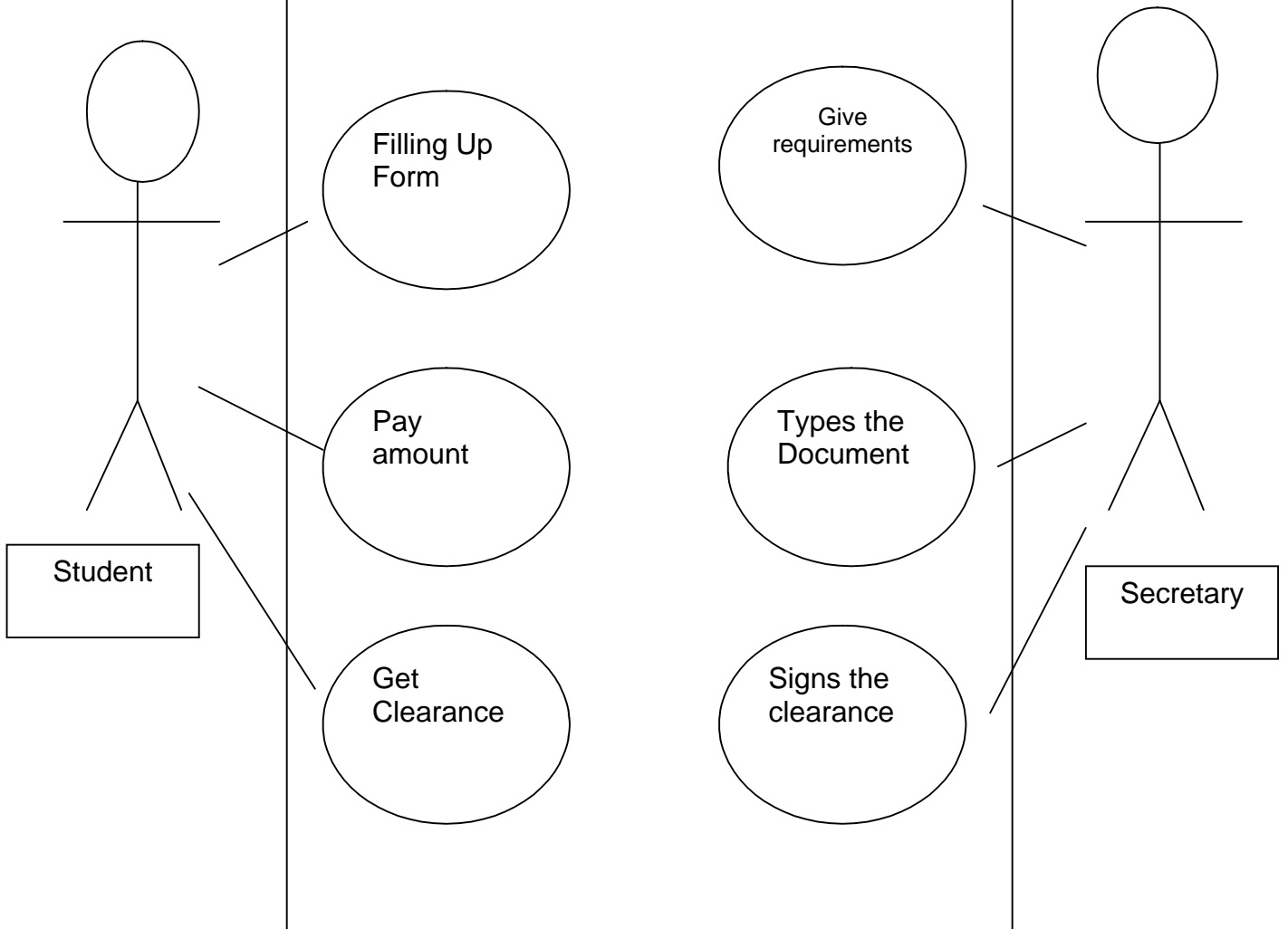
-ID must be DLS-CSB ID

Non-Functional Requirements:

-The accounting must act fast

-Sufficient staff to work on the transactions

# Barangay Clearance





## Identification Summary

Title: Barangay Clearance

Summary: This use case shows the Barangay clearance in Phase 8 North Fairview Quezon City

Actors: Resident, Secretary, Chairman

Creation Date: 06 – 11 – 08

Version: 1.0.0

Date of Update: December 8, 2008

## Flow of Events

### Preconditions

1. Barangay must allow residents for clearance
2. Money must not be adequate for the part of the resident
3. They must not contain any unwanted records in the Barangay

### Main Success Scenario

1. The resident will fulfill the requirement for the barangay clearance
2. Secretary will go to approve for the request of the barangay clearance

### Alternative Sequences

#### A1. Illegal resident

1. The barangay will go to require the resident an identification material such as passport or other permits.
2. He or she will not get clearance if he or she is illegal detainee.

### Error Consequence

#### E1. Unwanted Barangay Records

1. He or she will not be able to get clearance from the chairman or secretary.

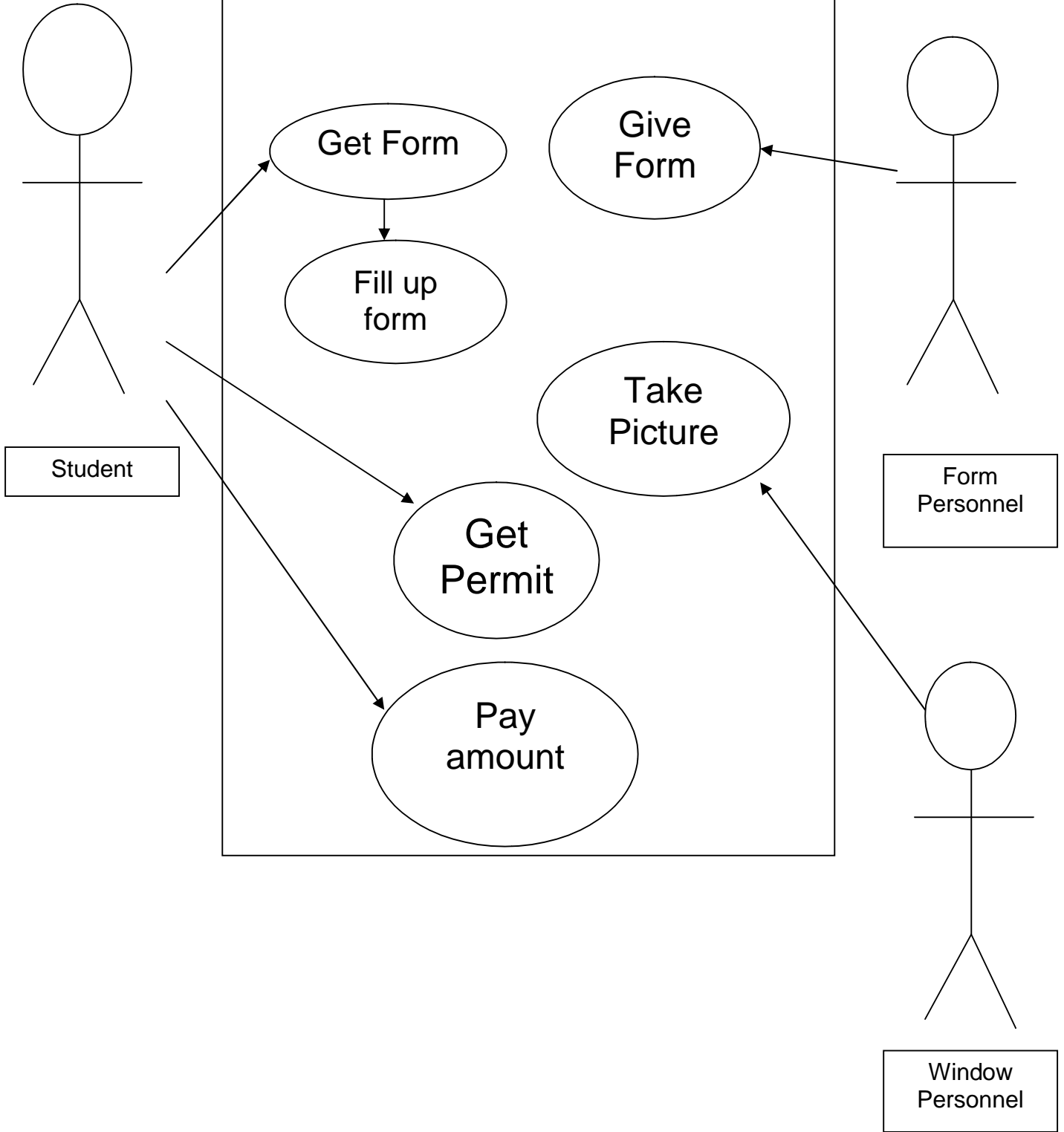
### Post Conditions

1. Clearance will be signed by the Barangay chairman for authenticity.
2. Resident will be legally permitted by the chairman.

### Non Functional Requirements

- Time response is not necessary
- The resident is allowed to get clearance if the barangay hall is available
- Chairman must be present at that time

# LTO – Student Permit



## Identification Summary

Title: Land Transportation Office – Student Permit

Summary: this use case allows the student to get the legality permit of driving.

Actors: Student, Form Personnel, Window Personnel and Cashier

Creation Date: June 30, 2008      Date of Update: June 5, 2008

Version: 1.0.0

## Flow of Events

Preconditions:

1. Age must be 16 years old and above.
2. Birth certificate must be presented.
3. If the applicant is minor, parent consent must be attached.

Main Success Scenario:

1. Student is legal to drive with professional consent.
2. Student can easily apply for driving schools.

Alternative Sequences:

A1: Fixers

-The application will not be hard to process.

Error Sequence:

E1: Under age

-The student will be denied for the application of student permit.

Post Conditions:

1. The form personnel must have sufficient application form for all the applicants.

User Interface:

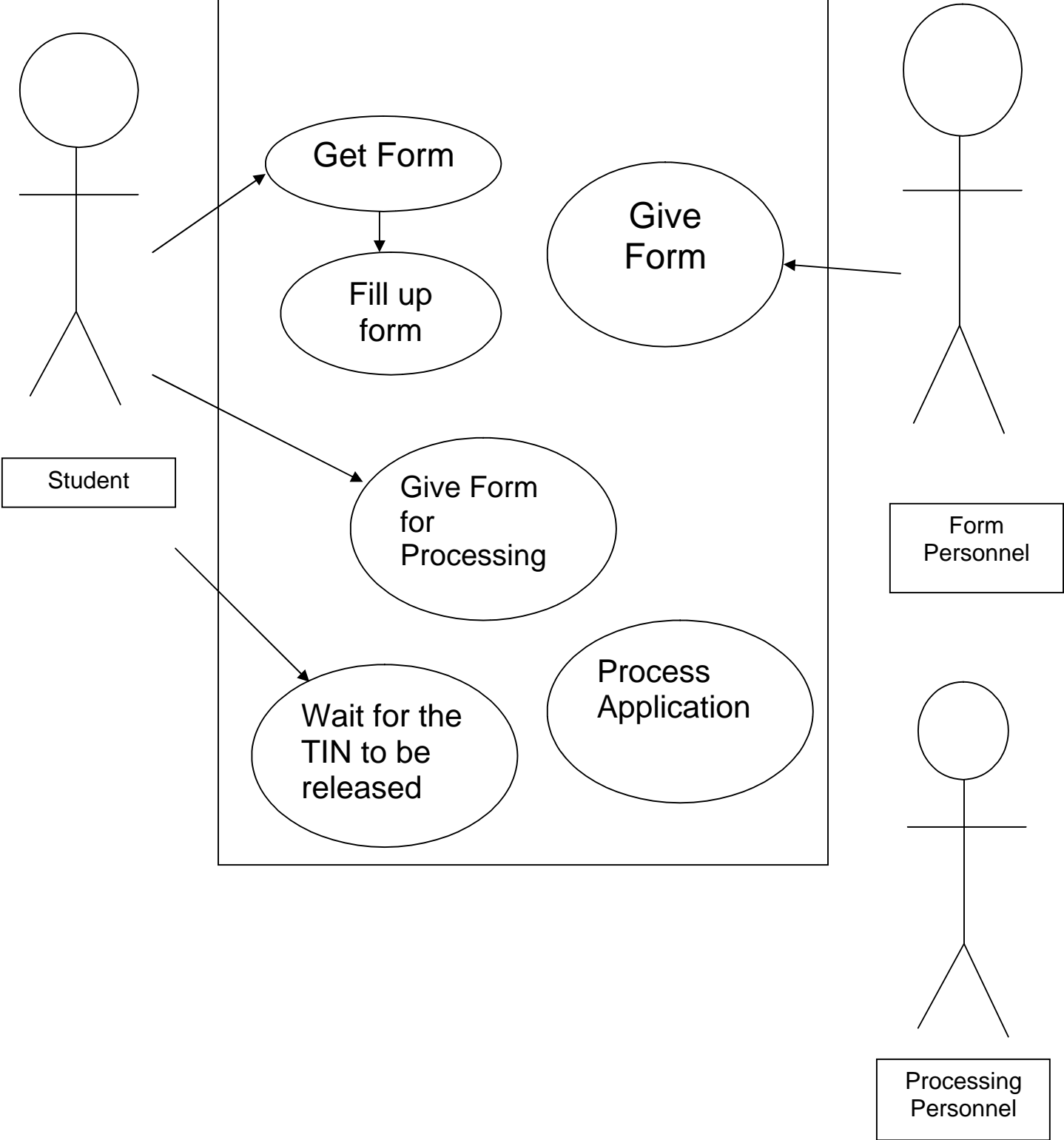
- ID

-Birth Certificate

Non-Functional Requirements:

- Photocopy of identification card and birth certificate
- Time adequacy

# BIR – TIN NUMBER



## Identification Summary

Title: Bureau of Internal Revenue – TIN Number

Summary: this use case allows the student to get the TIN number for a requirement of government transactions

Actors: Student, Form Personnel and Processing Personnel

Creation Date: July 9, 2008 Date of Update: June 22, 2008

Version: 1.0.0

## Flow of Events

Preconditions:

1. Present a valid identification material that states your name, address and birth date.

Main Success Scenario:

1. The student will get his ID or Birth certificate back
2. The student will have his or her TIN number
3. The student will acquire a requirement for application of job in the future

Alternative Sequences:

A1: Friend / Neighbor works in the BIR

-The process is faster than the natural process.

Error Sequence:

E1: Invalid identification material

-The student will be denied for the application of

BIR TIN number

Post Conditions:

1. The form personnel must have sufficient application form for all the applicants.

User Interface:

- ID

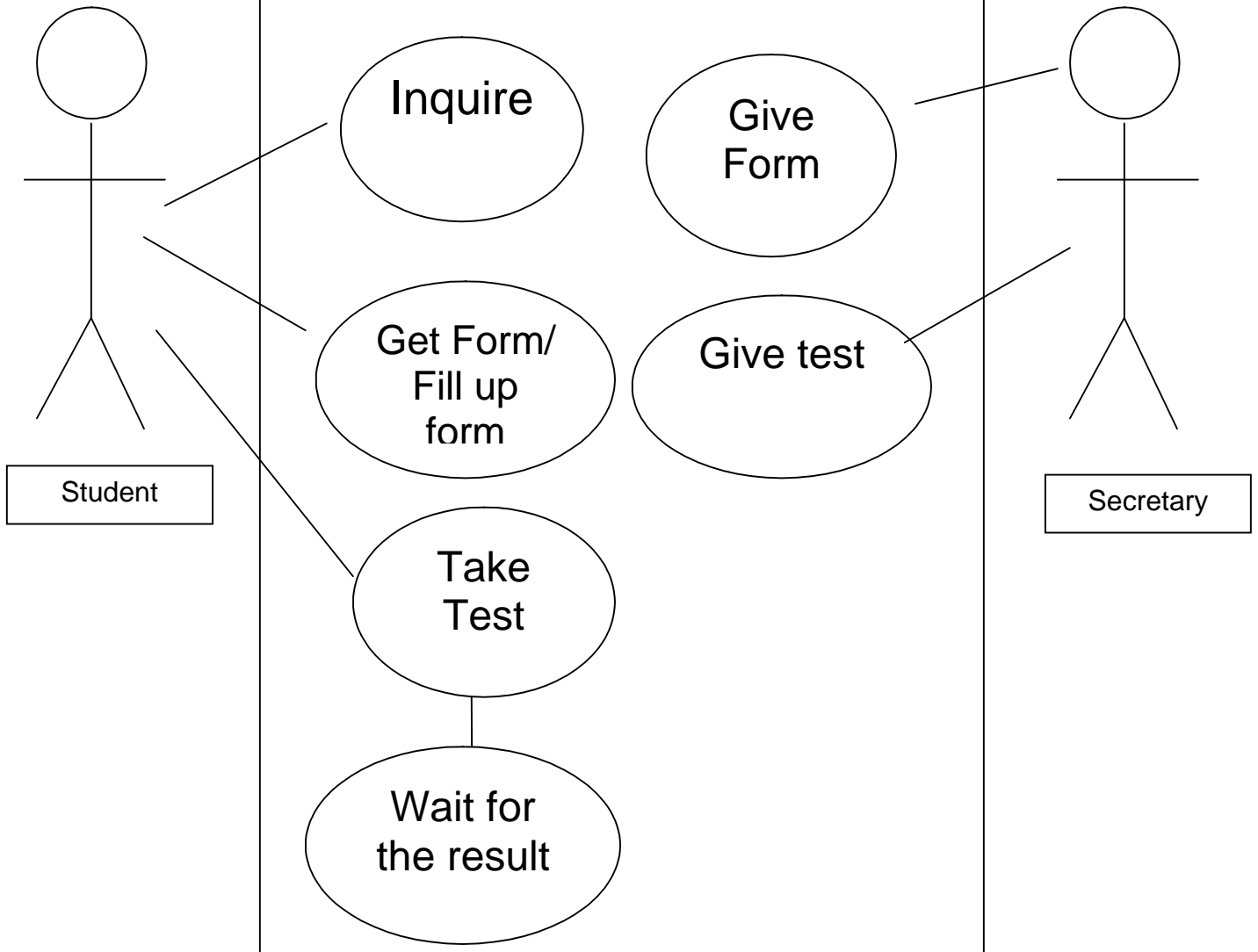
-Birth Certificate

- Pen

Non-Functional Requirements:

- Break time of the personnel's
- Time adequacy

# Civil Service Eligibility



## Identification Summary

Title: Civil Service Eligibility

Summary: this use case allows the student to avail the eligibility requirement

Actors: Student and Secretary

Creation Date: June 26, 2008      Date of Update: June 5, 2008

Version: 1.0.0

## Flow of Events

Preconditions:

1. Age must be allowable for taking the test.
2. Identification card must be presented to the secretary for validity.

Main Success Scenario:

1. The student will be eligible for work.
2. The student can apply jobs without any hassle of requirements.

Alternative Sequences:

A1: Under age

-You age is not allowable or you under age to take the test.

Error Sequence:

E1: Under age

-The student will be denied for applying the exam.

Post Conditions:

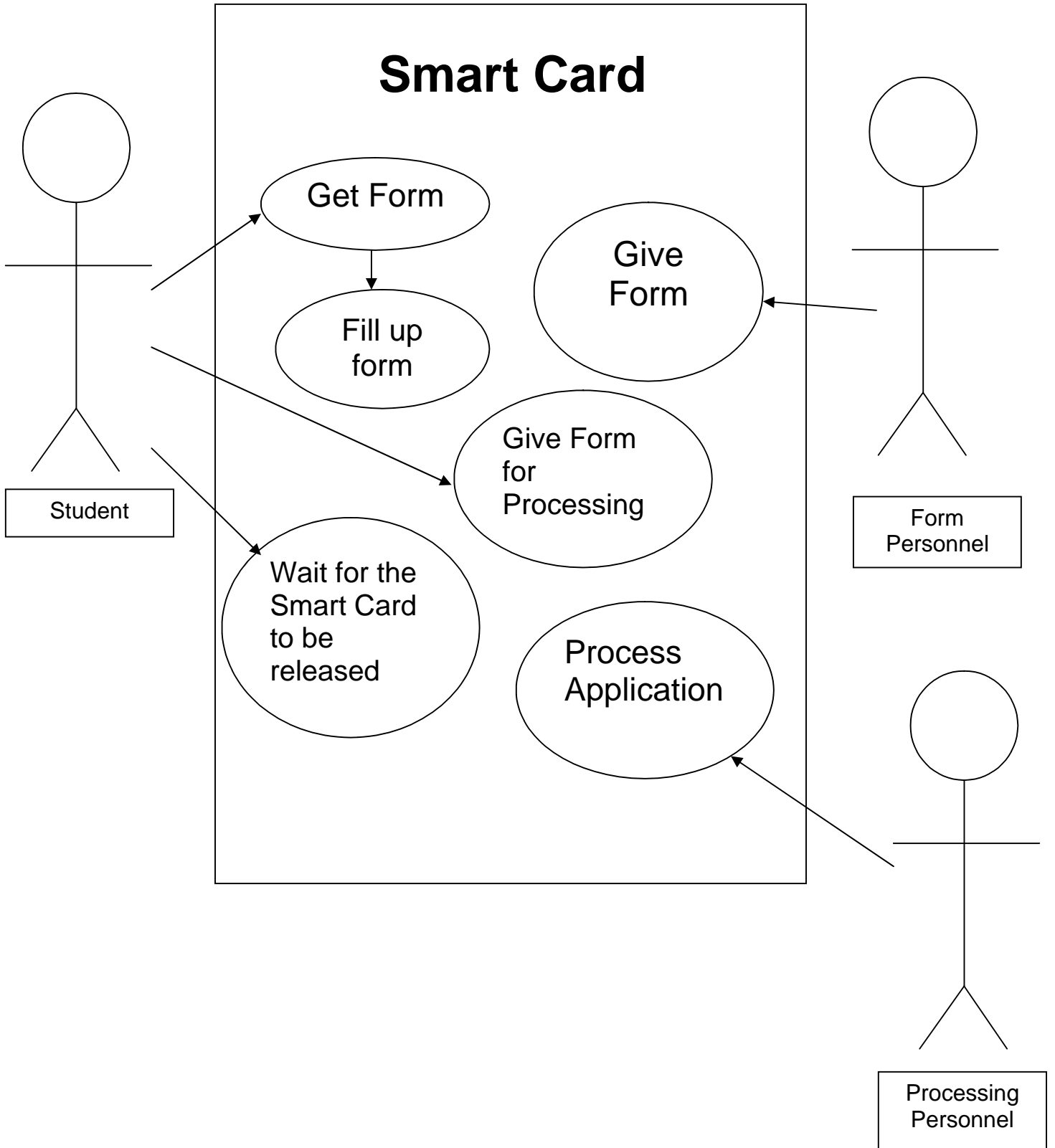
1. The secretary must have sufficient exam papers for the examiners.

User Interface:

- Exam Paper
- Pen

Non-Functional Requirements:

- Availability of place to take the test
- Time adequacy





## Identification Summary

Title: Smart Card

Summary: this use case allows the student to pay transactions through Smart Card

Actors: Student, Form Personnel and Processing Personnel

Creation Date: July 17, 2008      Date of Update: June 10, 2008

Version: 1.0.0

## Flow of Events

Preconditions:

1. Present Valid Identification card
2. Present Bill (e.g. Water Bill, Electric Bill)

Main Success Scenario:

1. The student gets his/her identification card back.
2. The student can pay his/ her transaction through his Smart Card

## Alternative Sequences:

A1: Friend / Neighbor works in the SMART

-The process is faster than the natural process.

## Error Sequence:

E1: Insufficient Requirements

-The student will be denied for the application of Smart Card.

Post Conditions:

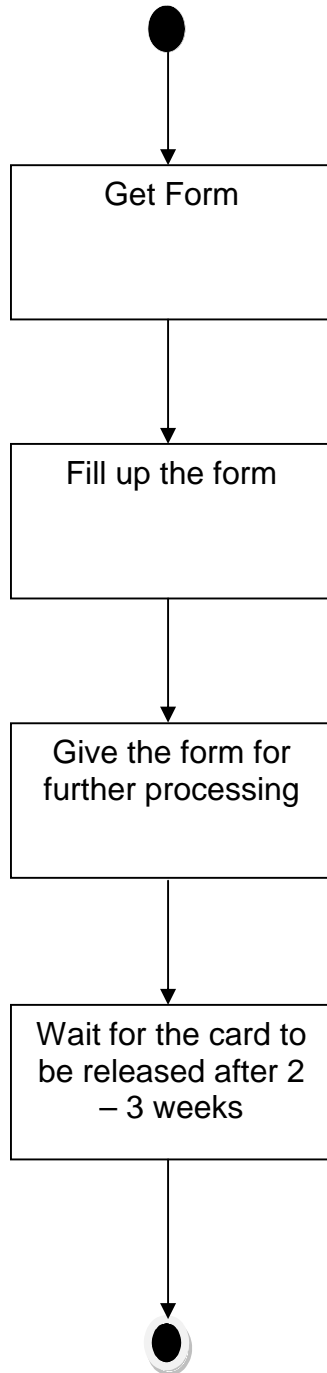
1. The form personnel must have sufficient application form for all the applicants.

## User Interface:

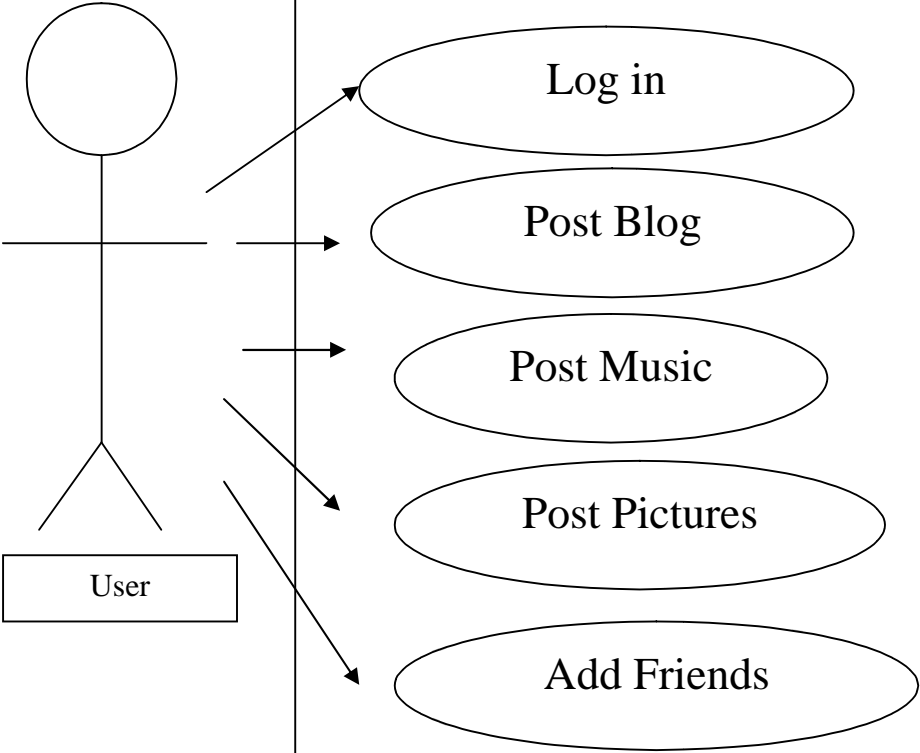
- ID
- Bills
- Pen

## Non-Functional Requirements:

- Break time of the personnel's
- Time adequacy



# Multiply.com



## Identification Summary

Title: Multiply.Com

Summary: this use case allows the user to access the website.

Actors: User

Creation Date: July 22, 2008      Date of Update: June 15, 2008

Version: 1.0.0

## Flow of Events

Preconditions:

1. Log in
2. Account must be registered
3. Friends list must be contain friends
4. You must be connected to the internet

Alternative Sequences:

A1: Friend / Neighbor made an account for you

-The process is faster than the natural process.

Error Sequence:

E1: Invalid Username and Password

-The user will not access the account homepage

Post Conditions:

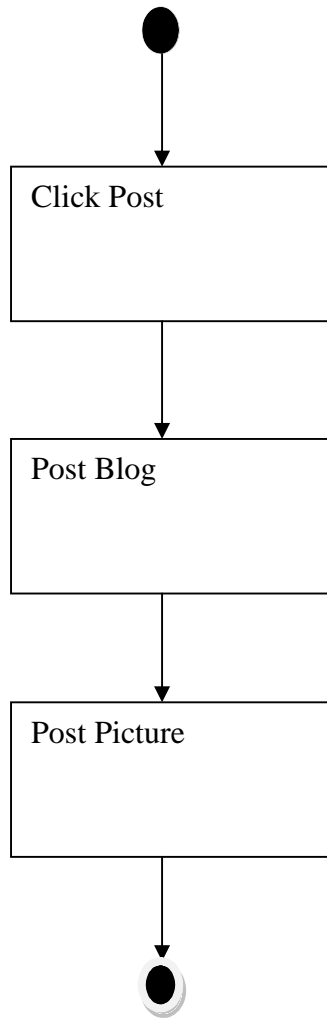
1. The site must be available (maintenance)

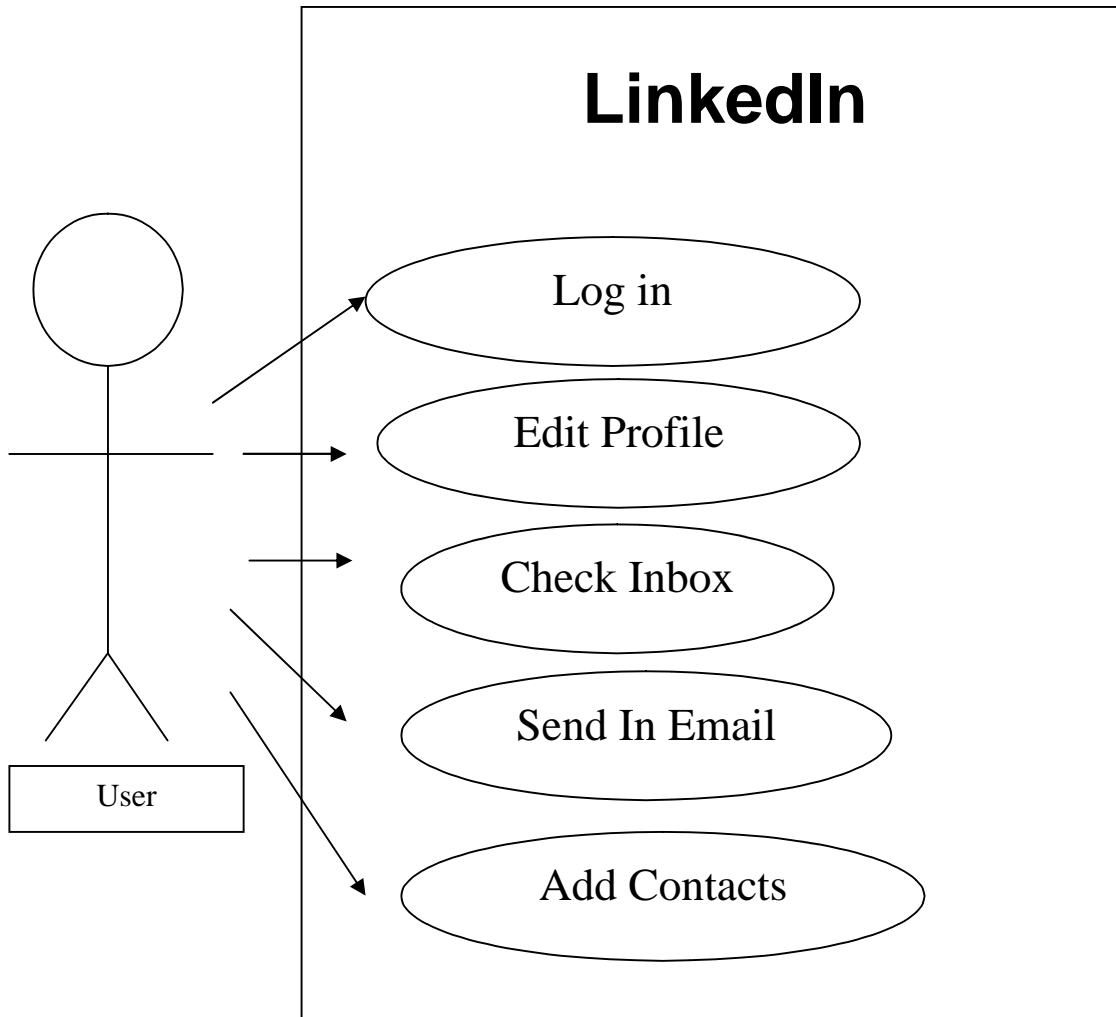
User Interface:

- Computer
- Internet
- chair

Non-Functional Requirements:

- Network Security update
- Time adequacy





## Identification Summary

Title: Linked IN

Summary: this use case allows the user to access the website.

Actors: User

Creation Date: July 22, 2008      Date of Update: June 15, 2008

Version: 1.0.0

## Flow of Events

Preconditions:

1. Log in
2. Account must be registered
3. You must be connected to the internet
4. LinkedIn must be available

Alternative Sequences:

A1: Friend / Neighbor made an account for you

-The process is faster than the natural process.

Error Sequence:

E1: Invalid Username and Password

-The user will not access the account homepage

Post Conditions:

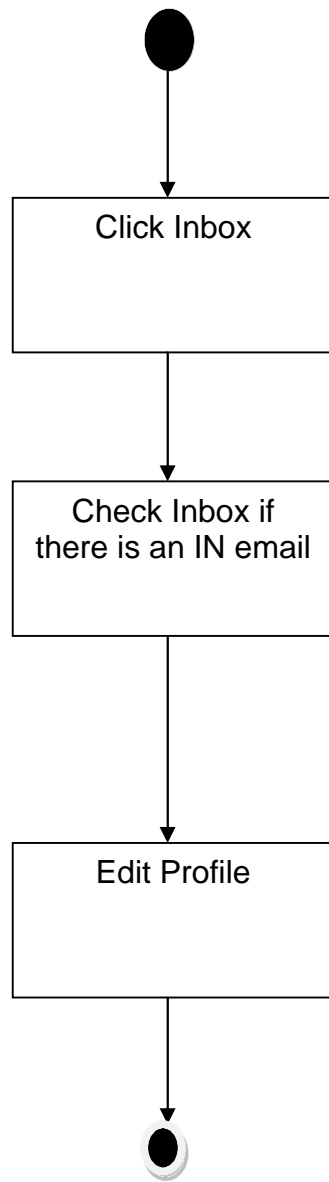
1. The site must be available (maintenance)

User Interface:

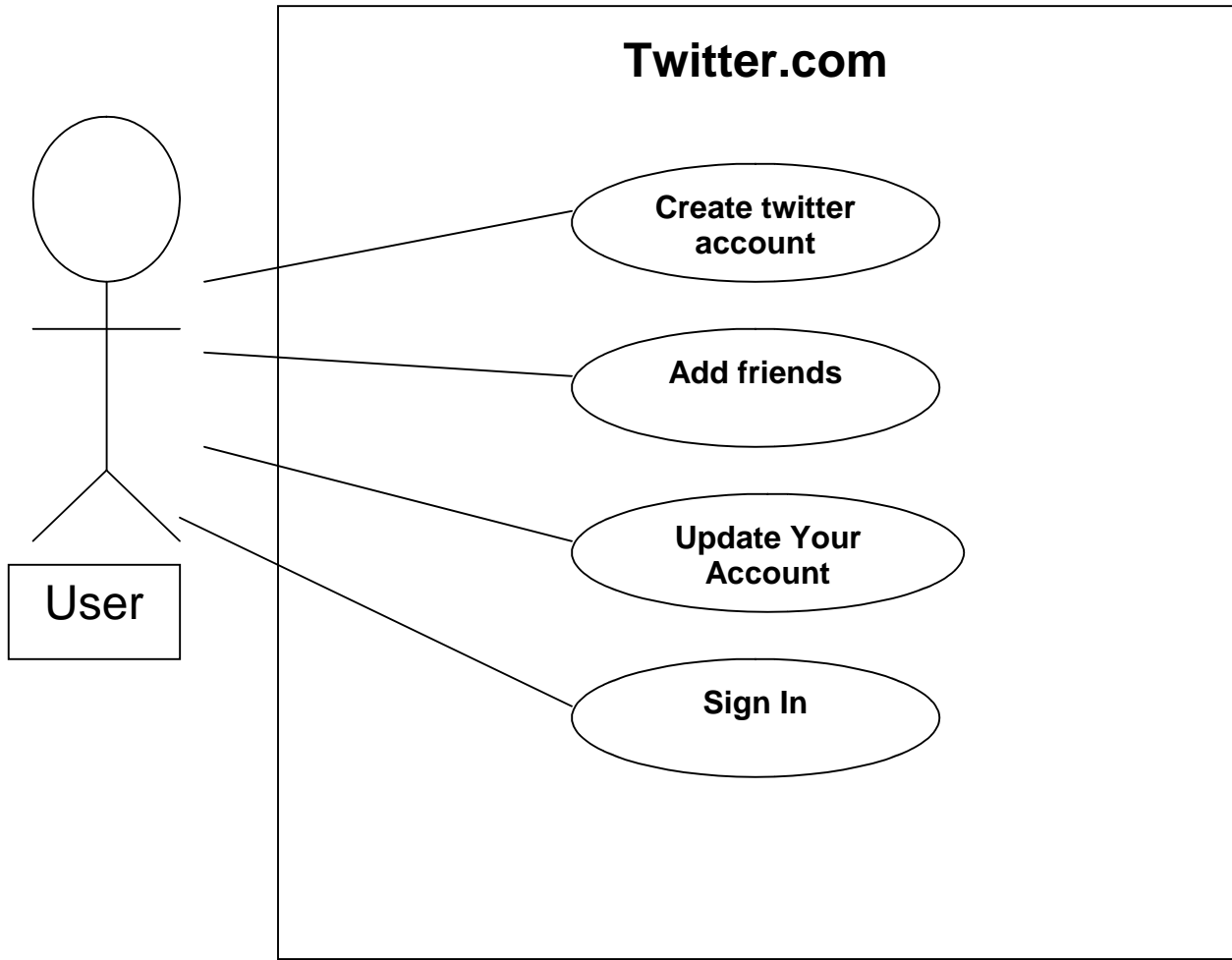
- Computer
- Internet
- chair

Non-Functional Requirements:

- Network Security update
- Time adequacy







## Narrative

### Identification Summary

Title: Twitter.com

Summary: This use case shows how to create a twitter account

Actors: User

Creation date: June 22, 2008

Date of update:

June 29, 2008

Version: 1.1

### Flow of events

#### Preconditions:

1. Internet access must be available
2. User must have an email account
3. The website must be up for access

#### Main Success Scenario

1. User enters his/her account username
2. The server verifies the inputted account
3. User inputs a password
4. The server verifies the inputted password
5. The main system creates the account for the user

#### Alternate Sequences

A1: Invalid password

A1.1: User must enter valid password

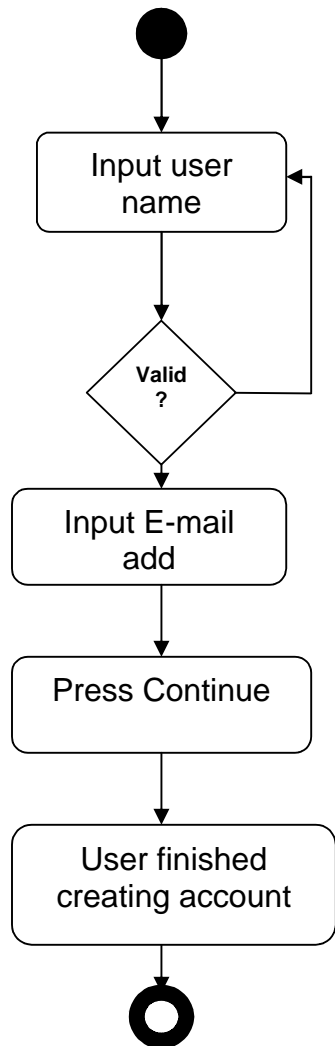
#### Error Sequences

E1: Server Down

E1.1: User cannot access his/her account because system is down

#### Post Condition

1. User must have valid twitter account
2. Account must be valid



# Appendix I

# Appendix II

# Systems Analysis And Design Paper

A Systems Analysis Study on the  
Sales Department  
of Silver Star Resources Co., Inc.

Presented to the  
Computer Applications Program  
School of Management and Information Technology  
De La Salle – College of Saint Benilde

In Partial Fulfillment of the  
Requirements of the subjects  
Systems Analysis

Submitted By:

Agiwot, Jennifer T.  
Carduff, Andrew P.  
Nebres, Annaliza E.  
Romo, Brendon D.

Submitted to:

Mr. Paul Pajo



## **Chapter I.**

### **A. Company Background**

Silver Star Resources Co., Inc. (SSRCI) is located at 230 Don Pedro St., Kapalaran Subd., Brgy Holy Spirit, Q.C 1127 is a leading supplier of repacked personalized food, household and personal care in sachet as COFFEE, CREAMER, SUGAR, CHOCOLATE, IODIZED SALT, PEPPER, CATSUP, TOOTHPASTE, SHAMPOO etc. to a steadily growing and geographically diverse customer base from all over the Metro Manila and provinces like Bacolod, Cebu and Davao. SILVER STAR also offers toll-packing services to top business enterprises. Our packaging solutions are tailored to meet the ever-changing demands of our industry.

- **Mission and Vision**

Be become the country's most innovative leader in the world of packaging and toll manufacturing company. To provide quality products and services to the roster of clienteles thru service excellence, continuous and prompt sales fulfillment and unique innovations in the areas of production, marketing and personnel management, and further extend the services internationally as well.



- **Suppliers and kinds of Products**

Name of suppliers	Products
Nestle Philippines	White sugar sachet, cheddar cheese powder, coffee, milk choco
Starbukcs	Brown sugar, white sugar sachet
Chowking Food Corporation	White sugar
Goldshine Pharma Corporation	Jimms Coffee (4 in 1)(5 in 1)(6 in )
Ministop Convinience stores	Siopao sauce, mayonnaise
Philippine Airlines	White sugar sachet, cream sachet
Wendy's Burgers	Cream sachet, iodized salt sachet
Tropical Hut	Iodized salt sachet, cream sachet, sugar sachet
Crowne Plaza Hotel	Cream sachet, white sugar sachet
Hotel Intercontinental	White sugar sachet, cream sachet
Holiday Inn	Cream sachet, white sugar sachet
San Miguel	Coffee

### **A. Statement of the Problem**

The critical business study focuses on how they compile, store and save all the purchased order and clients profile. There are difficulties in doing it.

- No automated system that will save all the information of the products that has been ordered and the information about the clients (like company name, address etc.)
- No privacy and security about the stored data.

The root of this is that the company doesn't have a program that will store all the data. They only use their existing system which is the Microsoft Excel (spreadsheet) to store all the needed data. Because of this anyone can access this data. They can do anything about it; they can change whatever is saved in the spreadsheet. If these problems are not address there will be having a difficulties for summarizing and finding the errors.

This is important to the company because it is a big help for them in assembling and summarizing all the purchased products. It will lessen their job of compiling it and less paper works. It will also help them to achieve their goals as the unique innovations in the areas of production, marketing, and personnel management because they have an organized way of compiling, storing and saving the entire product database in a system that is already program.

## **B. Objectives of the System**

The goal of our study it to automate and to transfer the database from a simple storage of data to a program the can store and compile a large of information. The CBPIS can help the clients to inform them what is happening to their products they've ordered and update the date store in every product.

The objectives of this analysis are the following:

- Will lessen paper works
- To make their works easier
- To reduce errors
- Increased flexibility
- Increased speed reports
- Improvement of management planning and control
- Opening new markets and increasing sales opportunities
- Competitive necessity
- Faster decision-making
- Promotion of organizational learning and understanding
- Ability of new, better and more information

This proposal will improve the system of the Silver Star Resources Co., Inc. and we assure that the system will going to be effective and make their business faster because of the advance technology that we proposed. In this process the time consumed in realizing will going to be less paper works and also it will secured the data in the system.

The product that enters and goes out in the company will be monitored at all times and if something that is unusual to the program it will be investigated early and

actions will be taken in a fast phase. The decision making will be faster also because the list will be the evident of transactions that happens from time to time. It will be competitive to its competitors because it is more modernized.

### **C. Significance of the Study**

The system will help the personnel involve in the storing data to be easier and faster because it will be part of the company that the competitors will look in order to make some plans of upgrading their products so that they will be competitive to the products of the company. The users will be more introduced to such system that will help their existing system in monitoring of their products.

It incorporates the security level that must be in the company so that they will have privacy in their products from the outside competitors and personnel.

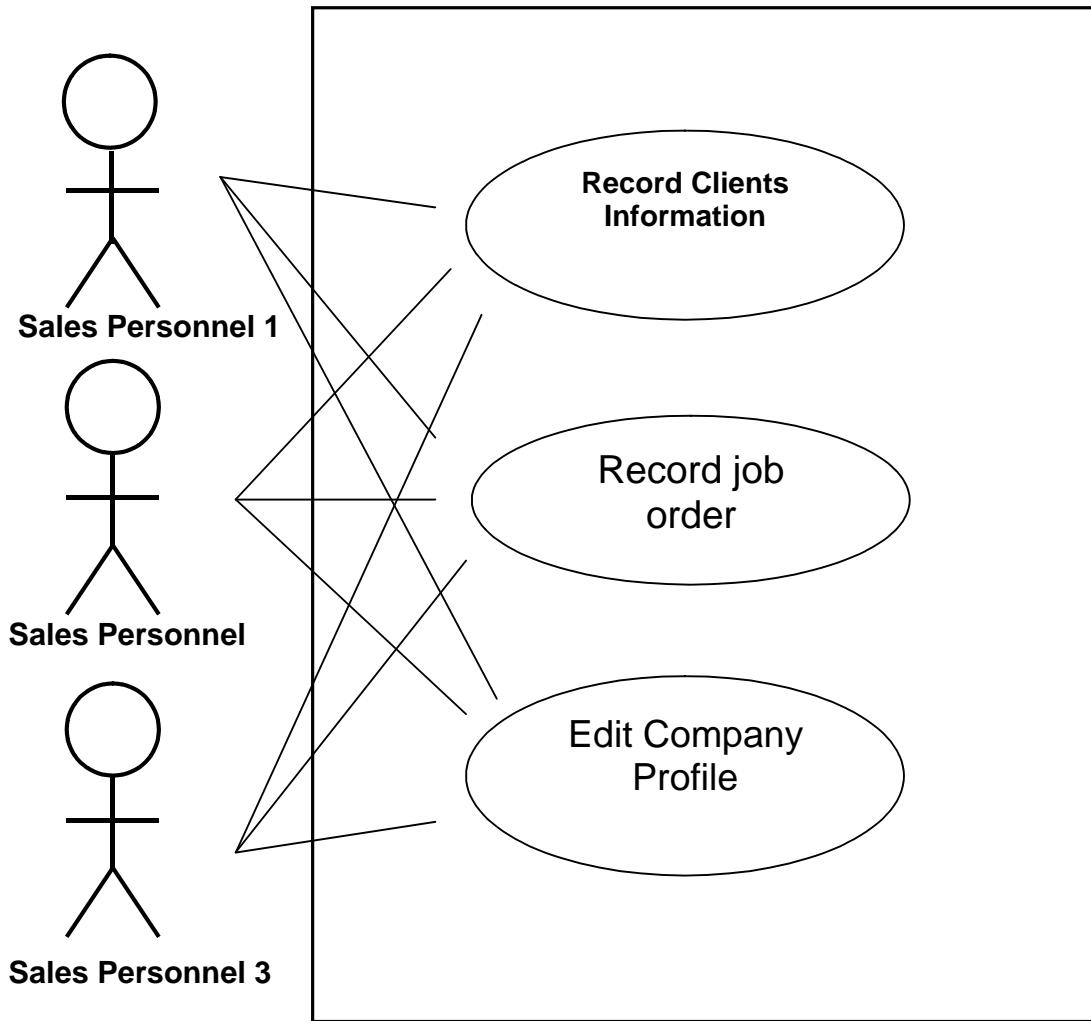
### **D. Scope and Limitations**

The study is all about the storing the purchase products, and customers data in a network system. The general process is all about how the company store all the data they need like the followings

- Job order
- Customer data,
- The inventory

## Chapter II

### Use Case Diagram (Existing System)



## Identification Summary

Title: Recording Job Order

Summary: This use case allows the sales personnel to record the client's job order.

Actors: Sales Personnel 1, Sales Personnel 2, Sales Personnel 3, and Sales Personnel 4

Creation Date: July 23, 2008

Date of Update: August 6,

2008

Version: 1.0.0

## Flow of Events

Preconditions:

- Computer must be turned ON
- Information must be present in the file
- File must be updated

Main Success Scenario:

- Personnel in charge access the spread sheet data base
- Input ordered unit
- Input quantity
- Input description

Alternative Sequences:

A1: Incorrect input of ordered unit

-personnel in charge check out the correct number of ordered unit

A2: Incorrect input of quantity product

-personnel in charge check out the correct quantity

A3: Incorrect product description

-personnel in charge check out the correct product description

Error Sequence:

E1: There is no purchase order

-use case fails

Post Condition:

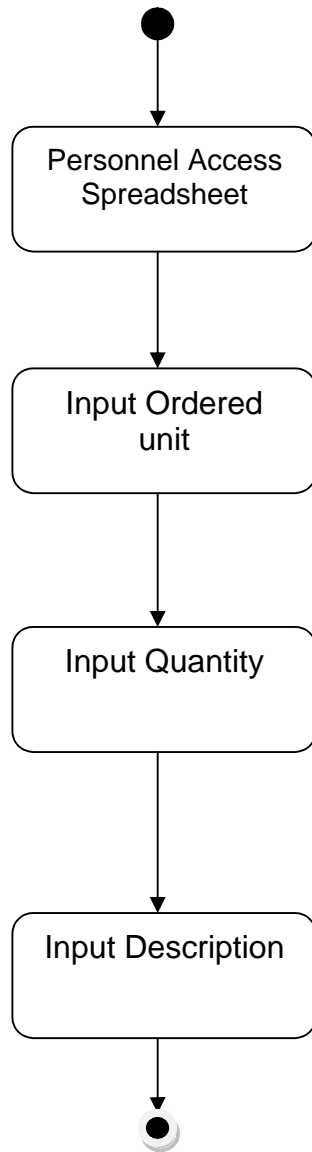
- Purchased order will be recorded in the word sheet database

User Interface:

- Computer
- Excel

Non-Functional Requirements:

- The excel must respond within 3 seconds



## Identification Summary

Title: Recording Clients Information

Summary: This use case allows personnel in charge to record clients information.

Actors: Sales Personnel 1, Sales Personnel 2, Sales Personnel 3, and Sales Personnel 4

Creation Date: July 23, 2008

Date of Update: August 6, 2008

Version: 1.0.0

## Flow of Events

Preconditions:

- Computer must be turned ON
- Information must be present in the file

## Main Success Scenario:

- Personnel access the spread sheet database
- Input client's company name
- Input client's company address
- Input client's contact number
- Input client's contact person

## Alternative Sequences:

A1: Incorrect input of client's information

-Personnel in charge must checkout if company's information is correct

Error Sequence:

E1: There is no record of client's information

-use case fails

Post Conditions:

Client's information will be recorded in the spreadsheet database.

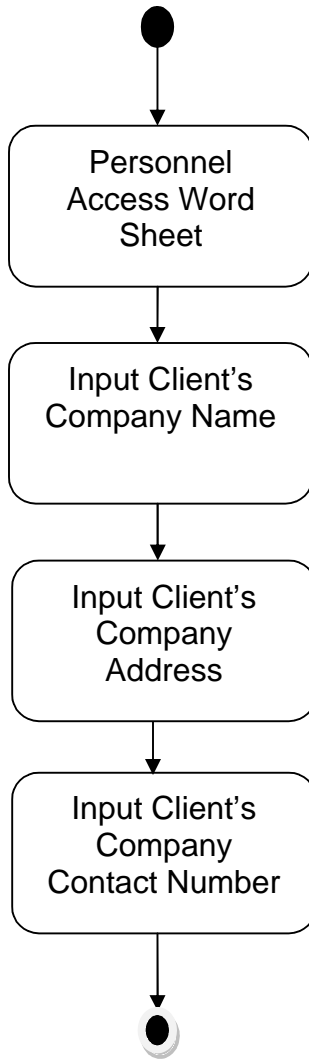
## User Interface:

- Computer
- Excel

## Non-Functional Requirements:

The system must interact within seconds from 3- 10 seconds





## Identification Summary

Title: Edit Profile

Summary: It allows the users to edit the existing company profile

Actors: Sales Personnel 1, Sales Personnel 2, Sales Personnel 3, and Sales Personnel 4

Creation Date: July 23,2008  
2008

Date of Update: August 6,

Version: 1.0.0

## Flow of Events

Preconditions:

- Computer must be turned ON
- Information must be present in the file
- File must exist

Main Success Scenario:

- The user edit's the company profile
- The user access the file
- The information can be edited
- User stores information for future purpose

Alternative Sequences:

A1: Updated File

- If someone did the updating process, the flow will be lessen.

Error Sequence:

E1: Deleted File

- If the file is deleted, the information cannot be used again (Need to make it again or copy backup file )

Post Conditions:

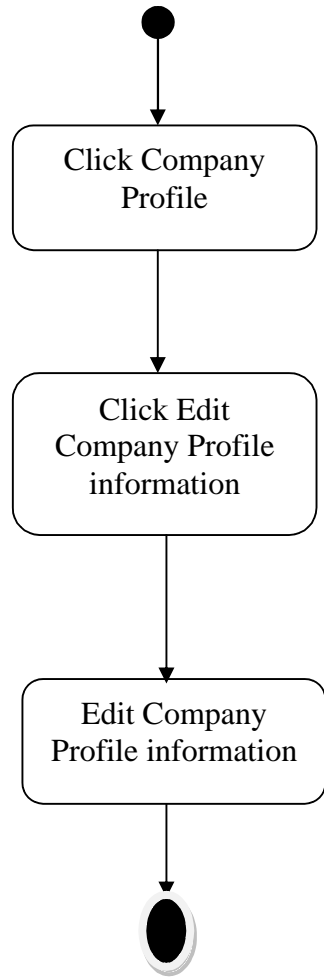
- The profile will be organized
- The profile can be found more easier

User Interface:

- Computer
- Excel

Non-Functional Requirements:

- The system must coordinate to the user within 3 – 10 second.

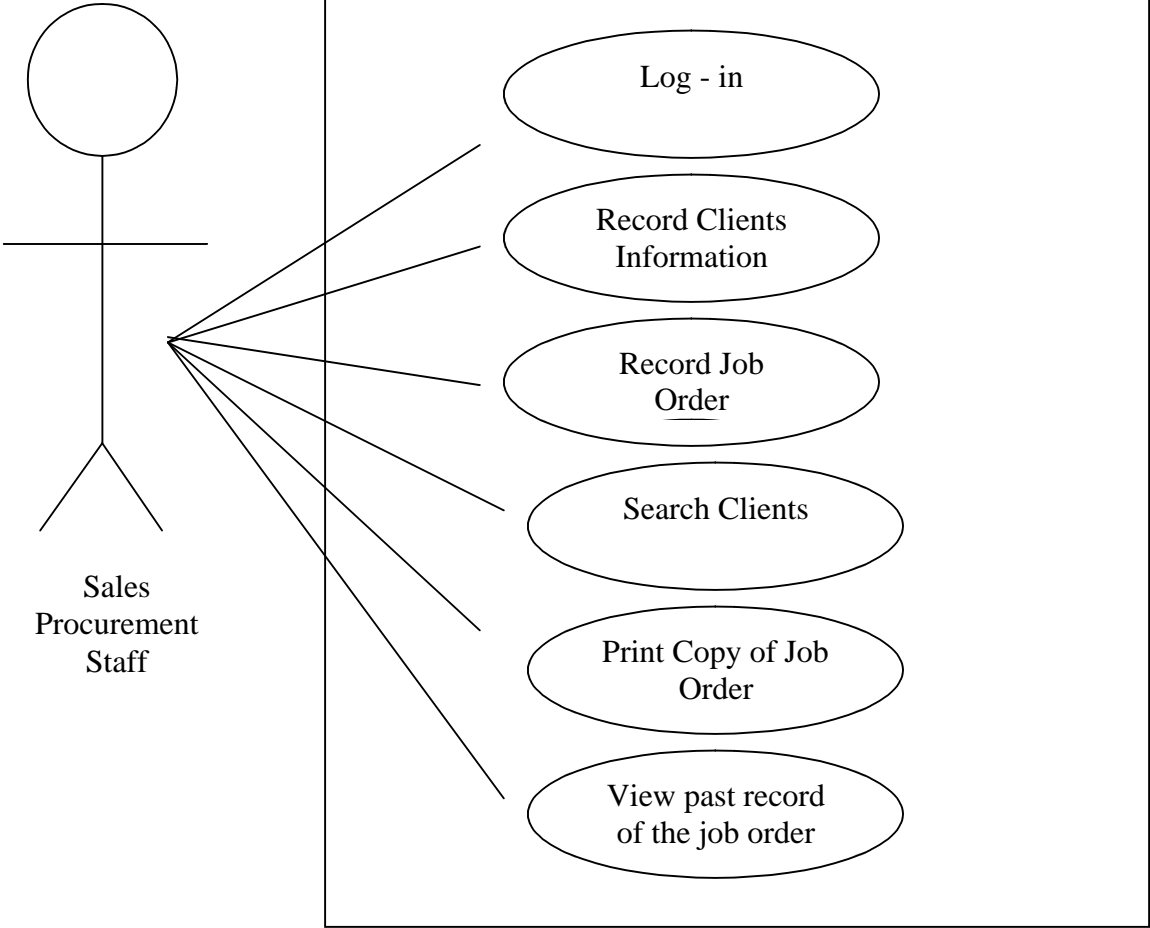


### Chapter III

- **Table of Recommendation**

Problem to be addressed	Recommended change needed to improve	Activity diagram that will be affected by this change
<ul style="list-style-type: none"><li>• No Program/ system that will save all their information of products purchased and the client's information.</li><li>• Anyone can access the stored data base.</li></ul>	<ul style="list-style-type: none"><li>• To have a program that will help them store all the important data needed.</li></ul>	<ul style="list-style-type: none"><li>• How they save the important information in the spread sheet.</li></ul>

# PROPOSED SYSTEM



## Identification Summary

Title: Log - in

Summary: This use case allows the Sales Procurement Staff to access the system

Actors: Sales Procurement Staff

Creation Date: July 23, 2008

Date of Update: August 6, 2008

Version: 1.1

Person in charge: Andrew Carnduff

## Flow of Events

Preconditions:

- Authorized Personnel must turn on the computer.
- Authorized Personnel must be in the system.

Main Success Scenario:

1. Input Username
2. Input Password
3. The system verifies the username and password.
4. The authorized personnel can now access the system.

Alternative Sequences:

A1: Incorrect username

A1. The scenario starts at point 3

4. The system informs the authorized person that the user name and password didn't match.

Back to point 2

A1: Incorrect Password

A1. The scenario starts at point 3

4. The system informs the authorized person that the password is incorrect for the first & second time.

Back to point 2

Error Sequence:

E1: Not Authorized Personnel

E.1. the scenario starts at point 3

4. The system will inform the user that the password and user name didn't exist.

Use case fails.

Post Conditions:

-Authorized Personnel can now access the system.

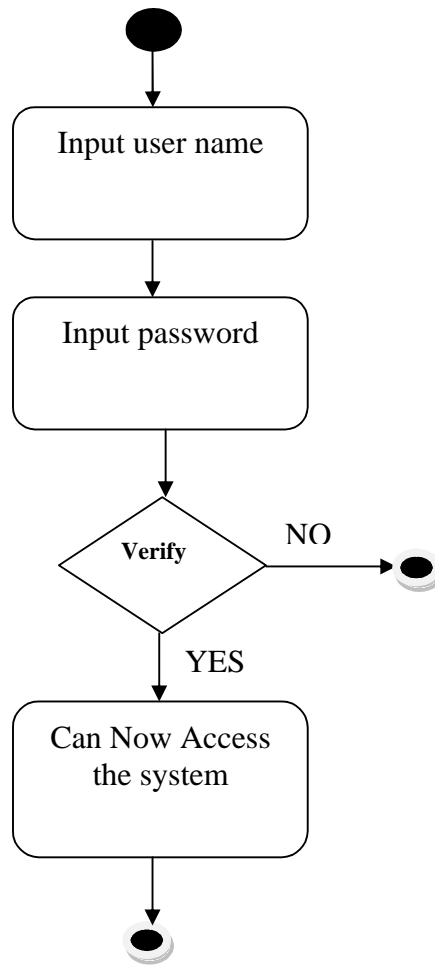
User Interface:

-Computer Based Product Information System

Non-Functional Requirements:

- Response Time: the systems respond of a maximum time of 2 mins.
- Confidentiality: Only the Authorized Personnel can access the system.
- Integrity: the system only contains the data about the job order and the clients' information.
- Frequency: Regular use of the system.
- Availability: As the system runs





## Identification Summary

Title: Record Clients Information

Summary: This use case allows the authorized person to record clients' information.

Actors: Sales Procurement Staff

Creation Date: July 23, 2008

Date of Update: August 6, 2008

Version: 1.1

Person in charge: Andrew Carnduff

## Flow of Events

### Preconditions:

- Authorized Personnel is logged in
- Data about the client

### Main Success Scenario:

1. Authorized Personnel input company name.
2. Authorized Personnel input company address
3. Authorized Personnel input contact number
4. Authorized Personnel input contact person
5. Authorized Personnel save the information
6. The system will update the profile

### Alternative Sequences:

#### A1. Wrong data input

- A1. The scenario starts at point 5
  6. The system will inform the personnel that there's an error in the information given.
  7. The system will highlight the specific error data
- Back to the point where there's an error.

Error Sequence:

E1: when there's a problem in the server

E1. The personnel can't access the system

Use case fails.

Post Conditions:

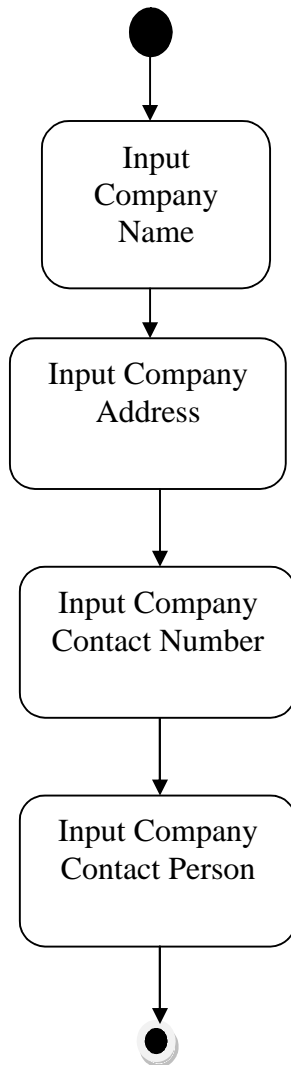
- Authorized Personnel can now view the client's information.

User Interface:

- Computer Based Product Information System

Non-Functional Requirements:

- Response Time: the systems respond of a maximum time of 2 mins.
- Confidentiality: Only the Authorized Personnel can access the system.
- Integrity: the system only contains the information about their clients' info.
- Concurrency:
- Frequency: Regular use of the system
- Availability: As the system runs



## Identification Summary

Title: Record Job Order

Summary: This use case allows the Sales Procurement Staff to record the job order.

Actors: Sales Procurement Staff

Creation Date: July 23, 2008

Date of Update: August 6, 2008

Version: 1.1

Person in charge: Andrew Carnduff

## Flow of Events

### Preconditions:

- Authorized Person is logged in
- Authorized person must be in the system.

### Main Success Scenario:

1. Authorized Person input the name of the clients.
2. Authorized Person input unit.
3. Authorized Person input product quantity.
4. Authorized Person input product description.
5. Authorized Person save the data
6. The job order will automatically updated
7. The personnel now save the data
8. The system now updates the order

Alternative Sequences:

A1: incomplete data

A1. The system will inform the Authorized personnel that he /she fill-up the important fields

Back at to the point where the personnel needs to complete the data

Error Sequence:

E1: when there's a problem in the server

E1. The personnel can't access the system

Use case fails.

Post Conditions:

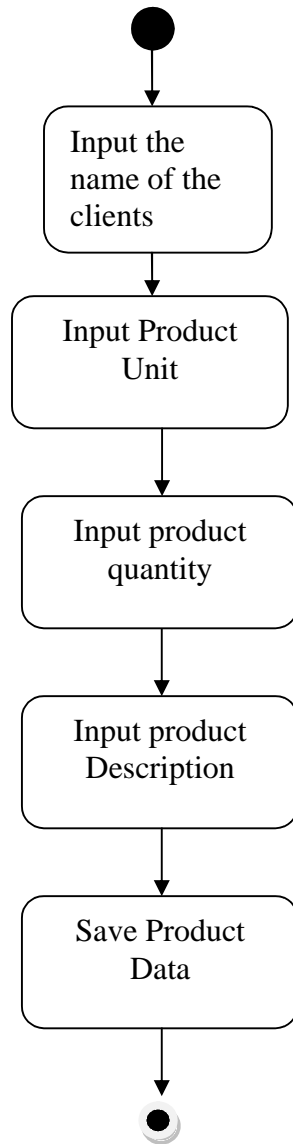
- Authorized Personnel can record job orders.

User Interface:

- Computer Based Product Information System

Non-Functional Requirements:

- Response Time: the systems respond of a maximum time of 2 mins.
- Confidentiality: Only the Authorized Personnel can access the system.
- Integrity: the system only contains the information about the job order
- Frequency: Regular use of the system.
- Availability: As the system runs



## Identification Summary

Title: Search Client

Summary: This use case allows the Sales Procurement Staff to search the client.

Actors: Sales Procurement Staff

Creation Date: July 23, 2008

Date of Update: August 6, 2008

Version: 1.1

Person in charge: Annaliza Nebres

## Flow of Events

### Preconditions:

- Authorized Person is logged in
- Authorized person must be in the system.

### Main Success Scenario:

1. Authorized Person input the name of the clients.
2. Authorized person click the button "search"
3. The system will look for the file that the personnel had input.
4. The system will flash the profile of the company being search.
5. The personnel can now update or edit the profile

### Alternative Sequences:

A1: wrong/misspelled client name

A1. The scenario start at point 2

3. The system will inform the Authorized personnel the client name didn't exist in the program

Back to point 1



Error Sequence:

E1: no stored data

E.1. the scenario starts at point 2

4. The system will inform the personnel that name of the client does not exist in the program

Use case fails

E2: when there's a problem in the server

E2. The personnel can't access the system

Use case fails

Post Conditions:

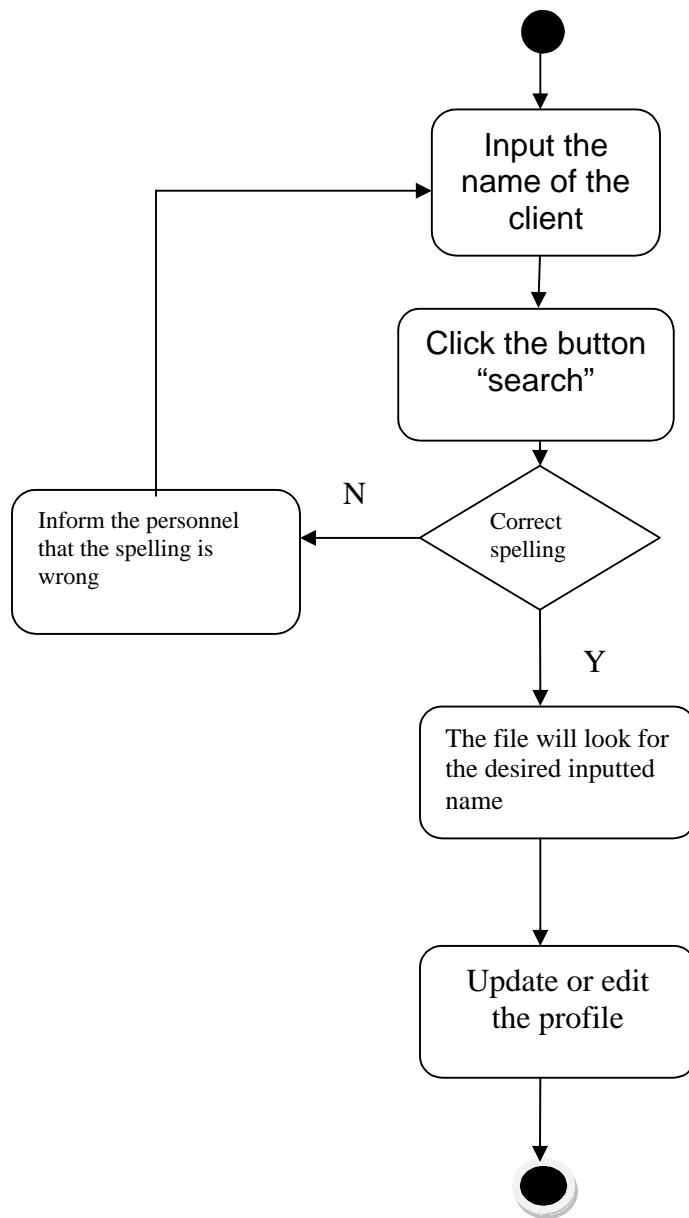
- Authorized Personnel can view the company he/she research.

User Interface:

- Computer Based Product Information System

Non-Functional Requirements:

- Response Time: the systems respond of a maximum time of 2 mins.
- Confidentiality: Only the Authorized Personnel can access the system.
- Integrity: the system only contains the information about the client information
- Frequency: Regular use of the system.
- Availability: As the system runs



## Identification Summary

Title: Print copy of Job Order

Summary: This use case allows the Sales Procurement Staff to print directly the job  
Order.

Actors: Sales Procurement Staff

Creation Date: July 23, 2008

Date of Update: August 6, 2008

Version: 1.1

Person in charge: Annaliza Nebres

## Flow of Events

### Preconditions:

- Authorized Person is logged in
- Authorized person must be in the system.

### Main Success Scenario:

1. The personnel will click the button "saved job order"
2. The personnel will input the dates of the specific job orders he/she wants to print.
3. The personnel now click the print button.
4. The system will print it automatically.

### Alternative Sequences:

A1: wants to view the contents of the job order being highlighted.

A1. The scenario start at point 2

3. The personnel will click the print preview button to validate the J.O.

### Error Sequence:

E1: the system is not connected to the printer.

Use case fails

E.2. there is no sufficient quantity of ink to print.

Use case fails

Post Conditions:

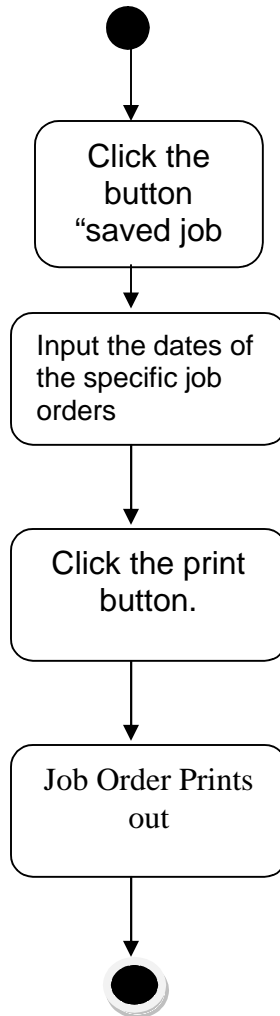
1. The personnel now has a hard copy of the job order

User Interface:

- Computer Based Product Information System
- Printer

Non-Functional Requirements:

- Response Time: the systems respond of a maximum time of 2 mins.
- Confidentiality: Only the Authorized Personnel can access the system.
- Integrity: the system only contains the information about the J.O.
- Frequency: Regular use of the system.
- Availability: As the system runs



## Identification Summary

Title: View past record of Job Order

Summary: This use case allows the Sales Procurement Staff to view the past record of J.O.

Actors: Sales Procurement Staff

Creation Date: July 23, 2008

Date of Update: August 6, 2008

Version: 1.1

Person in charge: Annaliza Nebres

## Flow of Events

### Preconditions:

- Authorized Person is logged in
- Authorized person must be in the system.

### Main Success Scenario:

1. The personnel will input search the clients' profile.
2. The personnel will click the button orders.
3. The personnel can now view the clients' past orders.

### Alternative Sequences:

A1: search J.O on specific previous dates

- A1. The scenario start at point 1
2. The personnel can search through the use of specific dates of J.O. if they can't find the clients' name.

Continue to point 3

### Error Sequence:

E.1. there is a server problem.

Use case fails

### Post Conditions:

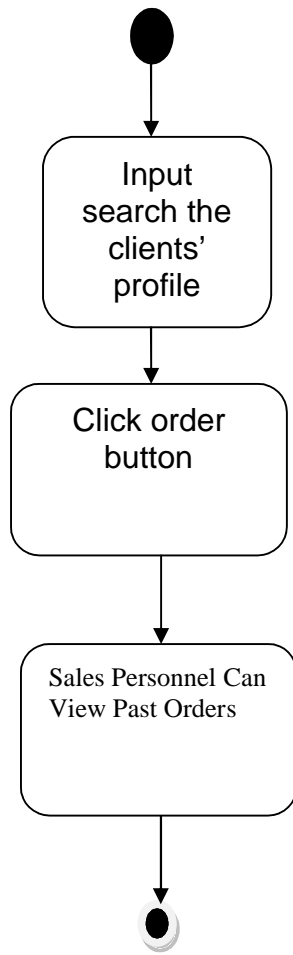
3. The personnel now has viewed the clients past J.O.

### User Interface:

- Computer Based Product Information System

Non-Functional Requirements:

- Response Time: the systems respond of a maximum time of 2 mins.
- Confidentiality: Only the Authorized Personnel can access the system.
- Integrity: the system only contains the information about the J.O.
- Frequency: Regular use of the system.
- Availability: As the system runs.





- **Bench Marking**

2 Direct Competitors

- Diagem Packaging
- Consolidated Packaging

The two major competitors is also a packaging company where in they repack foods like: coffee, milk, sugar, etc. Their line of business is Repackaging.

Objectives	Diagem	Consolidated	Silver Star
Number of customers	25 clients / month	30 Clients / month	40 Clients / month
Number of transactions per month	100	110	132
Number of Branches	1	1	2
Type of Information System	Semi- Automated	Semi- Automated	Computer- Base Product Information system
Faster Decision making	Months to decide	Months to decide	Days to decide
Improvement of management planning and control	Takes weeks to report	Takes weeks to report	Takes days to report

# Appendix

III

**Sites for the Books:**

**Systems Analysis and Design with Modern Methods**

**By: Len Fertuck**

**Site: [http://www.amazon.com/Systems-Analysis-Design-Modern-Methods/dp/0697162184/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1219594447&sr=8-1](http://www.amazon.com/Systems-Analysis-Design-Modern-Methods/dp/0697162184/ref=sr_1_1?ie=UTF8&s=books&qid=1219594447&sr=8-1)**

**Systems Analysis and Design in a Changing World**

**By: John W. Satzinger, Robert B. Jackson, Stephen D. Burd**

**Site: [http://www.amazon.com/Systems-Analysis-Design-Changing-Fourth/dp/1418836125/ref=pd\\_bbs\\_sr\\_1?ie=UTF8&s=books&qid=1219594796&sr=8-1](http://www.amazon.com/Systems-Analysis-Design-Changing-Fourth/dp/1418836125/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1219594796&sr=8-1)**