Portfolio in Sysanal

Buyson, Angelica Jean M.
BS-IS / O0A

Mr. Paul Pajo
Sysanal

Dedication

For my Parents,

Who's always supporting me,

Each and every step of the way.

Preface

Systems analysis is the interdisciplinary part of Science, dealing with analysis of sets of interacting or entities, the systems, often prior to their automation as computer systems, and the interactions within those systems. This field is closely related to operations research. It is also an explicit formal inquiry carried out to help someone, referred to as the decision maker, identify a better course of action and make a better decision than he might otherwise have made.

This book provides a compilation of paper works as partial fulfillment of the Systems Analysis course in De La Salle-College of St. Benilde. The aim is to provide an understanding the summary of book reviews, case studies, and use-cases given to us by Mr. Paul Pajo.

Table of Contents

Book Reviews

Buyson, Angelica Jean M. 05/27/08
BS-IM/O0A Mr. Pajo

Book Review 1

Book: Computers as Components
Author: Wayne Wolfe
Ref#: QA 76.9
Chapter: 1
Quote: "Embedded computing design is fun and exciting yet difficult"

Review:

This chapter explains the study of embedded computing system design to understand how and why microprocessors perform for control, user interface, and others. Embedded computer system is a device that includes a programmable computer but is not itself intended to be a general-purpose computer. Microprocessors provide sophisticated functions such as complex algorithms and user interfaces to be added relatively inexpensively to a variety of products. Microprocessors also help lessen the design complexity and time by separating the software and hardware design.

A system must meet certain functional requirements such as features. Unified Modeling Language (UML) was designed to be useful at many levels of abstraction in the design process. UML is useful because it encourages design by successive refinement and progressively adding detail to the design, rather than rethinking the design at each new level of abstraction.

I learned that microprocessors have long been a part of our lives and it is everywhere. Microprocessors are very efficient way to implement digital systems. I suppose that embedded computing design can be fun but it can also be difficult in doing some microprocessors stuffs.

Buyson, Angelica Jean M. 06/03/08
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BOOK REVIEW 2

Book: Rapid Information Systems Development
Author: Simon Bell
Ref#: QA 76.9 S88 B44 1998
Chapter: 3 (The Role of the Systems Planner)

Quote: "All analysis must start from the basis that reality is complex and the analyst is part of this complexity."

Review:

As I have read in Chapter 3, an analyst must perform the detailed analysis and work with programmers to help for them to build and apply effective system. This role, may be carried out from different positions within the organization, or from outside it. Another role of the analyst is to help the end user of the information system clarify his or her information processing requirements and choose the most appropriate systems design to meet these requirements. The analyst's own idea is very important to make a successful information system.

The systems analyst works with the user within his or her socio-political and economic context to specify the information system requirements of an organization. The system is designed according to terms of reference and the final outline plans produced for hardware, software and necessary processing.

All analysis must start from the basis that reality is complex and the analyst is part of this complexity. Systems analysis and systems design is a highly complex subject incorporating many different 'flavours' from the hard and scientific to the soft and holistically focused. Along with the analysis of problem contexts they have to recognize that the analysts and designers also come into the frame.

Systems analysts and designers have their own strength and weaknesses in doing information systems and designs. And they are affected of they are working upon. Analyst is also known as computer expert that is the center of the system because they are the one that is capable of controlling the process of providing automated procedures to alleviate problems. Their first task is to attempt to understand local context, to make generalized models of the existing situation in order to go on to create and information system.

For the analysts, a little self-knowledge is important and a powerful thing.

Buyson, Angelica Jean M. 06/10/08
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BOOK REVIEW 3

Book: Rapid Information Systems Development
Author: Simon Bell
Ref #: QA 76.9 S88 B44 1998
Chapter: 5
Title: Terms of Reference and Selecting our Planning/Development Tools – Sequence and Schedule
Quote: "It would be pleasing to the ego and satisfying to the power hungry to believe that the analyst can be all-powerful in the problem context."

Review:

As I have read in Chapter 4, all planning and design begins with a set of terms of reference. Following these the analyst will have some idea as to what specific work is expected, under what conditions and with what resources.

It would be pleasing to the ego and satisfying to the power hungry to believe that the analyst can be all-powerful in the problem context. The ability of the analyst to move freely within the context of his terms of reference and the ability of the analyst to convince the funding body that more or less may be required is very important.

The human activity system is the main element of your approach to soft systems methodology and it is composed of the rich picture, root definition and conceptual model.

There are six major core of information system. The first one is applications area that deals with the transactions within the computer. The second one is Retrieval that deals with the output from the system. The third one is database which deals with the core structure of information system. The fourth one is maintenance that covers both preventive and corrective. The fifth one is management that controls the overall information system process within the organization context. And the last one is monitoring which deals with the effective performance of the system.

There are three paths of analysis that you can choose to take and each path contains of strengths and weaknesses, opportunities and threats. The path 1 is called the six-staged path that contains the complete methodology and this can be completed in six weeks or 30 working days but it requires that you become competent in a number of new skills. The path 2 is also known as the five-staged path that has the ability to cover the ground more quickly and can be completed in 5 weeks but the design of the human-

computer interface. The last path or the path 3 is called the four-staged path that further cutting of time on the analysis and can be completed in 4 weeks.

Chapter 4 is about selecting the appropriate tools that will be use in making analysis and design. And before going on to the analysis and design proper, you must be sure in your own mind that you know which of the three paths you think is the best to adopt.

Buyson, Angelica Jean M. 06/17/08
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BOOK REVIEW 4

Book: Rapid Information Systems Development
Author: Simon Bell
Ref #: QA 76.9 S88 B44 1998
Chapter: 6
Quote:

Review:

The system model leads on to a harder systems analysis and design that is: information modeling. During this phase the subject of the problem is broken down in terms of entities, functions, attributes and events. The ground is prepared for the proposed information system in that entities correspond to things we wish to keep information about. Functions are the tasks which these entities are involved with. Attributes are the qualities that compose the entity and events are the triggers that cause functions to arise.

This Chapter discusses the intellectual tools which non-specialists can use to model their information system. The tools described have a fairly lengthy and well-tried record but other approaches do exist most object oriented programming (OOP).

I learned that it is important to notice that there are three major functions – planning and accounting, administering, and the roads of information collection in functional decomposition. This does not mean that these are the only functions. It means that these relate most closely to the job that the analysts have been set in their terms of reference, the greatest areas need is the consensus view arrived at in the root definition and the new systems outline as given in the systems model.

I also learned that information model provides quantifiable details for the insights of the systems model. During this stage the team may have to rethink the systems model. It may be that implications of the model are unworkable, too expensive or too wide scale in terms of their implications.

I knew that entity models are usually the primary components to look at. If the analysts do not know what their want to keep records about then we have not got a system view to work from because it is possible to start off the analysis with a review of functions entities.

I also knew that when the information model is complete it can be put to one side although never forgotten – it is the basis of the system to come. The analysts need to keep references of the amount of data and the number of entities that will need to be planned for.

Buyson, Angelica Jean M. 06/24/08
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Book Review #5

Book: Rapid Information Systems Development
Author: Simon Bell
Chapter: 8
Title: The Human-Computer Interface
Quote: "It is essential that the user be able to work and communicate effectively with the computer."

Review:

The human-computer interface refers to the environment in which the user and the hardware come together to perform the information system operations.

The interface have three major aspects, the first one is the technical interface that tells what is seen and how information is put in. The second one is the social interface that tells how the organization copes with new systems. The third one is security interface that tells how systems are kept secure and at the same time used.

I learned that it is not usually the responsibility of the analyst to create databases and become involved in processes of database debugging although the analysis team may well find itself in this position.

I also learned that there are a number of strategies which can be adopted so that deskilled work relatively dull computer work can be improved that include goal-orientated working procedure whereby the staff are given a sequence of goals to enhance job interest, working teams that share a series of low interest tasks, and vertical work groups that distribute a range of working procedures around a group.

I think that information systems can only be flexible up to a point. Despite the fact that in a recent year technical interface has been humanized with the advent of graphic interfaces and computers with speech recognition facilities.

I knew security can be seen as a way of protecting the system from the user as well as a means of safeguarding valuable and sensitive information. The security that any one system requires will be a function of the level of hazard in the operational environment as assessed by you. If systems are locked in offices with physical access restricted to key staff then security within the interface can probably be quite slight.

I also knew that it is essential that the user be able to work and communicate effectively with the computer. Various potential problem areas are reviewed including work styles, sources of discontent in terms of new work practice, dialogue systems (the way in which computers communicate with users) and the security of different groups.

Buyson, Angelica Jean M. 07/01/08
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BOOK REVIEW #6

Book: Rapid Information Systems Development
Author: Simon Bell
Reference #: QA 76.9 S88 B44 1998
Chapter: 9
Title: Technical Aspects
Quote: "The only requirements that remain are for the outline hardware, software, and training to be followed by an implementation strategy."

Review:

At the stage of the analysis, the analysts begin to design the various component parts that will make up the final information system – they gain a vision of the whole. The components that they deal with here concern the way information activities are coped with by the system, the database structure that contains information items, the production of reports and other output, the management and maintenance of the system and finally monitoring and evaluation.

I've read that technical design refers to the stage that is concerned with outlining and then combining of the information systems that can be usefully be planned independently. And there are six areas that the analysts focus on; these are applications is the core aspect of the system that the analyst are implementing, database is the central to the new information system, retrieval is the component of the system that produces the information products, management controls the overall system, maintenance keeps the system going, monitoring and evaluation is the central and most often ignored in information systems.

I've also read that user support has three major themes: first is control that includes unauthorized physical access and unauthorized access to sensitive software, second is user backup that the manager needs to provide supervision to hands-on users, third is user feedback that provides the users with support if there is no capacity for the user to provide the computer manager with feedback as to the success or otherwise of his or her endeavor.

I knew that computer rooms need to be protection from a variety of enemies including: excesses in climate, power supply, theft, accidents, and servicing.

I also knew that management covers a wide variety of issues for the analyst's purposes that they focus on. These are: controlling the information system with an operating system, job priority control, security, and user support.

This chapter provided the outline of the completed system. The only requirements that remain are for the outline hardware, software, and training to be followed by an implementation strategy. If the system is deficient at this stage rectify the point now.

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July 8, 2008
Mr. Paul Pajo

BOOK REVIEW #7

Book: Systems Analysis and Systems Design in an Imperfect World
Author: Trevor Wood-Harper
Chapter: 1
Reference #: QA 76.9 S88 B44 1998
Quote: "Information systems exist to support efficient decision making."

Review:

Information as a commodity is briefly discussed. The need for information systems planning is introduced and described. Incidental virtues of information systems planning (e.g. learning about and with your organization, developing an understanding of the stakeholders, assumption and mindsets of colleagues) are discussed. Common problems with information systems are reviewed.

I learned that there are common issues when it refers to organizational needs and user thinking: Lack of experience of the planning or systems analysis and systems design process in the recipient community, senior management reluctance to adopt suggested change, junior staff reluctance to adopt new practices and procedures, absence of local, reliable support for incoming systems.

I read that information systems (IS) are supposed to inform people. In the planning or development process we should never lose sight of this primary objective. By informing, the system assists people to make intelligent decisions.

I also read that the usual term used to describe information system planning is system analysis and systems design or SA&SD. This is rather a mouthful and can appear to be quite an off-putting expression to the non-specialist.

Therefore I conclude that read all information systems exist to support efficient decision making. Efficient decision making is vital for personal and organizational well-being. Information systems have to be properly planned for. Poorly planned or unplanned systems can (and do) lead to catastrophe. Many planned systems are too technocratic and also lead to problems for the end users. Key requirement is for an easy-to-use method for planning information systems.

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July 15, 1008
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Book Review #8

Book: Systems Analysis Techniques
Author: David Deeks
Chapter: 2
Ref #: T 57.6 2002
Quote:

Review:

This Chapter explains the role of the systems analyst. Many people have become systems analysts after working in harder end of the computing profession such as programming, testing, and debugging. Business areas that were computerized were largely the simpler ones and involved relatively unsophisticated users often with little conceptual understanding of why things happened a certain way – they were simply paid to fill in this form, pass it to that person, and so on. It was therefore more realistic to train computer people to understand the business system rather than train users to understand the computer technology.

I found out that the role of the analysts commonly evolved within such environments and is still found. This is the reasons of expediency – a small company may have too few computer systems staff to enjoy the luxury of separate roles. With the automation of ever more complex areas, however, and the general increase in computer literacy, the trend has now largely reversed with an increasing number of analysts never having been employed as programmers.

I knew that for the analysts, interpersonal relationships are often not a primary requirement – the job can sometimes tend to be a fairly lonely one. Its frustrations are primarily found in the area of getting a computer system to work. The bright side is that an analyst who has just found and sorted out a bug is usually allowed to look upon it as a moment of individual success.

Also, the systems analyst often has to be able to work in very different circumstances, calling upon the use of effective communication skills. Analysis can typically involve much discussion and negotiation and can thus depend heavily upon interpersonal relationships – with other analysts and also users who can sometimes be hostile. Unlike the computer program that finally works, there is nothing definite abut analysis. The moment the design is said to be complete will often be dictated by deadline rather than the satisfaction of knowing that it is.

I also learned that key decisions that need to be made at the commencement of a project concern the balance that is necessary between the degree of thoroughness and the time available.

I learned that the analyst must be able to define work to clearly stated objectives with a minimum of wasted time and effort, and commonly in cooperation with others as members of a team.

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July 22, 2008
Sir Paul Pajo

Book Review #9

Book: Systems Analysis Techniques
Author: Mark Lejk
Ref #: T 57.6 L43
Chapter: 1
Title: Techniques, Tools, Methods, Strategies
Quote: "Whatever techniques and tools, a systems development project will only succeed if it is planned and controlled carefully and professionally."

Review:

There are many ways of approaching the development of a computer system, and this chapter refers to a few of the more important ones. It is worth noting that on those occasions where a formal method is utilized, the majority of business application computer systems are still developed using a strategy that employs structured analysis techniques in some shape or form. They are therefore found within most business computing undergraduate and postgraduates' programs of study.

Techniques are designed to do a particular job within the systems development process. Tools are often confused with techniques. It is helpful to think of a tool as a device designed to assist in utilizing a technique. One or more tools may be appropriate to one technique. Computer systems development tools are no exception.

Methods embody a number of techniques, each chosen for its appropriateness to a particular task within the overall aim of the method. There are many published methods, as well as even more unpublished ones – the latter commonly derived through custom and practice within individual organizations and often consisting of extracts, perhaps just individual techniques, from a range of established methods.

Strategies are at the highest level. A computer systems development strategy will be agreed within a particular organization and may involve the use of certain methods for a certain parts of the development process or for certain types of system, but other methods for other situations.

I learned that the Systems Development Life Cycle (SDLC) is a logical approach to large-scale development. Some analysts would describe it as a method, but as so many variations exist we are more comfortable calling it an approach. SDLC was originated in the 1960s, but it was really the first successful attempt at a fully documented approach to IT project development and has much to teach us.

I also learned that systems analysis have seven principles, these are: systems analysis is problem solving, systems analysis involves research, systems analysis is about communication, systems analysis is different to systems design, systems analysis is about using techniques appropriate to the problem, systems analysis is about attention to detail, and systems analysis is broader than computer systems analysis.

We have covered a lot of ground in this chapter. Whatever approach, however, whatever techniques and tools, a systems development project will only succeed if it is planned and controlled carefully and professionally. This aspect merits further attention before starting to cover systems analysis techniques in detail.

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July 29, 2008
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Book Review #10

Book: Systems Analysis Techniques
Author: David Deeks
Ref #: T 57.6 2002
Chapter: 3
Quote: "Spray and tree diagrams can act as a useful personal tool."

Review:

This chapter began with a rationale for the spray and tree diagram approach. It the use a simple example to demonstrate the technique, and showed a number of further instances appropriate to the world of information systems.

Spray and tree diagram are therefore two different techniques, but completely each other and are frequently used together. They work in the same way that analyst's own thought processes do – firstly capturing information, then organizing it. Analysts do this all the time.

Spray and tree diagrams can act as a useful personal tool between, for instance, analysts in a team. An individual analyst can use the technique to sort out ideas, and then communicate them in a clear and structured way to colleagues. Or a spray diagram can be created from a group brainstorming session, and then various tree diagrams created to show alternative structured views of the captured facts.

Spray and tree diagrams are also useful study skill, as they can assist greatly in the learning of new concepts and techniques. They have many other uses. Time spent on this chapter will undoubtedly pay dividends later.

I knew that sometimes it is tempting to create a tree diagram directly, without the spray diagram first – but this usually demands a re-draw anyway, to neaten things up. There are no hard and fast rules, however; as long as you end up with a tree diagram that includes all of the relevant items and relationships, you have captured the relevant facts, analyzed them, organized them, and communicated your findings. It may even be that you are simply communicating your findings to yourself.

I also knew that in 1970s saw the introduction of Tony Buzsan's Mind Mapping technique, based upon the spray and tree diagram approach. He has developed it to quite a sophisticated level including the use of color, images, and symbols.

I learned that spray and tree diagrams can help us plan a talk, design a system menu structure, draw up a questionnaire, prepare an interview, plan a project.

Buyson, Angelica Jean M. 08/05/08
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Book Review 11

Book: Systems Analysis Techniques
Author: Mark Lejk
Ref #: T 57.6 L43 2002
Chapter: 4
Quote: "Successful business information systems are those that provide the information relevant to that business."
Review:

It is always possible to view a circumstance in two basic ways – physically, and logically. Analysts actually do it often, but probably never think about it. As we continue in our discovery of systems analysis it is a great help to recognize this innate ability that analysts all have, to operate in these two 'domains'.

I've read that the people in the room may for instance easily be identified by a physical characteristic such as hair color, or those who are wearing jumpers or not. It would then be simple to create a tree diagram combining these groupings thus representing one logical view of the physical fact that there was a variety of the people in the room.

I've also read that this concept of physical and logical views may be tricky to grasp to begin with – but it is an important one. Logical views of a circumstance can vary tremendously, depending upon the information considered relevant. Like for example, you aim to travel home by bus, and arrive at the bus terminus to find three buses there. They have different route numbers and you fortunate – one is going your way. A simple physical view identifies them as all being red, all at the same bus terminus, whereas your logical view highlights the important piece of information that makes the difference – that is, the route number.

Successful business information systems are those that provide the information relevant to that business. A major part of any systems analysis project is unraveling what information is relevant to the required outcomes, and what data needs to be held in order to provide this information.

Analysis of a business situation usually begins typically with people, documents, and computer screens – a physical view – and is then followed by a focus upon the information required to meet the required business situation outcome – a logical view. If you are finding the whole 'physical and local domains' concept difficult, don't worry. For the moment, simply accept that these exist and that in common with tree diagrams and rich pictures, data flow diagrams allow analysts graphically represent both.

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August 19, 2008
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Book Review #12

Book: Introduction to Systems Analysis Techniques
Author: Mark Lehk
Ref #: T 57.6 2002
Chapter: 12
Quote: "PISO has a radical effect upon the shape of an organization"

Review:

The book then goes with views, objectives and stakeholders, where they remind the readers how to view any situation logically, what the objectives should be and what the vested interests are. The book goes with an old example from the former chapter. From this I can say that the authors are using same examples and developing these examples so that the student won't get mixed up with all the things he/she has already been reading from the last few chapters. After this the book states that PISO has a more slant logicalisation process, wherein all the physical constraints are removed, and in the PISO process strategic objectives are recognized. Then after that, they described the effects of the strategic objectives. PISO has a radical effect upon the shape of an organization.

After this the book gives several examples. Another thing I've noticed in the book is that the book always gives ample examples, after every topic is further explained and compared. That's one of the things I like about the book.

The chapter ended with a suggestion that PISO would be used in the development of 'green field' systems. I think that this is a very nice last touch for the chapter because it invites the readers to give their opinions and think of their own ways where to use PISO. The book also gave useful exercises and other good reads about the topic PISO, in case the readers still did not understand how PISO works.

This chapter was short and simple and gave a lot of examples and used simple terms in explaining the topics needed. It was filled only with the significant details and even left the readers with something to test their minds with and more good reads just in case the book was insufficient. Over all, it was a very informational chapter, and the value of PISO, not only in systems was analysis shown.

Case Studies

Buyson, Angelica Jean M. 05/27/08
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Case Study 1

Max Levchin

Cofounder of PayPal

The term "determination" is the single most important quality in a startup founder to build things that will work productively. Perseverance is needed in order for the founders to be adaptable to understand what the users want. Goals and ideas are required to build a successful startup. Starting a startup is a process of trial and error because in the beginning you will never know if your system demands for the users. In starting a startup you should be smarter than usual to do ordinary system extraordinarily well.

Max Levchin founded PayPal in December 1998. He planned to start a business since he was in college. I inspire him for that because there is only few college students who are business minded like Max Levchin. He has the right attitude of accepting mistakes and develops things pretty much better. Stratedy and security is very important in every aspect of the system. I learned that different people with different capabilities would help you a lot to succeed in your business. And for you to be successful you should be happy and enjoying of what you are doing.

They inspire me to think of ideas where I can do a startup business in the future.

Buyson, Angelica Jean M. 05/27/08
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Case Study #2

Sabeer Bhatia

Cofounder of Hotmail

Sabeer Bhatia and Jack Smith founded Hotmail in 1996 and later acquired by Microsoft on New Year's Eve 1997 for $400 million. I learned that whatever you do you should have the courage to never give up. And you should work hard and smart in order to run and develop your system well. You must be ready of any kind of problems and mistakes that will come.

Their story is similar to the first case and it amazes me because it means that all we ever need is determination, patience, and strong passion for your goals. They started out of scratch and yet they were able to clime the stairs of success and was able to make everybody else life easier.

Buyson, Angelica Jean M. 06/03/08
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Case Study #3
Steve Wozniak
Cofounder, Apple Computer

Steve Wozniak and Steve jobs founded Apple Computer in 1976. Mr. Wozniak first showed off his home-built computer that is the Apple I at the Silicon Valley's Homebrew Computer Club in 1976. Woz next built was the Apple II that was the Machine that brought computers onto the desks of many people.

I inspire Steve Wozniak because he has the ability to design computers in his high school days. And he's the only one who taught him to learn all sorts of trickiness.

I learned that you should have the right skill in doing the things you want to perform because you will never be able to be successful in that field if you don't have the ability to do it.

I knew that all the things you want to pursue, you need to be optimistic to motivate yourself to present the right stuff. And if want to build a business, you must loved of what your decisions are.

I will always remember that whatever I do how simple or how difficult it is I should be proud of it.

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Case Study #4
Joe Kraus
Cofounder, Excite

Excite was started by Joe Kraus with his five Stanford friends in 1993. They wanted to develop technology for information web search. They decided to build a company since they were in college.

For me, I believed that determination and perseverance is very important in planning to start a company because this will serve as your strength and you can never succeed in any business without it. A business minded person should have the courage to fight all the worst trials that will arrive every minute of success.

I learned that working willingly together as a group is an important thing. Each member should find a way to build a great relationship for him or her to work well and comfortably so that the output of his or her task will be productively done.

I also find out that when a member works with a great zeal it will help motivate the other members of the group to do their stuff eagerly. Every member of the group must share their great ideas that they may imply in doing the system or business.

All members of the group must help and guide one another each and every step of the way.

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Case Study #5
Dan Briclin
Cofounder, Software Arts

Dan Briclin and Bob Frankston founded Software Arts in 1979 to produce VisiCalc, the first electronic spreadsheet. VisiCalc was developed by Software Arts, but distributed by VisiCorp, which paid royalties to Software Arts.

In this chapter, I understand that working hard and working smart is a must in doing a serious project. You should really understand of what you are doing.

I realized that every business has its own startup. And the ideas always imply in starting a startup. While doing a startup you should have a mission and vision of your future system or business.

In the middle of the business, competitors are part of the business so you don't need to be nervous or afraid to face them when they come out.

We must always keep in our minds that graduating in college before anything else is the most important above all.

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06/10/08
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Case Study #6
Mitchell Kapor
Cofounder, Lotus Development

Mitchell Kapor founded lotus Development in 1982. Lotus went public in 1983 and Mr. Kapor became a president and CEO from 1982 to 1986 and as director until 1987. IBM acquired Lotus for $3.5 billion.

I inspire him because he can make his own spreadsheet that is better and faster than VisiCalc but I hate him for being such a traitor because he was a VisiCalc product manager and he left his job to found another spreadsheet that is Lotus.

I knew that in doing stuffs there will come a time that you can't prevent in doing mistakes and a number of things will be wrong. But despite of it, you should always find the ways to solve the problems.

I also knew that you should give respect your mentors/teachers because they are the one who will help you each and every step of the way to achieve your success.

You need to be wise in whatever you do. You also need to understand your employees because they are the one who help you and your business to be successful. You need to trust each member of the company for them to work well in the company.

You need to work comfortably with all the people inside and out of the company so that the business will work well.

In whatever you do, you need to be passionate and believe that in whatever you do you can change the world.

If we want to be successful in our business, we need to stand it until the end. We need to sacrifice something for it in order to achieve our dreams.

I learned that planning your dreams would be your key to success. Because if won't try to achieve your passion you will gain nothing forever.

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06/10/08
Sir Pajo

Case Study #7
Ray Ozzie
Founder, Iris Associates, Groove Networks

Mr. Ozzie founded Groove Network in 1997 that built Internet-based work-group collaboration software. Microsoft acquired Groove in 2005 and named Ozzie as chief technical officer. In June 2006, he took over as chief software architect from Bill Gates.

Once the deal is completed, Groove will become part of Microsoft's Information Worker Business, and will continue to be based out of its Massachusetts headquarters. Financial terms of the deal haven't been disclosed.

For me, Groove Networks is an excellent choice if you want to easily share files between your home and office computers or share with your coworkers.

First of all, the word idea is the most important of all because your ideas will be the source of the whole system/business.

I've found out that you should always think how customers feel about the product, if they are satisfied and happy or not.

I learned that starting today I have to ready myself for the future challenges that may affect my characteristics for me to surpass difficulties in my job.

You should work hard and smart in order to run and develop your system well. You must be ready of any kind of problems and mistakes that will come.

You must thank the people who help you built your business. You must give respect to them.

I'm interested of what Mr. Ozzie said, "For someone who's joining a startup, just learns about leadership from the people at the top of the company." Because leadership is a little bit hard thing to do and not all people who have plan to make a startup has the ability to lead a company/business.

Buyson, Angelica Jean M.
BS-IM/O0A

06/10/08
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Case Study #8
Evan Williams
Cofounder, Pyra Labs (Blogger.com)

Pyra Labs was co-founded by Evan Williams in 1999. Originally, Pyra intended to build a web-based project management tool. Mr. Williams developed Blogger to manage his personal web log, and it quickly became an important mechanism for sharing ideas internally at Pyra.

I knew that in doing your job you need to give your full attention of what stuff you are doing. I mean you need to focus to your job before anything else for you to accomplish your work productively.

I learned that in every business, there's an always-stressful time and you can't do anything to prevent it.

I also learned that simplicity could give you a surprising success like what Mr. Williams experienced.

For me, determination is the attitude that we must keep always in doing our business. We must learn how to cheer ourselves in terms of obstacles.

Also hard work is very important to succeed in the business. You must give all your time and energy to pursue your business.

Never giving up no matter what happen is very important. In having a business, right attitude is a must for you to achieve your goal until the end.

Consulting your mentors or people who have knowledge of what you are doing will help you a lot every step of the business.

I think that reading this article is very important for our course because it will inspire information management students to think of system ideas that would help us in our future job.

Buyson, Angelica Jean M.
BS-IM/O0A

06/17/08
Sir Paul Pajo

Case Study #9
Tim Brady
First Non-Founding Employee, Yahoo

Yahoo began in 1994 by Jerry Yang and David Filo, Stanford grad students. The site grew rapidly in popularity because they slowly added new types of information. After that, Mr. Yang and Mr. Filo decided to ask Tim Brady to write a business plan for it.

Mr. Brady had been the college roommate of Mr. Yang in Harvard Business School. Tim Brady was the Yahoo's first actual employee. During his 8 years in Yahoo he got the VP of Production title. And he was efficiently the editor of Yahoo's website.

Yahoo is a collection of links to research information by the users. Yahoo went to public in April 1996. And Yahoo has been the most popular network of websites in the world. Yahoo won the portal wars because it was a better site, and the site became largely because of Tim Brady.

I realized that thinking about your fantasies in the future such as jobs and businesses may help you achieve it someday along the way like what Tim Brady said because I believed that hoping for your dreams to come true may be your reason to fulfill it.

I learned that making a strategy is one of the important things that you should give attention of. Because it will be your way for the people to recognize of what you are doing. Like what I've read in this article, making a strategy like advertising is a must for the system be in demand by the users because advertisements help the people know what is and how to use the site.

I also learned that being an optimistic person is helpful to mindset yourself thinking that no matter what happens you will make it. Like what Mr. Brady said, "Let's not let this sink the company; let's keep it going."

I also learned that trusting your business partners and all the people in the company is an important thing because it will help the business run effectively and it will also help people in the company to work well and do their responsibilities right.

I also learned that, you should give your full effort to do your responsibilities productively.

I knew that in the business world, there are lots of competitors that will try to get your business crushed off. And you should not afraid of different competitors because it will do nothing to be successful in the business. You should think that coming of competitors is part of challenges in the corporate world.

Buyson, Angelica Jean M.
BS-IM/O0A

06/17/08
Sir Paul Pajo

Case Study #10
Mike Lazaridis
Cofounder, Research in Motion

Mike Lazardis was the one who founded Research in Motion (RIM) with his friend Doug Fregin in 1984. One of their first subjects was a local area network that ran industrial displays. Mr. Lazardis left school to focus and give his full-time on the company.

RIM was the first company to appreciate the significance of wireless networks. Mr. Lazardis foresaw the potential of mobile email in 1990's. A series of projects in this area culminated in 1999 in the Blackberry, now the dominant product in this market. RIM went to public in 1997, and is one of Canada's most admired technology companies.

I inspire Mr. Lazardis because he started since he was in high school although it is difficult to study and work a business at the same time. It may be hard for us but from him that's not a big deal and he did it.

I learned that goal setting is very important and you should have your mission and vision in your business. Like what I've read in this article, there are three things that you should remember. First, you should believe that no matter what it will happen. Second, anything you do has its value. And the third one, you can accomplish and develop of your business.

I also learned that being a leader is hard but you should stand it right for the members of the company will trust and follow you in whatever step you make.

I knew that in having a business you need to expect that you will busy taking care of your business. You need to expect that there will be problems that you should think of a way to solve it without affecting the nature of the business.

I believed accepting challenges will help you and your business stronger. And will also be helpful for you to overcome future worse challenges.

I also believed that working hard is important but it is not enough you should also work smart to get the attention of the audience. You should be wise in making decisions so that your business will run productively and efficiently.

If you want too be successful you should give everything you have such as ideas, time, and effort.

Buyson, Angelica Jean M.
BS-IM/O0A

06/17/08
Sir Paul Pajo

Case Study #11
Arthur van Hoff
Cofounder, Marimba

Arthur van Hoff was the founder of Marimba in 1996. Marimba received lots of attention from the press and venture capitalists early on. The company grew from a 4-person startup to a company with more than 300 employees at the time of its IPO in 1999. Mr. van Hoff left the company in 2002 to start another startup, Strangeberry. Marimba acquired by BMC Software in 2004.

I knew that in the business world, you should be careful of your actions and be wise of your decisions. You should think of what other people feel and say so that no one will be mad at you.

The term "determination" is the single most important quality in a startup founder to build things that will work productively. Perseverance is needed in order for the founders to be adaptable to understand what the users want.

I also knew that quitting is not a good thing. You should not give up in any aspects for you to touch the hands of success.

I learned that you must be ready of any kind of problems and mistakes will come. You should also the right attitude of accepting mistakes and develop things pretty much better.

I learned that different people with different capabilities will help you a lot to succeed in your business. And for you to be successful you should be happy and enjoying of what you are doing.

I learned that in every business, there's an always stressful time and you can't do anything to prevent it.

I also learned that leadership is a little bit hard thing to do and not all people who have the ability to lead a company/business and you should do it because it is important.

I knew that in doing your job you need to give your full attention of what stuff you are doing. I mean you need to focus to your job before anything else for you to accomplish your work productively.

I also knew that you should motivate yourself to do all your responsibilities well and on time for the sake of the business.

Buyson, Angelica Jean M.
BS-IM/O0A

06/24/08
Mr. Paul Pajo

Case Study #12
Paul Buchheit
Creator, Gmail

Paul Buchheit was the creator and lead developer of Gmail, Google's web-based email system, which anticipated most aspects of what is now called Web 2.0. Gmail was in effect a startup within Google-a dramatically novel project on the margins of the company, initiated by a small group and brought to fruition against a good deal of resistance.

I knew that in doing a business, you try out all of your ideas that you can put in the business because it may be your strategy that will make your business successful. Strategy is very important in the business to fight and stand among competitors and struggles that may come.

Also in making up a business, you should believe in yourself that you are going to make it no matter what. You should always remember that a business has a part of trial and error so that your mind sets that you need to surpass every trial.

In addition, you should do challenging tasks and roles for you to motivate yourself to have a successful output and to get the attention of the audience.

I learned that if you want to have a successful business, you have to keep a winning attitude to capture the best angle of the business.

I also learned that in a business, your people should have the will to believe in something that they are trying to achieve. You also need to point out the values that one should posses, one of which is hard work. You should have the courage to fight over obstacles along the way.

I also believed that being a quitter is not a good attitude of a business-minded person. And you should always be passionate of what you are doing and you should believe that whatever you do can make a difference to the world.

Buyson, Angelica Jean M. 06/24/08
BS-IM/O0A Mr. Paul Pajo

Case Study #13
Steve Perlman
Cofounder, WebTV

Steve Perlman was the cofounder of WebTV 1995. In three days of round-the-clock effort, he built a thin client for surfing the Web, using a television as a display. And he invited his friend Bruce Leak over to see what he'd built, and they knew right away it was a big enough idea for a startup.

Steve Perlman built a computer when he was only 16 years of age and designed a graphics display to go with it and things like that. He read the Kilobaud magazine and Byte magazine, and he'd go and print up some company letterhead, which he had send to chip companies-that are people he work with officially.

I believed that trusting your business partners and all the people in the company is an important thing because it will help the business run effectively and it will also help people in the company to work well and do their responsibilities right.

I think there are basic skills that a businessman must learn to become a successful businessperson. These are target market, process knowledge, networking skills, and negotiation and convincing skills. These skills must come with experience and being at the right place at the right time.

I also think that if you want to be successful in what business you have, you must think first what you desire because what business you are doing must be fit to your field and personality and if it is doesn't fit to you maybe at the end you will lose what you have started.

Therefore I learned that preparing yourself to run the business well will help you make it until the end.

For me, reading up a lot of books and articles on business, latest market trend, what is the latest, what market are doing well and what are bad will help me a lot to make a business and surpass all the trials and difficulties that will come.

Buyson, Angelica Jean M.
BS-IM/O0A

06/24/08
Mr. Paul Pajo

Case Study # 14
Mike Ramsy
Cofounder, TiVo

Mike Ramsay and Jim Barton founded TiVo in 1997. Their first plan was a network server for homes but they realize that it would be hard to explain to consumers why they needed one, they narrowed down the idea down to one component of the original plan: the digital video recorder (DVR). TiVo went public in 1999. Mr. Ramsay stepped down as CEO in 2003, but remained as chairman.

I've read that having confidence and having spirit is important because it will probably bring you until the end successfully. It will serve as your power and shield to fight all difficulties that will come.

I learned that when you go out of business, you should not doubt if you were going to succeed or not because it will only put you down. You must be optimistic in all aspects so that every little will be right and in order. Because being an optimistic person will motivate the whole group and you must start from yourself.

I also learned that the level of service and quality of your work will be the main deciding factors for your success in the business. The customers expect pleasing behavior from you and if you could succeed to satisfy them. But, it does not mean that you have to show unrestricted clemency. Efficient staff can assist you to grab the confidence of the customers. However, your direct supervision is inevitable to coordinate it. Keep in mind to look over every unit of the department since the perfect functioning of all the departments is equally important to mold your business.

I knew that discipline is the most important quality that a business man has to posses. Discipline implies both self discipline and financial discipline. The past stories prove that the lack of the discipline is the triggering factor behind the failure of most of the establishments. Financial discipline is inevitable since business is the rolling of the money. The finance strategy is based on the mode of the business.

I also knew that the spirit to excel is the necessary prerequisite to become a successful business man. Wise people used to compare an upcoming business man to a spider. As you know, spider does not give up its job to make the net, till it succeeds. Like that the business man also has to work till he succeeds.

And we must always remember that no business empire was built in a day; you have to wait for a little time to establish. The perseverance to win will help you to become a successful businessman one day.

Buyson, Angelica Jean M.
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07/01/08
Mr. Paul Pajo

Case study #15
Paul Graham
Cofounder, Viaweb

Paul Graham and his friend Robert Morris started Viaweb in 1995 to make software for building online stores. Within weeks, they had a web-based online store builder they could demo to investors. They launched the beginning of 1996.

Viaweb was one of the first companies to deliver on the Web's promise of creating a level playing field. Viaweb was acquired by Yahoo in June 1998 and renamed Yahoo Store. In 2005, Graham cofounded Y Combinator, a seed-stage investment firm.

I knew that ethics is important to be successful in the business you are in with because ethics include personal rights or wrongs. The right discipline concerned with good and bad in any situation.

I also knew that integrity is one of the important factors to achieve your goals because it implies honesty, morals values, fairness, and adherence to the facts and sincerity. The characteristic of an employee is what the customers expect and deserve to receive.

I believed that trust is needed in a company business because it builds the cooperative environment essential for a business. And without trust, the framework of the business cannot be built.

I also believed that motivating yourself will help you work happily with your business partners and employees. You need to inspire everyone in the company so that all the people in the business will work comfortably to one another.

I learned that every business will come a time that there will be so many difficulties that a business person need to surpass. You need to be strong in solving trials because a leader is the one who will give strength to all the people inside the company business.

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07/01/08
Mr. Paul Pajo

Case Study #16
Joshua Schachter
Founder, del.icio.us

Joshua Schachter started the collaborative book marking site del.icio.us in 2003. As often happens with startups, del.cio.us began as something Schachter built for himself.

In early 2005, Schachter decided to turn del.cio.us from a hobby into a company. In March of 2005, he left his job to "found" del.cio.us and focus on it full-time, raising $1 million in funding.

In December of that year, Yahoo acquired del.cio.us for an amount rumored to be about $300 million.

I learned training is very important for employees to be highly productive. Training that employees require are interpersonal skills, the ability to function within teams, problem solving, decision making, job management performance analysis and improvement, business economics and technical skills.

I also learned that leadership in the business requires the manager to provide an inspiring vision, make strategic directions that are understood by all and to instill values that guide subordinates.

I knew that good management inside the company is one of the important factors to run your business well because every little thing in the business is under management.

I also knew that a leader must focus on encouraging a continuous flow of effective organization because it will lead the business to the hands of success.

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07/01/08
Mr. Paul Pajo

Case Study #17
Mark Fletcher
Founder, ONElist, Bloglines

Mark Fletcher was a senior software engineer for Sun Microsystems when he started ONElist, a free Internet email list service, in 1997. Yahoo acquired ONElist in June 2000.

In 2003, Fletcher created Bloglines, a web-based news aggregation service. He originally wrote the program to manage his own bookmark list, but once he launched it publicity. It was acquired by Ask Jeeves in February, 2005.

I believed that communication is one of the important things of the business because it binds everything together. Communication serves as the connector that is happening inside and outside of the business. And communication means a common understanding of ideas between the sender and the receiver.

I think that recognition is needed in the business because employees strive to receive recognition for themselves and their teams. It should be provided for both suggestions and achievements for teams as well as individuals.

I learned that making a strategy is one of the important things that you should give attention of. Because it will be your way for the people to recognize of what you are doing.

I also learned that, you should give your full effort to do your responsibilities productively.

I knew that in having a business you need to expect that you will busy taking care of your business. You need to expect that there will be problems that you should think of a way to solve it without affecting the nature of the business.

I knew that in doing your job you need to give your full attention of what stuff you are doing.

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July 8, 2008
Mr. Paul Pajo

Case Study #18
Craig Newmark
Founder, craiglist

Craig Newmark started an email list to publicize events in San Francisco in 1995. As “Craig List” grew in popularity, he switched from a mailing list to a website and added categories.

In 1999, Newmark decided it was time to morph craigslist.org from a hobby into a real business. Jim Buckmaster joined on as lead programmer and CTO in early 2000, and was promoted to CEO later that year.

I believed that trust is very important because trust fosters full participation of all members. It allows empowerment that encourages pride ownership and it encourages commitment.

I also believed that it is possibly the most important element in the organization. It appears everywhere in organization. Leadership in the organization requires the manager to provide an inspiring vision, make strategic directions that are understood by all and to instill values that guide subordinates. For the organization to be successful in the business, the supervisor must be committed in leading his employees.

I learned that self confidence is a key entrepreneurial skill for success. It is easy to become demoralized, frustrated and resentful if you lack self-confidence. Self-confidence is concerned with how a person feels about his ability. A successful entrepreneur believes in his abilities. He is not scared to explore un-chartered territories, take risk and take difficult decisions.

I also learned that Creativity is the ability to use your insights and come up with new solutions to old problems, get things done in a different way or find a totally different approach for conventional things to work together. Entrepreneurs need creative thinking ability virtually in everything. Each new product, each new marketing method, each business decision - all these are fertile ground for creative thinking.

I knew that studies show that most successful businessmen consider common sense as the foundation of their success. Common sense is defined as an ability to make sound judgments on the issues, which you encounter in everyday situations.

I also knew that good judgment depends on acquired knowledge and past experience. The combination of these two creates necessary prerequisites in developing common sense in a person. Common sense allows you to understand complex issues in simpler terms and get into the core of a problem.

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July 8, 2008
Mr. Paul Pajo

Case Study #19
Caterina Fake
Cofounder, Flickr

Caterina Flickr started Ludicorp in the summer of 2002 with Stewart Butterfield and Jason Classon. The company's first product, Game Neverending, was a massively multiplayer online game with real-time interaction through instant messaging.

The team knew that they were onto something big and put Game Neverending on hold to develop a new photo-sharing community site called Flickr. Flickr became extremely popular and was acquired by Yahoo in March 2005. Flickr is one of the most commonly cited examples of Web 2.0 companies.

I learned that having the knowledge of your field is important because it is easier to start a successful business, if you have deep knowledge of the business field that you decide to pursue. About half of all home-based start-ups are launched by people who decide to use the knowledge, which they gained from their previous work experience of a particular niche area.

I also learned that having an ability to get things done is one of the important things because successful entrepreneurs are persistent and hardworking. They master self-discipline to such extent that if a work is important and related to their goals, they will, eventually, complete it. Getting things done is the vital link between motivations and their outcome. At times, entrepreneurs force themselves to choose work over fun, a boring job against a pleasant one, working on tax papers rather than reading a glamour magazine. This requires a self-control that many people simply fail to develop in them.

I knew that having an ability to lead is a must because successful entrepreneurs are capable of leading people and get work done by them. They use a combination of various methods - effective motivation, planning, coaching and evaluation - to lead people. They are concerned about the wellbeing of others and easily get along with people.

I also knew that to achieve success, it is important not only to work hard, but also to work smart because it will serve as your technique to be different from other entrepreneurs.

Buyson, Angelica Jean M.
BS-IS/O0A

July 8, 2008
Mr. Paul Pajo

Case Study #20
Brewster, Kahle
Founder, WAIS, Internet Archive, Alexa Internet

Brewster Kahle started Wide Area Information Server) in the late 80's while an employee of Thinking Machines. He left in 1993 to found WAIS, Inc. WAIS was one of the earliest forms of Internet search software.

The next year, Kahle founded Alexa Internet with Bruce Gilliat. The Alexa toolbar tracked user browsing behavior and suggested related links using collaborative filtering. Alexa was acquired by Amazon in 1999. Kahle continues to run the Internet Archive.

I learned that self reliance is important because successful entrepreneurs try to take full responsibility for their actions. They know that what they are today, and what they are going to be tomorrow, depend solely on themselves, as it is the outcome of their own choices and decisions. They are proactive people, who set goals, walk an extra mile to achieve them and rely, primarily, on their own resources and abilities.

I also learned that disciplined work ethic and high standards for quality. This includes traits such as honesty, integrity, and a concern for people. When you put your all into everything you do with an emphasis on quality, you will essentially be putting your personal seal of excellence on your products or services.

I knew that courage & action-orientation is important because when you are optimistic enough to take risks that others are unwilling to take, this will set you up for huge returns. Be sure you evaluate all aspects of the situation and take educated risks, but take the risks! If it did not take courage, then everyone would be doing it. Courage is not a feeling. It is a decision. True courage is pushing forward, even though you may have experienced a setback or a "failure" the last time you tried something new / different. If you are not afraid of "failing" you will possess the ability to continually take risks until one of them turns into your endless pot of gold.

I also knew that the right attitude in every aspect of your business and life is a must. This is probably the one trait that is fundamental and critical for long term success. It allows you to adhere to the fulfillment of your goals every minute of the day because you are confident that you will obtain the results you seek. Evidence of a truly positive and self-confident person is seen in personal responsibility.

Buyson, Angelica Jean M.
BS-IS/O0A

July 15, 2008
Mr. Paul Pajo

Case Study # 21
Charles Geschke
Cofounder, Adobe Systems

Chuck Geschke and John Warnock developed a language called Interpress that would allow any computer to talk to any printer. When Xerox seemed slow to commercialize this technology, Mr. Geschke and Mr. Warnock started their company which is Adobe to produce a successor of Interpress called PostScipt.

PostScipt made it possible to describe complex documents in a simple form. In 1983, Adobe partnered with Apple Computer to create Apple's new LaserWriter printer. Adobe went public in 1986 and is the recognized industry leader in graphics and desktop publishing software through its typefaces and its popular Photoshop, Illustrator, and Acrobat Applications.

Before reading the case study, I know what Adobe does but I don't know how to use it. I'm wondering where did they get the name Adobe and I've read that they originally started thinking of names that were unclearly associated with what they were so many corporations founded in California that it was difficult to get a unique name. The name Adobe came from the word Adobe Creek.

Charles Geschke were 40 when they start doing a startup and he was not nervous because he knew that he can get another great job, partly from the experience at PARC and from watching people in venture world. He never felt scared because the only thing that would have been hard to deal with would be the stigma of failing.

After reading the case study, I knew that while their company operates there were some competitors that they worried about. When they got their money for that original business plan, there were about half a dozen companies who had raised money to do something similar. Their competitors serve them the power of doing a better strategy to improve their stuffs. I learned that you must take for granted of what you have created because it will be your key to your dream success.

Buyson, Angelica Jean M.
BS-IS/O0A

July 15, 2008
Mr. Paul Pajo

Case Study # 22
Ann Winblad
Cofounder, Open Systems, Hummer Winblad

In 1976, Ann Winblad started Open Systems, an accounting software company, with the help of $500 she borrowed from her brother. Winblad was one of the first generation of entrepreneurs who figured out the trial and error what a software startup was. Six years later, she and her cofounders sold the company for over $15 million.

In 1989, she cofounded Hummer Winblad Venture Partners, the first venture firm to focus exclusively on software. In the years since, 45 of its portfolio companies have been acquired or gone public. Now Winblad it's probably he most powerful woman in venture capital.

Before reading the case study, I didn't know that Open Systems is an accounting company. And I never heard of Ana Winblad before. I didn't expect that the company didn't ever worry about competitors because they were over time, other companies that started with various different offerings in what was called accounting software then.

There is a one big mistakes happened inside the company, there's always a difference between an inventor and being entrepreneurial to leading a company – being CEO or, especially, the leader. They not fend for themselves anymore. They actually fend for shareholders.

Ann Winblad initially started out as a consulting company and she did the real startup project at night, even though she hadn't figured out exactly what planned to do.

After reading the case study, I learned that in putting up a business you must optimize your time so that you can really good of what you are doing. I also learned that you must always respect your mentors because they are the one you will help you every step of the way.

Buyson, Angelica Jean M.
BS-IS/O0A

July 15, 2008
Mr. Paul Pajo

Case Study # 23
David Heinemeier Hansson
Partner, 37 signals

David Heinemeier Hansson helped transform 37signals from a consulting company to a product company in early 2004. He wrote the company's first product, Basecamp, an online project management tool and the companion products Backpack, Ta-da List, and Campfire.

In July 2004, he released the layer of software that underlies these applications as an open source web development framework. Ruby on Rails has since become one of the most popular tools among web developers and won Heinemeier Hansson the Hacker of the Year award at OSCON in 2005.

Before reading the case study, I don't have any idea what 37signals do. I'm expecting that their system have competitors that may pull them down out of the systems world. And I've learned that there are too many competitors around the business over time. I also expect that no system is perfect and there were mistakes occurred while doing the system. And to solve that problem you must be ready of any kind of problems and mistakes will come. Also, you should also the right attitude of accepting mistakes and develop things pretty much better.

Honestly after reading the case study, I never heard about 37signals and I didn't know that 37 signals is a web design shop. I knew that Mr. Hansson was working with 37signals as a contractor while he was finishing his bachelor's degree and he did the programming part. He was the only programmer and the systems administrator on Basecamp.

I knew that in doing your job you need to give your full attention of what stuff you are doing. I mean you need to focus to your job before anything else for you to accomplish your work productively.

I also knew that you should motivate yourself to do all your responsibilities well and on time for the sake of the business. I've found out that you should always think how customers feel about the product, if they are satisfied and happy or not.

Buyson, Angelica Jean M.
BS-IS/O0A

July 22, 2008
Sir Paul Pajo

Case Study 24
Philip Greenspun
Cofounder, ArsDigita

Philip Greenspun founded ArsDigita in 1997. Though the company lasted only a few years, ArsDigita is famous in the startup world both as the embodiment of a new model for software consulting and as an all-too-colorful example of the dangers of venture capital.

ArsDigita grew out of the software that Greenspun wrote for managing photo.net, a popular photography site. He released the software under an open source license and was soon deluged by requests from big companies for custom features.

The company grew fast, and by 2002 was generating about $20 million in annual revenue from its monthly service contracts. ArsDigita took $38 million from venture capitalists. Within weeks of the deal closing, conflict arose between the new investors and the founders. The legal battle culminated in Greenspun's being bought out, and a few months later the company crashed. ArsDigita was dissolved in 2002, but not before establishing an important new model for the consulting business.

Before reading the case study, I never heard of ArsDigita and I don't have any idea of what it is and what does it do.

Philip Greenspun started building Internet application in the early 1980s. He always liked multiuser applications, and he thought connecting people over the network – if they were separated in space and time – was just going to be the best usage of computer systems.

After reading the case study, I proved that there will always be difficulties and trials along the way but you have only two choices: stand and fight for it or just give up. We all know that giving up is not a good attitude of a good businessman. That attitude won't help you become successful to your business.

Buyson, Angelica Jean M.
BS-IS/O0A

July 29, 2008
Mr. Paul Pajo

Case Study #25
Joel Spolsky
Cofounder, Fog Creek Software

Joel Spolsky Fog Creek Software with his friend Micheal Pryor in 2002. Spolsky began writing Joel on Software – now one of most widely read programming blogs – to share his thoughts about software development, management, business, and the Internet. Joel on Software was one of the first examples of a now common strategy for software startups: create a popular blog to get attention.

With its popular software, including FogBugz and Fog Creek Capilot, Fog Creek software has doubled its sales every year, even during the post-Bubble meltdown. The company never took any outside investment, and continues to operate as a profitable, privately held company.

Spolsky and Pryor cofounded it in 2002, which for them was a good move. Spolsky started it by himself and never would have really had people to bounce ideas off of.

Before reading the case study, I never thought that Spolsky advices the programmer who's thinking about starting a company that it will be suck and hateful for them. I know that there's always a mistake while making the business and you should have a strategy to surpass the problems.

After reading the case study, I knew that if you have a plan to start a company and make a startup you can't start a company unless you can convince one other person to go along with you. Because if you don't have two or three people that you've convinced to devote their lives to doing this, its just going to be a different thing. And I also knew that building a software company is like creating your own factory that was going to be equipped for, when you have an idea or when somebody has an idea, you can throw it into the factory and get the working code at the back.

I learned that in making a business, you must have your goals to achieve to have an inspiration to be successful.

Buyson, Angelica Jean M.
BS-IS/O0A

July 29, 2008
Mr. Paul Pajo

Case Study #26
Stephen Kaufer
Cofounder, TripAdvisor

Steve Kaufer, Langley Steinert, Nick Shanny, and Thomas Palka were the one who started TripAdvisor, an online travel site, in 2000. The online travel forum was a pioneer in the now common practice of having users picks the winners, instead of leaving the choices up to human editors.

TripAdvisor became the largest online travel community in the world, and was acquired in 2004 by Barry Diller's InterActiveCorp (IAC). As of July 2006, TripAdvisor had amassed more than five million user reviews and opinions, covering 220,000-plus hotels and attractions.

The TripAdvisor came from the idea of Steven Kaufer's wife, Caroline, when they were trying to find a vacation for themselves. They started with a travel agent, who recommended an island and some resort. That was in '98 or '99, and he thought he'd use the Internet to find out more. He found a whole lot of websites that would tell him whether the hotel was any good or not for what he was looking for.

The TripAdvisor's office is located in Needham, Massachusetts. It was a small and declining company, which, for the first 10 months or so of their existence, gave TripAdvisor free rent, T1, computers, and other stuff that it had and wasn't using. So it wasn't technically a garage. It was closer to a second-floor attic above a pizza place. It was all one big, open floor, and the room could comfortably seat eight. By the time they busted out there, they had 15 people. Then they just moved down the street.

One of the keys to TripAdvisor's success was being fanatical on the hiring side of things. He would like to have hired more top-notch folks throughout the company earlier. Because he still in that position now – he's still struggling to fill positions with the types of people that they want to hire. It's not something that they do very efficiently there. It takes them a long time to fill a requirement. TripAdvisor have a fantastic success rate. Many observers and people that have done due diligence on TripAdvisor over years have commented on the caliber of individuals there.

I inspire them because they never try to quit even there's a hard time while the project is ongoing. And even there a too many competitors, they weren't afraid and they're just continuing of what they doing.

Buyson, Angelica Jean M.
BS-IS/O0A

July 29, 2008
Mr. Paul Pajo

Case Study #27
James Hong
Cofounder, HOT or NOT

While looking for a job in 2000, James Hong launched a website with his friend Jim Young just for fun. HOT or NOT lets users submit photos of them and have others vote on their "hotness" on a scale of 0 to 10.

The site spread virally, and within hours their server was swamped. Hong and Young sensed there was a business in it, and worked frantically to scale the site to handle the load.

A few months after launching, they found the way to generate revenue from the site: they added dating for a monthly fee. Despite many acquisition offers, HOT or NOT continues to thrive as a stand-alone company as of July 2006, HOT or NOT had counted about 13 billion votes.

Before reading the case study, I never heard of HOT or NOT and I don't have any idea of what it is. I never thought that it was a photo comment and rating stuff.

James Hong and his brother, Jim, were hanging out drinking, and Jim mentioned that he thought a girl he met at a party was hot, and that she was perfect 10. James and his brother were working on a website at the time called Xmethods, which was the first directory of publicly available web services, so they were talking a lot about web services in the context of B2B. That's the idea were HOT or NOT started.

After reading the case study, I knew that if you have a plan to make a startup, you should start as early as you can and you have to have people who understand the users and the product because if you do, then you'll have users by then.

Buyson, Angelica Jean M.
BS-IS/O0A

August 5, 2008
Mr. Paul Pajo

Case Study #28
James Currier
Founder, Tickle

James Currier came up with the idea for Tickle (founded in 1999 and originally called Emode) after taking a personality test in one of his Harvard Business School classes.

A former venture capitalist with a passion for digital media and social sciences, Currier believed that the Internet could be used to help people learn more about themselves. People could visit www.tickle.com to take several different kinds of personality and self-assessment tests, most backed by scientific research, to understand areas of human behavior (and also to find out what breed of dog they most closely resembled).

Tickle was acquired by Monster in 2004 for about $100 million. Shortly after this interview, Currier founded Ooga Labs, a digital media studio that develops consumer Internet applications.

After Currier's college, he got an early introduction to digital media before there was Internet: he worked in Hollywood for a venture group that invested in companies involved in digital media for the movie industry. A lot of digital content was getting pushed over AT&T's broadband network, which was proprietary at the time. He worked at Star TV in Hong Kong and did more digital media, and got back to venture capital in Boston where the company was investigating in the early-stage Internet companies like Infoseek.

After reading the case study, I've learned that you must willing to communicate with people and your understanding of their need to form their brains and their language around their relationship with each other and the product you needed to create. To totally motivate your employees, you must truly cared about your people, and you built where you communicate-you don't blame-you need to learn what the heck the other person's talking about.

Buyson, Angelica Jean M.
BS-IS/O0A

August 5, 2008
Mr. Paul Pajo

Case Study #29
Blake Ross
Creator, Firefox

Blake Ross and Dave Hyatt started Firefox as a side project while working at the Mozilla Foundation. They were working to revive the struggling Netscape browser, but became frustrated by the constraints imposed on them. So Ross and Hyatt decided to build a browser that they would actually want to use.

Working in their spare time, they began developing a new browser that was fast, simple, and reliable. In 2002, they launched the initial version, called Phoenix, and ion 2004 they released Firefox 1.0, which was an instant hit.

In 2005, Ross took a leave from Stanford University to start a startup with fellow Firefox developer Joe Hewitt.

Before reading the case study, I've already know what was Firefox all about and I do use it.

Firefox grew out of Mozilla, which itself has a very long history that Ross won't go into now. He personally started working on the Mozilla project in 2000. It was open source; anyone could work on it. He started working closely with the Netscape team, because they were basing their product on Mozilla. He was helping them fix bugs, and they invited me out for an internship one summer, so he went out to Netscape, which was a pretty cool first job.

After reading the case study, I knew that Firefox was very different from traditional startups. Companies usually worry about competition for financial reasons, but when they did Firefox, money was just always sort of there. There where donations, seed money from AOL; they eventually got that from Google deal, but it wasn't even of fear for them, because they knew if it didn't make money. It wasn't even supposed to make money-it was a hobby so they didn't care.

Buyson, Angelica Jean M.
BS-IS/O0A

August 12, 2008
Mr. Paul Pajo

Case Study #30
Mena Trott
Cofounder, Six Apart

Husband and wife cofounders Mena and Ben Trott started Six Apart (named for the number of days between their birthdays) in their apartment in 2001. Trott's personal blog, Dollarshot, was growing in popularity, and she was classified with the blogging software available at the time. So she and Ben decided to develop their own and share it with some friends. Movable Type became popular almost immediately on its launch in October 2001.

In April 2003, Six Apart received funding from Joi Ito's Neoteny. They launched their hosted service, TypePad, later that fall. In January 2005, the company announced the acquisition of Danga Interactive, the makers of LiveJournal. Six Apart launched Vox(formerly known as Comet), a hosted blogging platform with a social networking component, in 2006.

Before reading the case study, I never thought that the cofounder of Six Apart was a female because there are seldom female startup founders.

She started with a blog called Dollarshort in about April of 2001. She did it because she felt that she needed a creative outlet. She just started writing a blog, writing stories. She was still at her job, but she didn't feel incredibly fulfilled. Her blog was getting more and more popular, and they were getting more involved in seeing what people were doing.

After reading the case study, I've learned that there are a lot of people, especially competition, especially competition, who really criticize the company for no reason. They personally attack you and they say that you were stupid. It's really mean that bothers Trott but not as much no more because she have to realize that people don't do that sort of stuff unless they're really. It's like when your mom tells you that the reason a girl is picking on you in school is probably because she's depressed. She has to understand they're coming from a place where they feel like they have to do it.

Buyson, Angelica Jean M.
BS-IS/O0A

August 19, 2008
Mr. Paul Pajo

Case Study #31
Bob Davis
Founder, Lycos

Lycos was started in 1995 when CMGI's investment group, @Ventures, bought a search engine developed by Michael Mauldin at Carnegie Mellon University and Bob Davis signed on as CEO. The company grew rapidly over the next several years as Internet usage exploded.

By the peak of the Internet Bubble, it was the fourth most popular site on the Web. In 2000, Lycos was acquired for $5.4 billion by Terra Networks, a subsidiary of the Spanish telephone company, Telefonica.

Davis is currently a managing general partner at venture capital firm Highland Capital.

While reading the case study, I've learned that whatever you want to do, you must set your own goals and you must also set your mind that you will be successful.

I've read that there are big problems that Davis faced early on, these are: hiring people, firing people, understanding there business model, getting customers, servicing the customers, finding the office space, scaling the company, staring down competitors, going public, raising money, and satisfying shareholders.

After reading the case study, I knew that they did an awful lot that was similar to one another in terms of the products they sold like Yahoo, Infoseek, or, Excite, the products had more in common than they had apart. But where they differentiated ourselves was less so with technology and more so with the consumer, and that's brand. They worked very hard on their positioning and their branding of the company in terms of what they wanted it to be. They tried to be that safe, comfortable environment for folks that were just trying to figure out the Internet.

Buyson, Angelica Jean M.
BS-IS/O0A

August 19, 2008
Mr. Paul Pajo

Case Study #32
Ron Gruner
Cofounder, Alliant Computer Systems;
Founder, Shareholder.com

In 1982, Ron Gruner, Craig Mundie, and Rich McAndrew founded Alliant Computer Systems to build parallel supercomputers. Their goal was to build a machine that used multiprocessing to achieve better performance than the fastest single-CPU machines, but in a way that was transparent to developers.

In 1985, after 3 years of work, they'd done it, and for the next several years Alliant was one of the leading players in the turbulent parallel computer industry. But the company lost its way; Gruner left in 1991 after disagreement about the company's direction; and a year later Alliant filed for bankruptcy.

Looking for something to do next, Gruner started a new company at the opposite end of the spectrum: a web-based service business. His experience as CEO of Alliant had taught him the importance of investor relations. In 1992, he founded Shareholder.com with the goal of using technology to automate the process. Shareholder.com grew steadily, and in February 2006 was acquired by NASDAQ.

Before reading the case study, I've never thought that there was Alliant Computer Systems and Shareholder.com in our industry because I've never been heard of it even once in my life.

Gruner really had three jobs in his life, starting with Data General in 1969. He moved up from Oklahoma to Massachusetts to work for Data General, which got a lot of visibility in the late '60s, even though it was a very small company. He started as their 43rd employee and saw them grow to over 15,000 when he left in 1982.

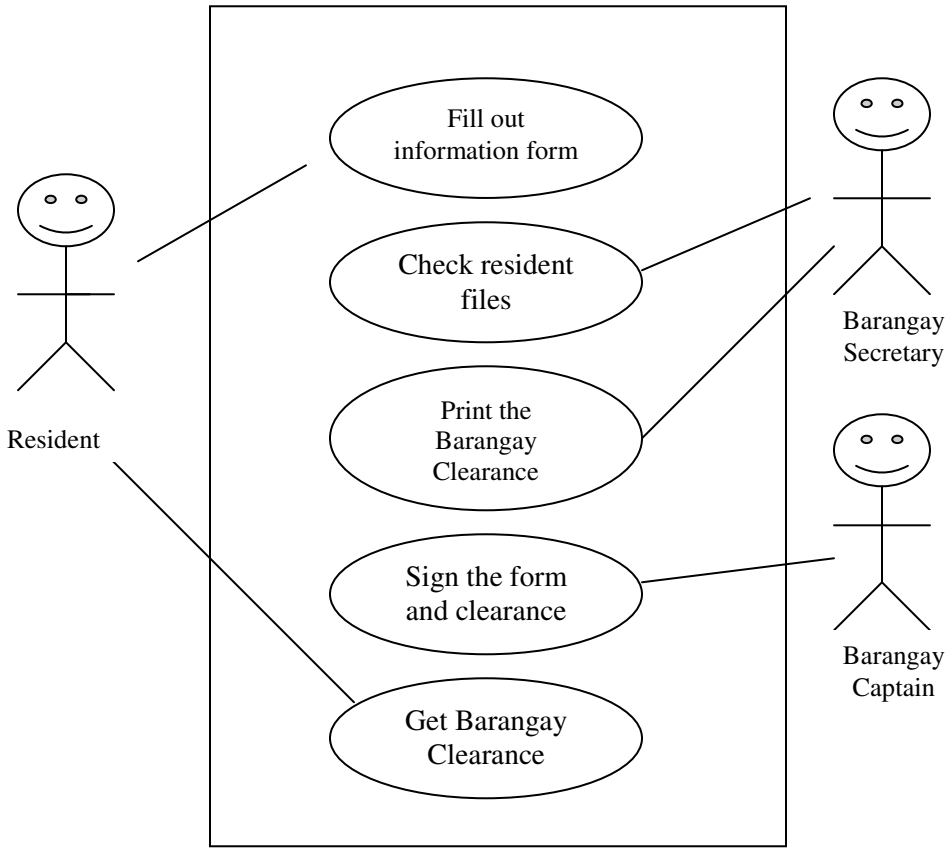
After reading the study, I've learned that you must be decisive in making choices because the success of the business will depend on it. You must also be well motivated to surpass all things especially big problems. And be ready of competitors that will block your way to the gate of success.

Use-Cases

Buyson, Angelica Jean M.
BS-IM/ O0A

06/12/08
Sir Paul Pajo

USE-CASE NARRATIVE for GETTING A BARANGAY CLEARANCE



Identification Summary

Title: Getting a Barangay Clearance
Summary: This use-case diagram shows the process of a resident getting a Barangay Clearance.
Actors: Barangay Resident, Barangay Secretary, Barangay Captain
Creation Date: June 9, 2008 **Date of Update:** June 9, 2008
Version: 1.1 **Person in Charge:** Angelica Jean M. Buyson

Flow of Events

Pre- Conditions:

1. The resident must have any of these three uses for the requested for a Barangay Clearance:
    1) In applying for a job;
    2) Getting a business permit;
    3) For academic purposes
2. The resident must be a legal resident of the Barangay.

Main Success Scenario:

1. The resident fills out the Clearance Information/Request Form.
2. The barangay secretary finds the resident files.
3. The barangay captain signs the barangay request form.

Alternative Sequences:

1. The resident comes to the Barangay Hall during the barangay captain's break (temporary)
    *The resident can wait or come back when the captain is in.

Error Sequence:

E1. If there is no match with the Residence Files the resident gave to the secretary then the Use-case will fail.

E2. If the resident does not have a Resident Files then the Use-case will fail.

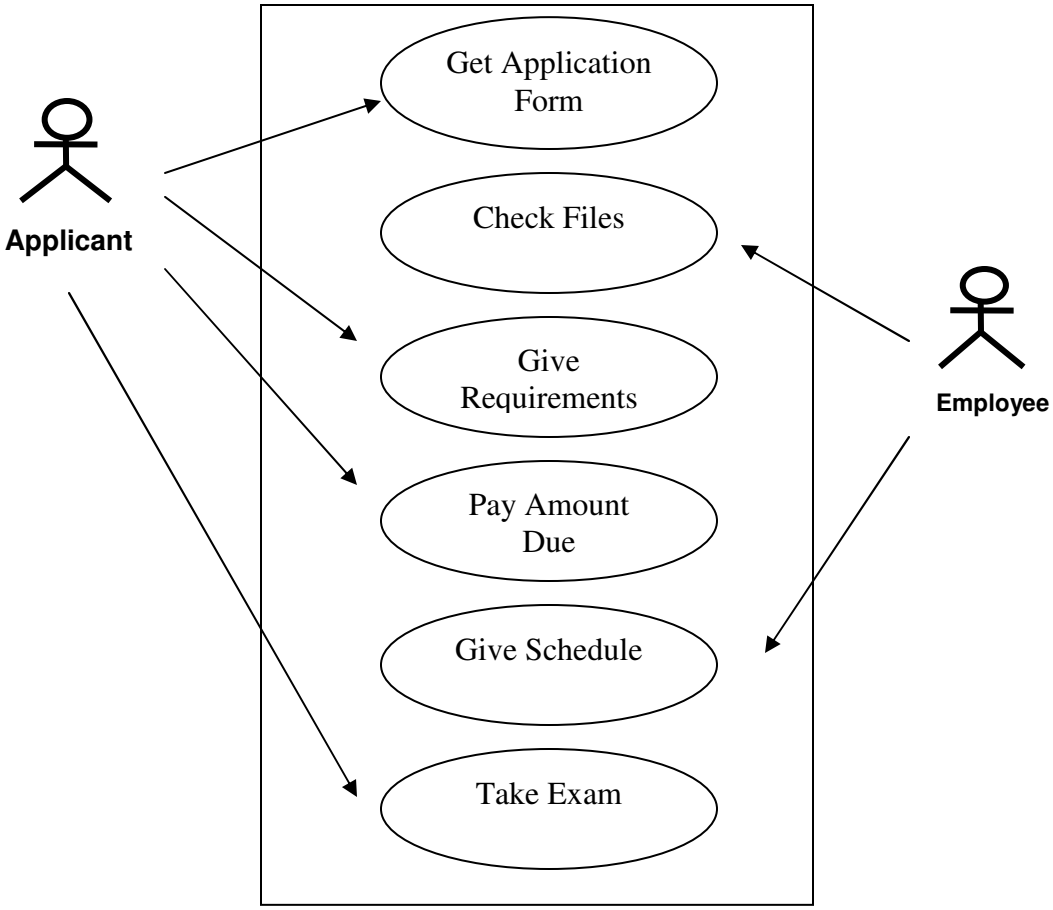
Post Conditions:

1. The requested Barangay Clearance, if not used within 6 months, will officially be invalid.
2. The resident can use his/her Barangay Clearance in getting a job, getting a business permit and academic purposes.

Buyson, Angelica Jean M.
BS-IM/ O0A

06/27/08
Sir Paul Pajo

Use-Case Narrative for Getting Civil Service Exam



Identification Summary:

Title: Getting for Civil service Exam
Summary: This use-case diagram shows the process of an applicant getting for Civil Service Exam.
Actors: Applicant, Employee
Creation Date: June 21, 2008 **Date of Update:** June 21, 2008
Version: 1.3 **Person in Charge:** Angelica Jean M. Buyson

Flow of Events:

Preconditions:

1.) The office must be open.
2.) Their must be an employee to serve the applicants.
3.) The applicant must have sufficient money to pay the amount due.
4.) The applicant must graduate college before applying.

Main Success Scenario:

1.) The applicant gives his/her complete requirements.
2.) The applicant must have an appointment to take the exam.

Alternative Sequence:

A1: The applicant comes to the Civil Service Commission Office during lunch break (temporary)
*The applicant can wait or come back when the break is done.
A2: The applicant has incomplete requirements (temporary)
*The applicant can come back again to bring the complete files/requirements that are needed.
A3: The office do not have available testing schedule (temporary)
* The applicant must follow up again to get a testing schedule.

Error Sequence:

E1: The applicant has incomplete/invalid requirements. (Use-case fails)
E2: The applicant is underage. (Use-case fails)
E3: The applicant doesn't have enough money. (Use-case fails)

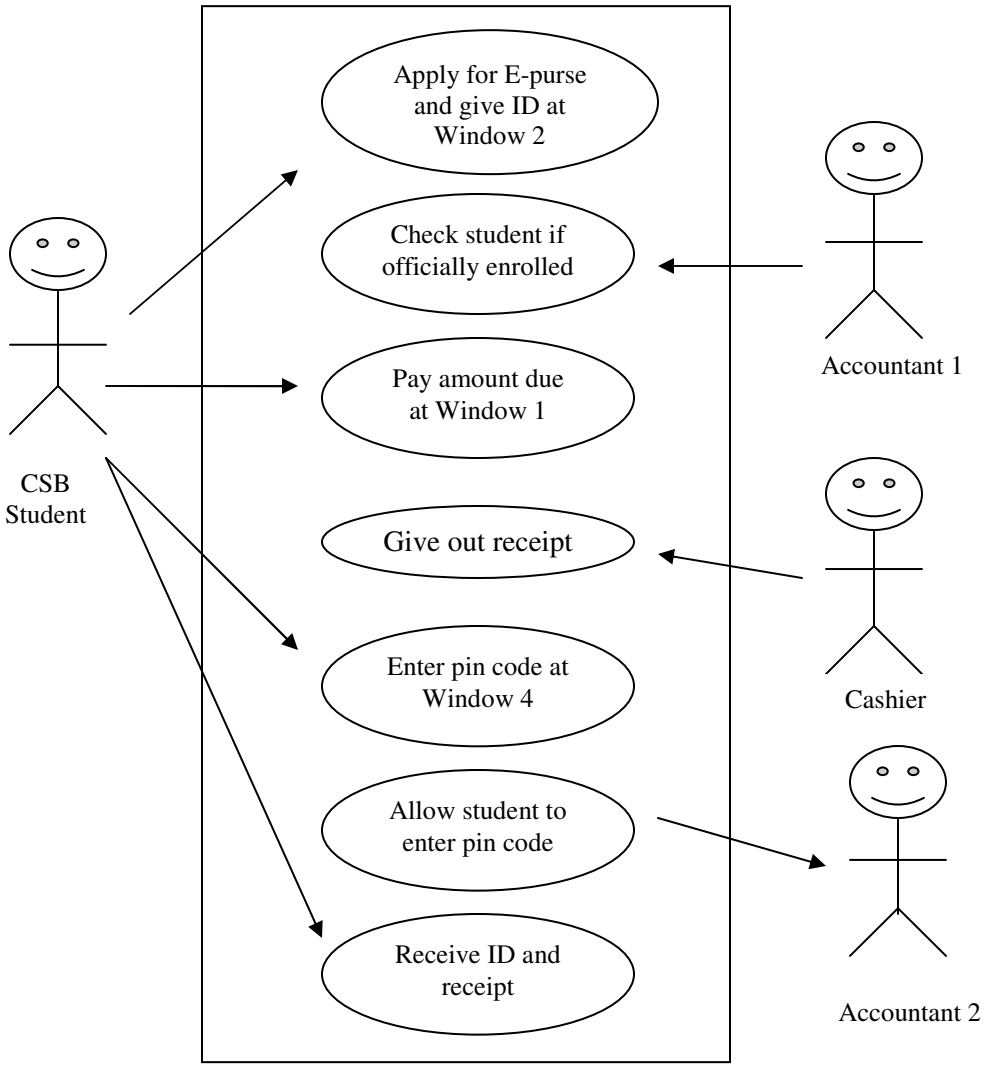
Post Condition:

1. The applicant can apply for a job in the government.
2. The applicant takes exam on the scheduled date.

Buyson, Angelica Jean M.
BS-IM/ O0A

06/19/08
Sir Paul Pajo

USE-CASE NARRATIVE for APPLYING E-PURSE ACCOUNT



Identification Summary

Title: Applying for an E-purse Account
Summary: This use-case diagram shows the process of a CSB student applying for an E-purse Account.
Actors: CSB student, Accountant 1, Cashier, Accountant 2
Creation Date: June 18, 2008 **Date of Update:** June 18, 2008
Version: 1.2 **Person in Charge:** Angelica Jean M. Buyson

Flow of Events

Pre- Conditions:

1. The student must be officially enrolled DLS-CSB.
2. The student must have P50 to P2500 to put in the account.
3. The student must have a valid ID.
4. The student must give at least 6-digit PIN number.

Main Success Scenario:

1. The student pays the amount due he/she wants to deposit in the account.
2. The student gives his/her PIN number.

Alternative Sequences:

1. The student comes to the Accounting Office during lunch break (temporary)
   *The student can wait or come back when the break is done.
2. Invalid PIN number typed by the student (temporary)
   *The computer and the accountant inform the student that the PIN he/she gave needs to have at least 6-digit entries.

Error Sequence:

E1. If the student is not officially enrolled for the current term in DLS-CSB then Use-case fails.
E2. If the student does not have a valid ID then the Use-case will fail.

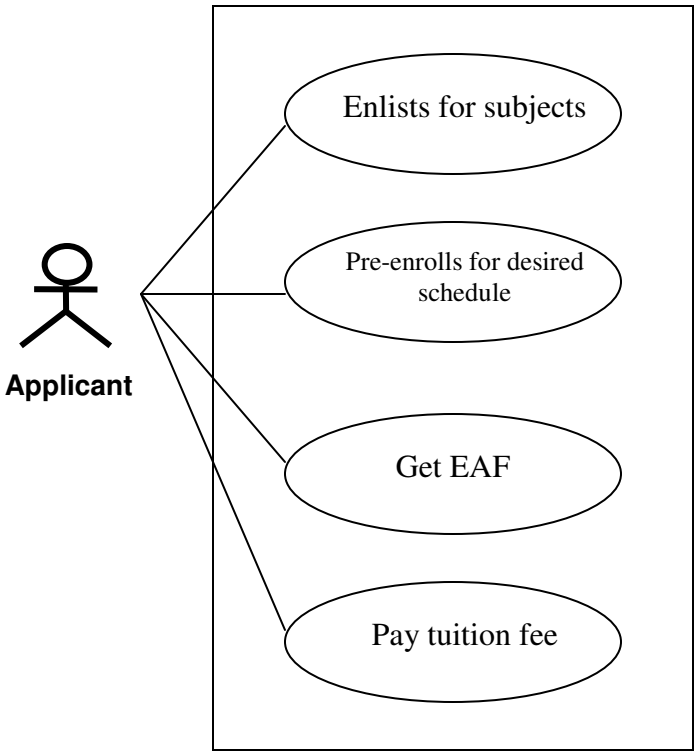
Post Conditions:

1. The student can use his/her E-purse in paying debts in his/her penalties in the DLS-CSB.
2. The student can use his/her E-purse account in paying for printing charges inside the DLS-CSB.

Buyson, Angelica Jean M.
BS-IM / O0A

July 4, 2008
Mr. Paul Pajo

USE-CASE NARRATIVE for ENROLLING IN DLS-CSB



Identification Summary

Title: Enrollment in DLS-CSB

Summary: This use-case shows the process of a student enrolling in De La Salle – College of Saint Benilde.

Actors: Student, Registrar, Academic Adviser

Creation Date: June 4, 2008 Date of Update: --

Version: 1.1 Person in Charge: Angelica Jean M. Buyson

Flow of Events

Pre- Conditions:

1. The student must be enrolled in DLS-CSB.
2. The student's DLS-CSB Infonet account must be activated.

Main Success Scenario:

1. The student enlists for subjects.

2. The student pre-enrolls to get desired schedule.
3. The student gets his/her EAF form.
4. The student pays amount due at the accounting office.

Alternative Sequences:

1. Invalid username or password logging on to DLS-CSB Infonet Account
   * The computer informs that the student entered an invalid password and or username
2. The student comes on a Sunday or Holidays to enroll.
   * The student will return once DLS-CSB is open.

Error Sequence:

E1.The student has not paid the fees needed. Use-case fails.

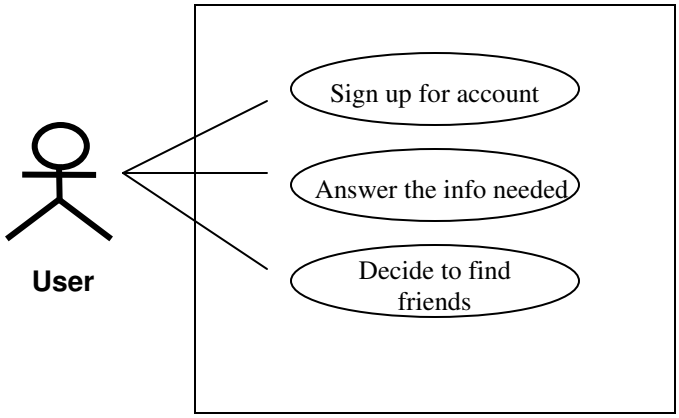
Post Conditions:

1. The student can study and stay in DLS-CSB.

Buyson, Angelica Jean M.
BS-IM / O0A

August 7, 2008
Mr. Paul Pajo

Use-Case Narrative for Getting an Account in Friendfeed.com



Identification Summary

Title: Getting an Account in Friendfeed.com

Summary: This use-case shows the process of a user in getting an account in Friendfeed.com.

Actors: User

Creation Date: August 5, 2008 Date of Update: --

Version: 1.1 Person in Charge: Buyson Angelica Jean M.

Flow of Events

Pre- Conditions:

1. The User must have internet connection.
2. The User must have an existing e-mail address.

Main Success Scenario:

1. The User signs up for an account.
2. The User answers the info needed.
3. The User decides to find friends.

Alternative Sequences:

1. The User types the wrong in username (temporary)
   * The User goes back and types another username.
2. The User types the wrong e-mail address (temporary)
   * The User goes back and types another e-mail address.

Error Sequence:

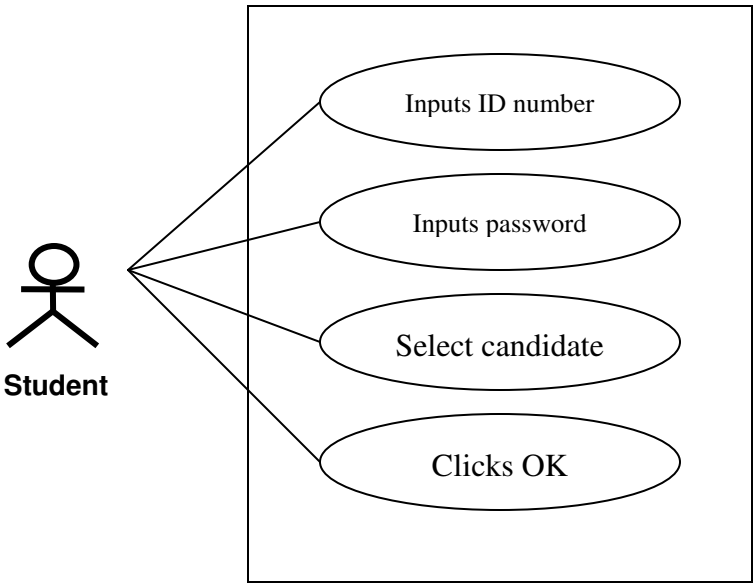
E1. FriendFeed.com shuts down; Use case fails.
E3. The User doesn't have Internet Connection; Use case fails.

Post Conditions:

1. The User can connect to all the updates his friends has in the sites that his friend has registered.
2. The User can invite more of his/her friends to join his network.

Buyson, Angelica Jean M. **July 31, 2008**
BS-IS / O0A **Mr. Paul Pajo**

Use-Case Narrative about Frosh Election



Identification Summary:

Title: Frosh Election
Summary: This Use Case shows the process of a student voting for Frosh Election.
Actors: Student
Creation Date: July 19, 2008 Date of Update: --
Version: 1.0 Person-in-charge: Buyson, Angelica Jean M.

Flow of Events

Preconditions:
1.) The student must enroll in DLS-CSB.
2.) The student must have computer.
3.) The student must have internet connection.

Main Success Scenario:
1.) The student inputs ID number.
2.) The student inputs password.
3.) The student selects candidate for finance officer.
4.) The student clicks OK.

Alternative Sequences:

A1: Wrong ID number and password. (Temporary)
*The student can input again valid ID number and password.

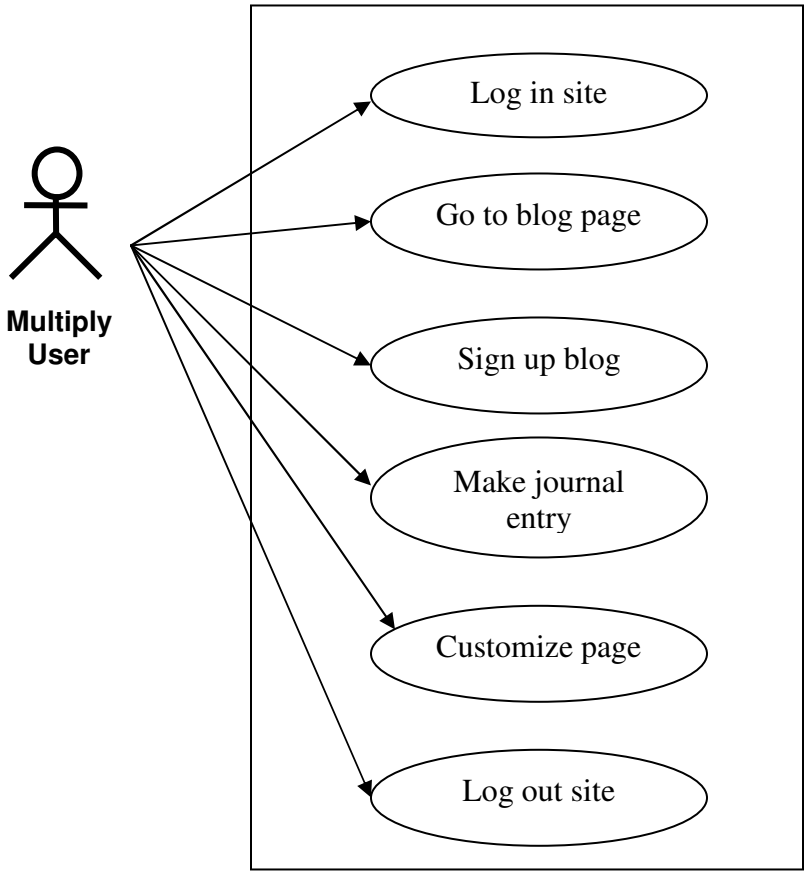
Error Sequence:
E1: The student have already voted; (Use-case fails)

Post Conditions:
1.) Added vote for Finance Officer

Buyson, Angelica Jean M.
BS-IM/ O0A

07/17/08
Sir Paul Pajo

Use-Case Narrative for Posting a Blog for a Multiply Account



Identification Summary:

Title: Posting a blog for a Multiply account.
Summary: This use-case diagram shows the steps on how to post a blog in multiply.com
Actors: Multiply user
Creation Date: July 15, 2008 **Date of Update:** --
Version: 1.1 **Person in Charge:** Angelica Jean M. Buyson

Flow of Events:

Preconditions:

1.) The user must create account.
2.) The user must have verified account.
3.) The user must log in at multiply.com

Main Success Scenario:

1.) The user logs in site.
2.) The user goes to the blog page.
3.) The user signs up for blog.
4.) The user makes a journal entry.
5.) The user posts journal.
6.) The user customizes page.
7.) The user logs out site.

Alternative Sequence:

A1: The user's account is not yet verified.
    * The user can verify his/her account.
A2: The website is under renovation.
    *The user can log in when site renovation is done.

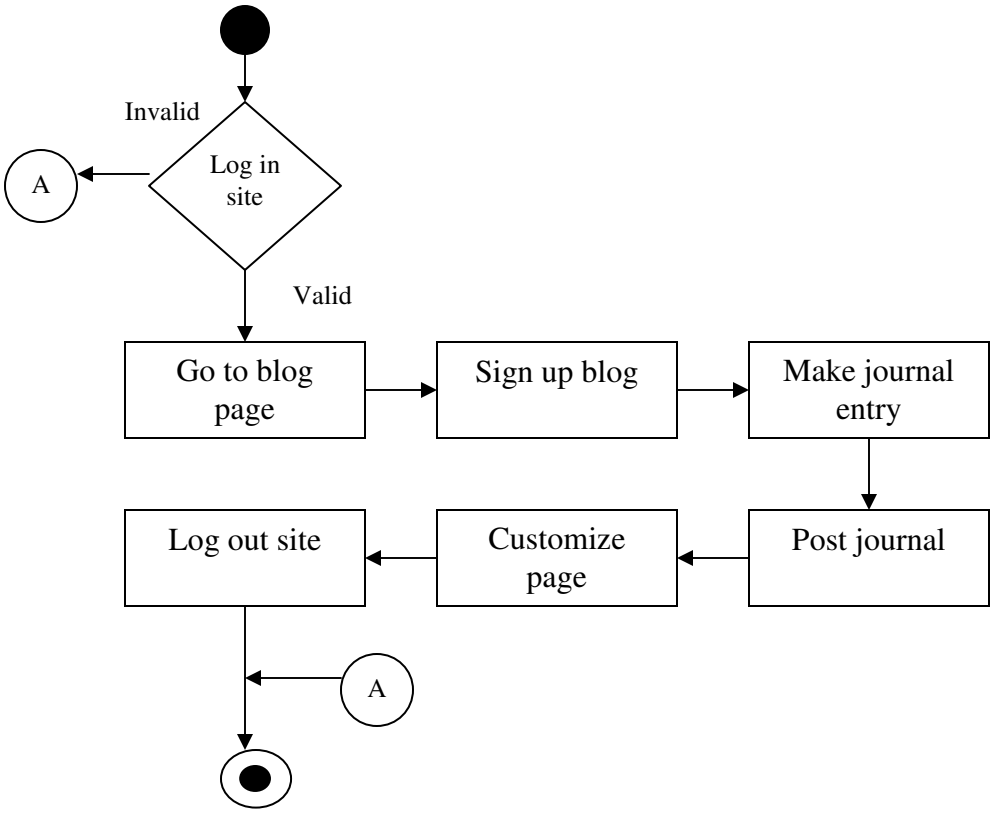
Error Sequence:

E1: The user doesn't have multiply account; Use-case fails.
E2: The user forgets his/her multiply ID and password; Use-case fails.

Post Condition:

1.) The user can view posted entries.
2.) The user's friends can post comment.

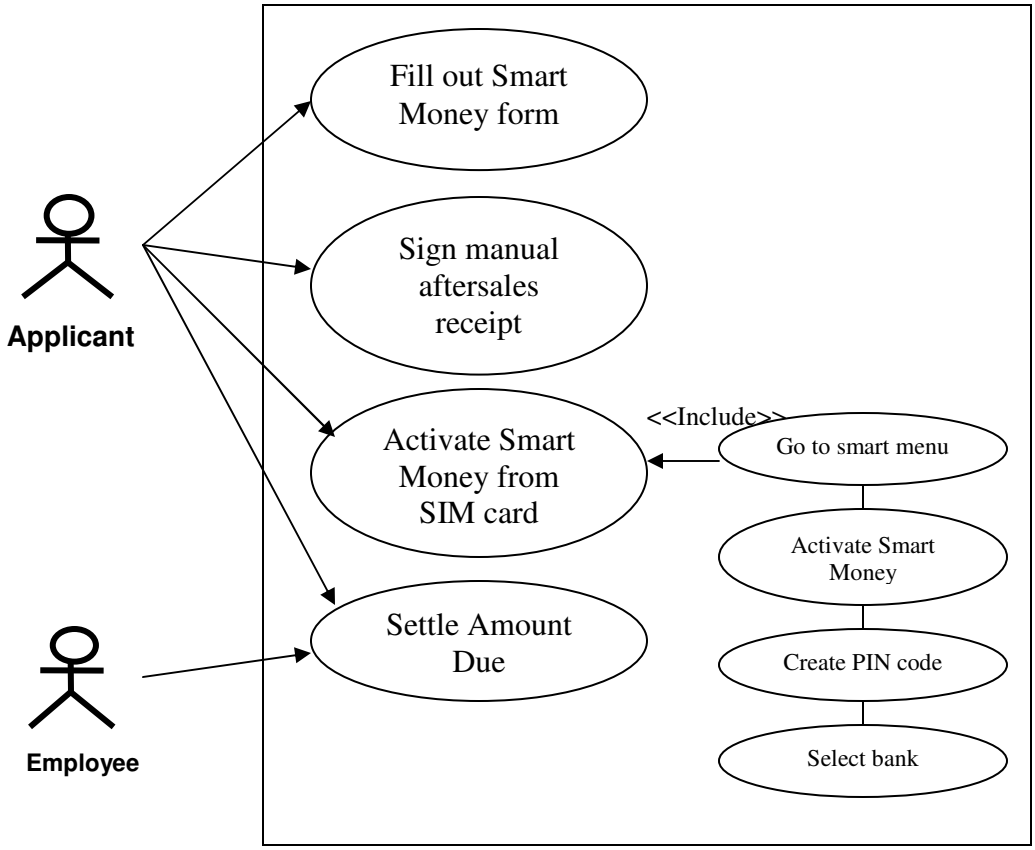
Activity Diagram



Buyson, Angelica Jean M.
BS-IM/ O0A

07/17/08
Sir Paul Pajo

Use-Case Narrative for Getting Smart Money



Identification Summary:

Title: Getting for Smart Money
Summary: This use-case diagram shows the process of an applicant getting for Smart Money.
Actors: Applicant, Employee
Creation Date: July 15, 2008 **Date of Update:** --
Version: 1.1 **Person in Charge:** Angelica Jean M. Buyson

Flow of Events:

Preconditions:

5.) The office must be open.
6.) Their must be an employee to serve the applicants.
7.) The applicant must have a Smart Buddy SIM card.
8.) The applicant must have a valid ID.
9.) The applicant must have sufficient money to pay the amount due.

Main Success Scenario:

3.) The applicant gives his/her complete requirements.
4.) The applicant must activate Smart Money via SIM card.
5.) The applicant settle amount due.

Alternative Sequence:

A1: The applicant comes to the Smart Money Wireless Center during lunch break of the assigned employee (temporary)
*The applicant can wait or come back when the break is done.
A2: The applicant has incomplete requirements (temporary)
*The applicant can come back again to bring the complete files/requirements that are needed.

Error Sequence:

E1: The applicant has incomplete/invalid requirements. (Use-case fails)
E2: The applicant doesn't have enough money. (Use-case fails)
E3: The applicant doesn't have Smart Money SIM. (Use-case fails)

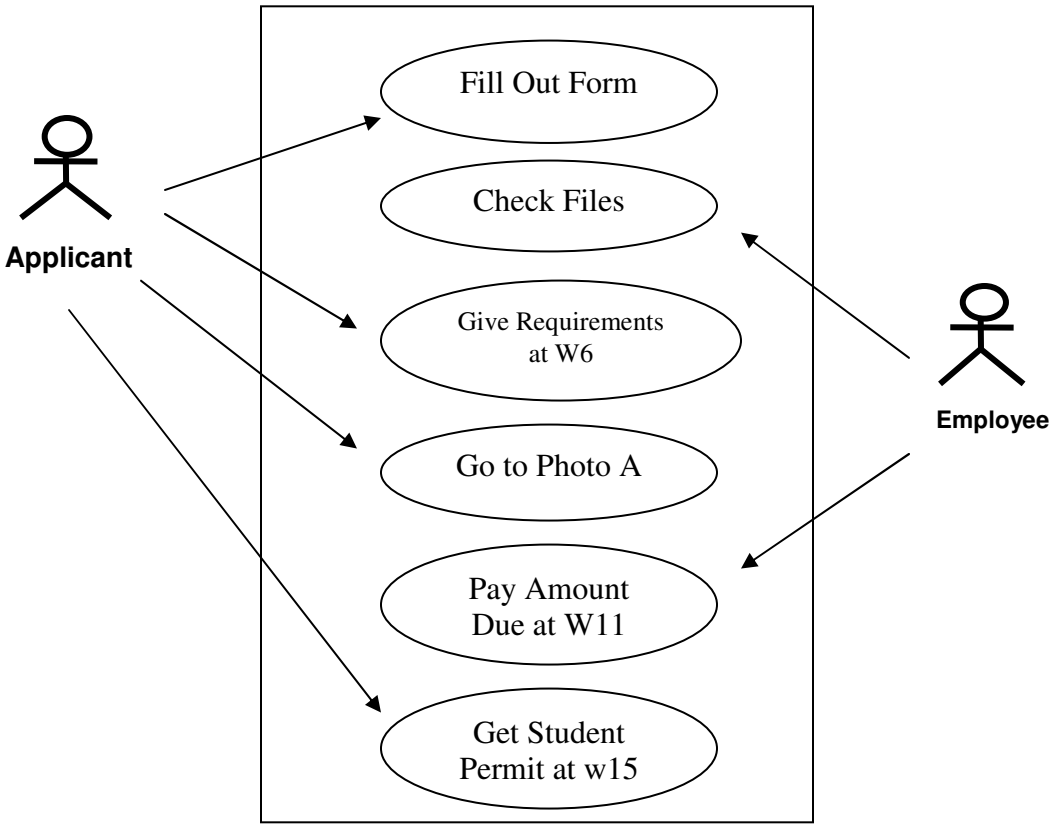
Post Condition:

1.) The applicant can use it as a debit card.
2.) The applicant can use it as an ATM card.
3.) The applicant can transfer money to other Smart Money user.
4.) The applicant can use it as a savings account.
5.) The applicant can get cellphone load from it.

Buyson, Angelica Jean M.
BS-IM/ O0A

07/07/08
Sir Paul Pajo

Use-Case Narrative for Getting Student Permit



Identification Summary:

Title: Getting for Student Permit
Summary: This use-case diagram shows the process of an applicant getting for Student Permit.
Actors: Applicant, Employee
Creation Date: June 30, 2008 **Date of Update:** --
Version: 1.4 **Person in Charge:** Angelica Jean M. Buyson

Flow of Events:

Preconditions:

10.) The LTO office must be open.
11.) Their must be an employee to serve the applicants.
12.) The applicant must be 18 years of age to apply alone.
13.) If the applicant is at least 16 years of age, the applicant must have a parental consent.
14.) The applicant must have a copy of birth certificate.
15.) The student must have a 1x1 picture.
16.) The applicant must have sufficient money to pay the amount due.

Main Success Scenario:

6.) The applicant gives his/her complete requirements.
7.) The applicant goes to window photo A for picture taking.
8.) The applicant pays amount due at window 11.

Alternative Sequence:

A1: The applicant comes to the Land Transformation Office during lunch break (temporary)
*The applicant can wait or come back when the break is done.
A2: The applicant has incomplete requirements (temporary)
*The applicant can come back again to bring the complete files/requirements that are needed.

Error Sequence:

E1: The applicant has incomplete/invalid requirements. (Use-case fails)
E2: The applicant is underage. (Use-case fails)
E3: The applicant doesn't have enough money. (Use-case fails)

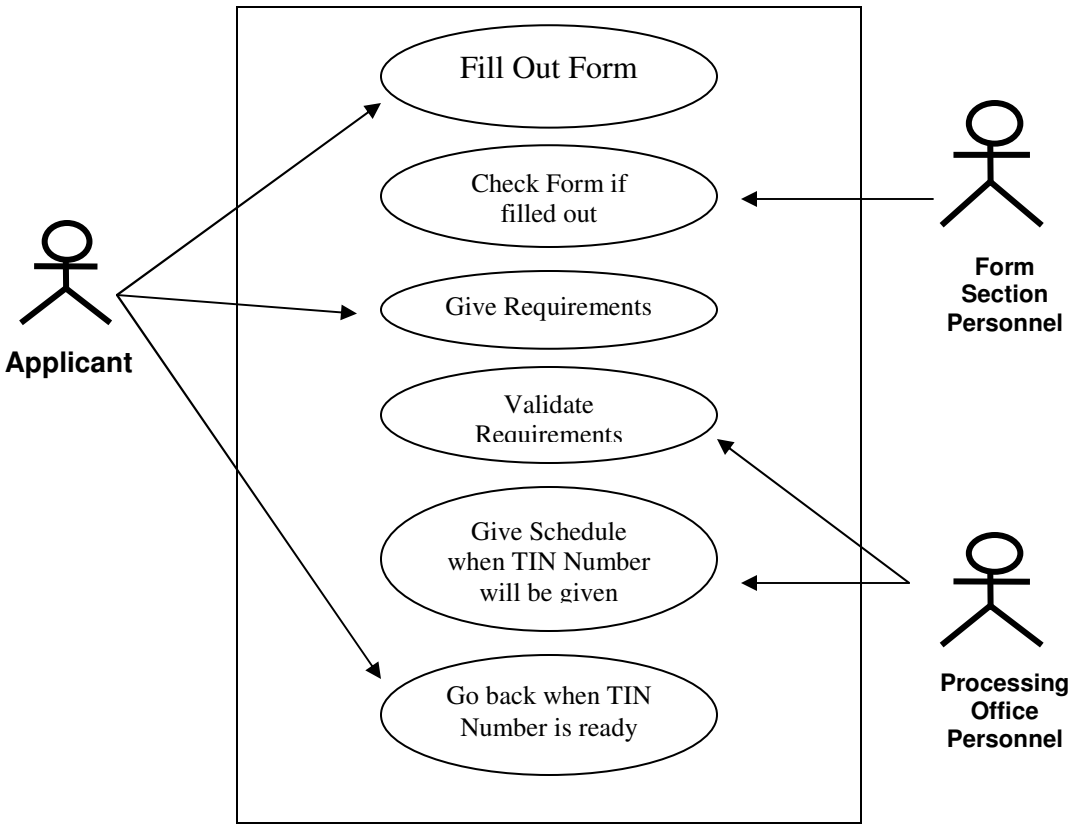
Post Condition:

3. The applicant can learn to drive in a driving school or with a professional license holder.

Buyson, Angelica Jean M.
BS-IM / O0A

July 10, 2008
Sir Paul Pajo

Use-Case Narrative for Getting a TIN Number



Identification Summary

Title: Getting a TIN Number
Summary: This use-case shows the process an applicant getting a TIN number.
Actors: Applicant, Form Section Personnel, Processing Office Personnel
Creation Date: July 10, 2008 Date of Update: July 10, 2008
Version: 1.5 Person in Charge: Angeluca Jean M. Buyson

Flow of Events

Pre- Conditions:

1. The applicant must have a copy of his/her birth certificate, barangay clearance and passport.
2. The applicant must not have a previous TIN number.
3. The applicant must come only during weekdays.

Main Success Scenario:

1. The applicant submits his/her complete requirements.
2. Requirements must be valid.
3. The TIN number will be given when it is ready.

Alternative Sequences:

1. The applicant comes during the BIR office lunch break (temporary)
   > The applicant can wait or come back when the break is done.
2. The applicant runs out of application forms (temporary)
   > The applicant can print an application form from the BIR website.

Error Sequence:

E1. The applicant comes during weekdays and BIR is closed. Use-case fails.

E2. The applicant submits a document which it is invalid. Use-case fails.

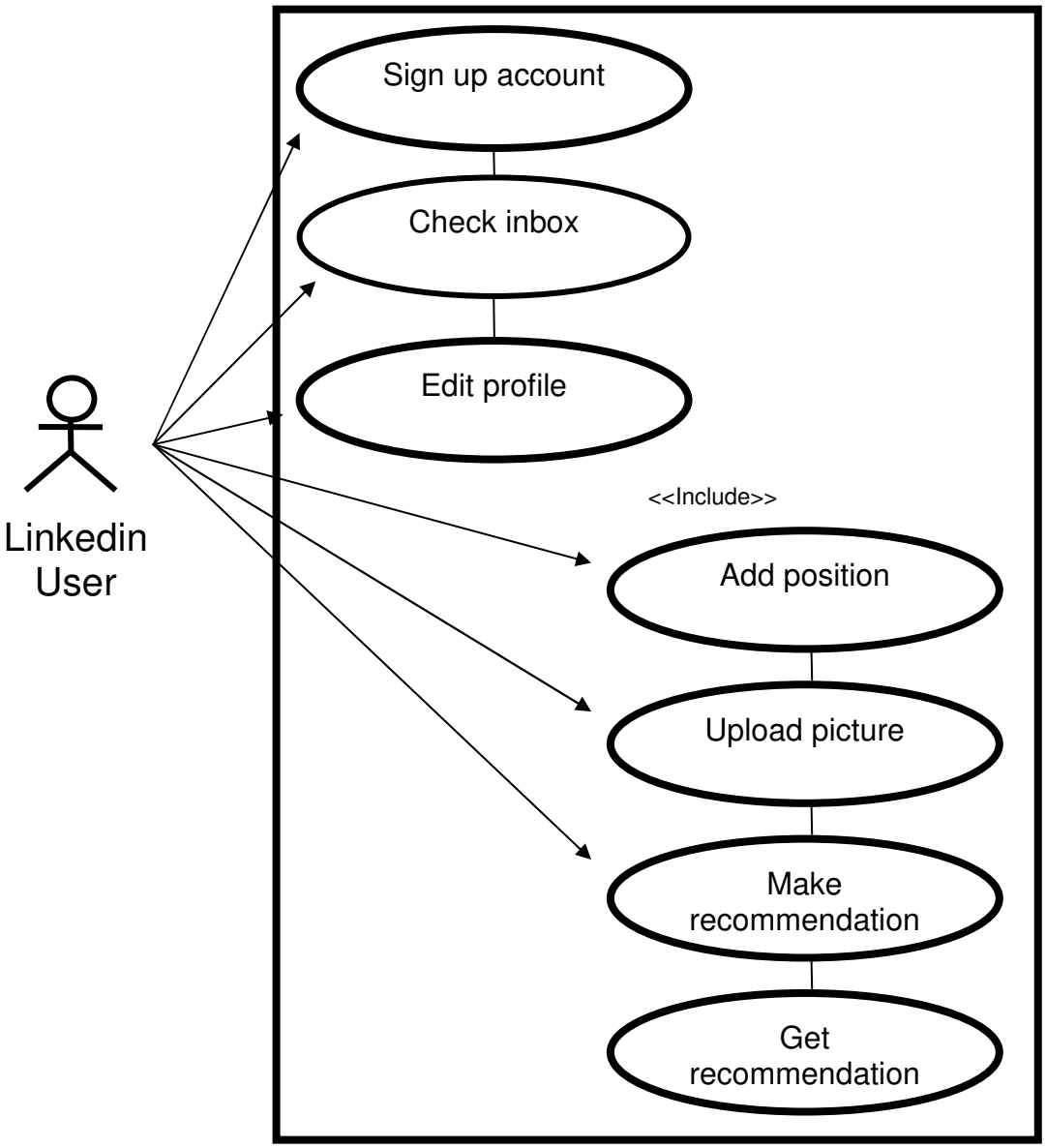
Post Conditions:

1. The applicant can use his/her TIN number for his/her proper identification for tax purposes.
2. The applicant can use his/her TIN number for the completion of requirements in getting a job.

Buyson, Angelica Jean M.
BS-IS/O0A

July 24, 2008
Mr. Paul Pajo

Use Case Narrative for Getting Linkedin Account



Identification Summary:
Title: Linkedin Account
Summary: This Use-Case shows a user on how to get a Linkedin Account
Actor: Linkedin user
Creation Date: 24 July 2008
Version: 1.1 Person in charge: Angelica Jean M.

Flow of Events:

Pre-Conditions:

1) The user must have an account.
2) The user must have a job.
3) The user must have internet access.

Main Success Scenarion:

1) The user must sign up for a Linkedin account.
2) The user must check inbox.
3) The user must edit profile.
4) The user must add his/her past and currently position in his/her job.
5) The user must upload picture.
6) The user must make a recommendation.
7) The user must get at least 3 recommendations.

Alternative Sequences:

1) The user doesn't have an account.
    a. The user can sign up for an account.
2) The user doesn't have internet connection.
    a. The user can find internet access to log in.

Error Sequences:

1) The user doesn't have a job; Use-case fails.
2) The user doesn't have internet access; Use-case fails.
3) The user doesn't have a photo; Use-case fails.
4) The user didn't complete the requirements; Use-case fails.

Post-Conditions:

1) The user has now a Linkedin Account.
2) The user has updated account.

RCA Reporting

Interrelationship Diagraph

- An Interrelationship Diagraph allows one to systematically identify, analyze, and classify the cause and effect relationships that exist among all critical issues.
- It can also be used to display the same information for desired outcomes. It shows graphically the logical relationships between factors.

Problem:

- Omico Company has a project named Sta. Rosa Homes and they only have manual computation of buyers' account.
- Omico Company has a difficulty in organizing the buyers' documents and records.

Business Process
These are the steps on how to create a
Interrelationship Diagraph

STEP 1: Place the problem statement or desired outcome in the middle.

STEP 2: Draw a double circle around the statement or outcome.

STEP 3: Arrange the major items in a circle around the problem statement.

STEP 4: Draw lines between ideas that are related. Put an arrowhead on the end of the line that shows the direction of the cause and effect relationship.

STEP 5: Count the number of arrows leading into and out of each idea card. Place the number of arrows going out of the card, a slash and the number of arrows coming into the card above each card.

STEP 6: The elements with the most arrows going out is the key cause factor. Place a double box around it.

STEP 7: The ones with the most incoming arrows will be key outcomes or results. Place a double diamond around it.

STEP 8: Give each team member a copy of the results and discuss them.

Recommendations:

- Proposed system of the group: Buyer's Account and Project Monitoring System
  - -Organized and comprehensive analysis of Sta. Rosa Homes Project buyer's record
  - -Accurate encoding of buyer's detailed account information
  - -Properly monitor payments

Interrelationship Diagraph

1

Interrelationship Diagraph

- An Interrelationship Diagraph allows one to systematically identify, analyze and classify the cause and effect relationships that exist among all critical issues.
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2

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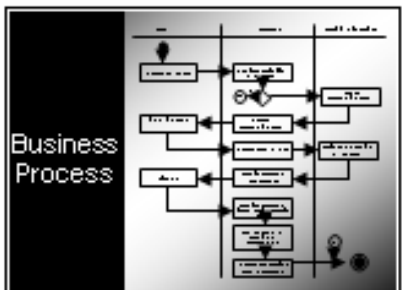
- Omico company has a difficulty in organizing the buyers' documents and records.

3

Business Process



4

These are the steps on how to create a Interrelationship Diagraph

STEP 1: Place the problem statement or desired outcome in the middle.

STEP 2: Draw a double circle around the statement or outcome.

5

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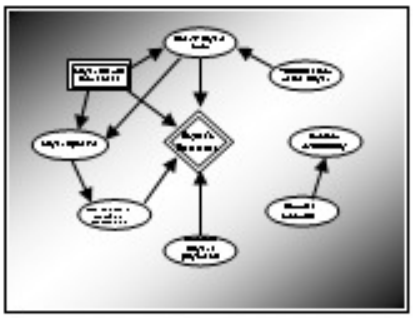
6



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Recommendations:

- Proposed system of the group: Buyer's Account and Project Monitoring System
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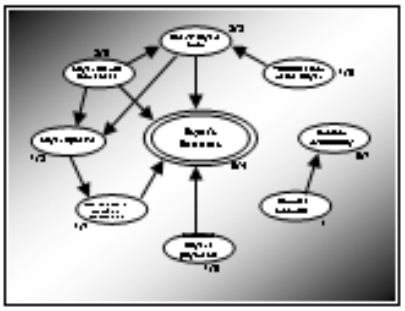
  - -Properly monitor payments

10



7

STEP 6: The elements with the most arrows going out is the key cause factor. Place a double box around it.

STEP 7: The ones with the most incoming arrows will be key outcomes or results. Place a double diamond around it.

STEP 8: Give each team member a copy of the results and discuss them.

8

SAD Paper

A Systems Analysis Study on the

BUYERS' ACCOUNT AND PROJECT SALES MONITORING SYSTEM

of Omico Corporation

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 subject

Systems Analysis

Submitted By:

Buyson, Angelica Jean M.

Carlos, Vanessa Claudja P.

Dela Rosa, Jericho Neil E.

Reyes, Nina Tasha A.

Sysanal, O0A

August, 2008

Submitted To:

Professor Paul Amerigo Pajo Jr.

Table of Contents

I. CHAPTER 1

COMPANY BACKGROUND

Company Name: OMICO CORPORATION

Sector: Mining and Property Holding

Incorporation Date: 30 August 1968

Extension: --

Corporate Life: 50 years

As per AOI:

Number of Directors: 11

Ownership Restrictions: 40%

As per By-Laws:

Stockholders Meeting: May - last Friday

Fiscal Year: 01 January to 31 December

Business Address: Suite 1109, East Tower
PSE Centre, Exchange Road
Ortigas Center, Pasig City 1605

Tel. No/s: 637-6923 to 25

Fax No/s: 637-6920

E-mail Address: omico@i-manila.com.ph

Auditor: R.R. Tan and Associates, CPAs

Transfer Agent: Securities Transfer Services, Inc

COMPANY LOGO

COMPANY HISTORY

BUSINESS PROFILE

Omico Corporation was incorporated in the Philippines and was registered with the Securities and Exchange Commission ("SEC") on August 30, 1968. The Company listed its shares of stock in the Philippine Stock Exchange on May 2, 1969.

The Company's main business activities are mining exploration and property development. The Company is licensed to operate, prospect, mine, and deal with all kinds of ores, metals and minerals. The Company is also engaged in the business of real estate development.

The Company's businesses are organized and managed separately according to the nature of products provided, with each segment representing a strategic business unit that offers different products and serves different markets. The Company's business is segregated into mining exploration and property development.

COMPANY MISSION/ VISION

Omico Corporation aims to improve people's lives by engaging in quality-committed, resource efficient, people friendly and nature sensitive development. By providing innovative enterprise software solutions and services; the company has built a strong following of loyal customers and they have partnered with many of these customers since their original system implementation and provide ongoing support for their operational and strategic business needs. Omico Corporation aims to be a living definition and world-class model of a Total Holistic Development Company.

OMICO CORPORATE VALUES

- Customer Supremacy
- Personnel Fulfillment
- Stockholder Satisfaction
- Cooperation, Concern and Commitment

- Passion for Excellence

PRODUCTS AND SERVICES

- Mining
- Sta. Rosa Homes Project
- Tagaytay Project

NUMBER OF CUSTOMERS: Approximately 1000

NUMBER OF TRANSACTIONS: Approximately 5 to 7 a month

Organizational Chart

Statement of The Problem

Omico Corporation has an ongoing housing project named Sta. Rosa Homes located in Sta. Rosa, Nueva Ecija. The concern of the company is keeping the Sta. Rosa Homes Project sales documentation and monitoring system organized to have an accurate and comprehensive record analysis of the Sta. Rosa Homes project buyers.

The problem is identified as:

- Manual encoding of buyer's information.
- Manual encoding of sales record.
- Possible understatement of billings to client thus resulting in possible lost revenue.

Objectives of The System

This study aims to resolve the problem of the company by providing innovative enterprise software solutions and services. Resolving this problem will be very beneficial to the company, it would mean proper and accurate revenue recognition. Solving the problem at hand will help evaluate the correct profitability of the specific project and to provide automatic computation for issuance of buyer's quotation or computation sheet. Moreover, the objective of this study is to develop a systematized array of data to monitor the accounts of the Sta. Rosa Homes Project Buyers. The Buyers' Account and Project Sales Monitoring System is designed to help the company improve on their business by providing the critical sales and operations planning and execution functionality.

The general features of the system would be as follows:

- Encoding of buyers' detailed information
- Provide automatic computation for issuance of buyer's quotation or computation sheet
- Account master file
    - Encoding of new accounts
    - Account monitoring
    - Computation of monthly amortization
    - Monitoring of payment

- Monitoring of agent's account
    - Computation of agent's commission
- Reports generated
    - Buyer's information sheet
    - Quotation sheet
    - Billing statement
    - Client's ledger
    - Total payments received at any given period

Tangible Benefits:

The proposed system aims to

- Provide an automated array of data to have a fast and accurate way to check buyer's account
- Organize an array of the buyer's account info for the company to easily locate and access the files.
- Provide a clear view of the inventory status.
- Provide the technology required to support their goals and growth.

Intangible Benefits:

The proposed system aims to

- Provide innovative and quality services to create a positive impact to the society.
- Increase visibility, maximize resource utilization, improve operational efficiencies and acquire more profitable clients
- To ensure an effective control in handling the Buyer transactions and its documentation
- The system would store data availability of buyer's account info.
- Provide the company faster availability of buyer's account information.
- Increase work productivity of employees
- Increase accuracy in computing and monitoring the buyer's records.
- Improved work process that can in turn improve employee morale

Significance of The Study

One of the hurdles that companies are facing nowadays is keeping their company's system organized, not just to make the flow of work clean, but also to make sure that there wouldn't be unproductive and inept outputs from such disorganized inputted data. Organization makes any business competent and proficient, and it also makes the system work fast to be able to create prompt and effective results, innovations and quality decisions.

This study can help the company Omico reach greater heights by being able to make sure that their clients are more than satisfied with the improved system requirements that Omico would offer. These system requirements will give not only the company a clearer analysis of the Sta. Rosa Homes Project buyers, but will also give the clients themselves a more in-depth view of where their money goes, what's already been done, even the buyers' ledgers and more information. This will not only provide clients an easy access to their accounts, but it will also help the company filter out their system of clients and keep their files organized and updated as well.

Not to mention, this study will also stand as a proof to the company's mission – customer supremacy, which will be proven with the Buyers' Account and Project Sales Monitoring System that would definitely provide the said customers with a feeling of security and comfort, as they can see what they've been paying for; stockholder satisfaction, which will certainly be effective once they see what has already been done and where their money flows; cooperation, concern and commitment, which is will be further shown when the company aims for customer supremacy which, as mentioned, will be proven by this study, and lastly - passion for excellence, which will be supported with the new, systematic and rationalized aspiration for organization and control. The last line in Omico's vision – "We call it responsive and responsible development", will surely be shown in the proposed system because it will prove that Omico is in fact a responsible and reliable company when the direction of where and when the buyer's money goes is shown.

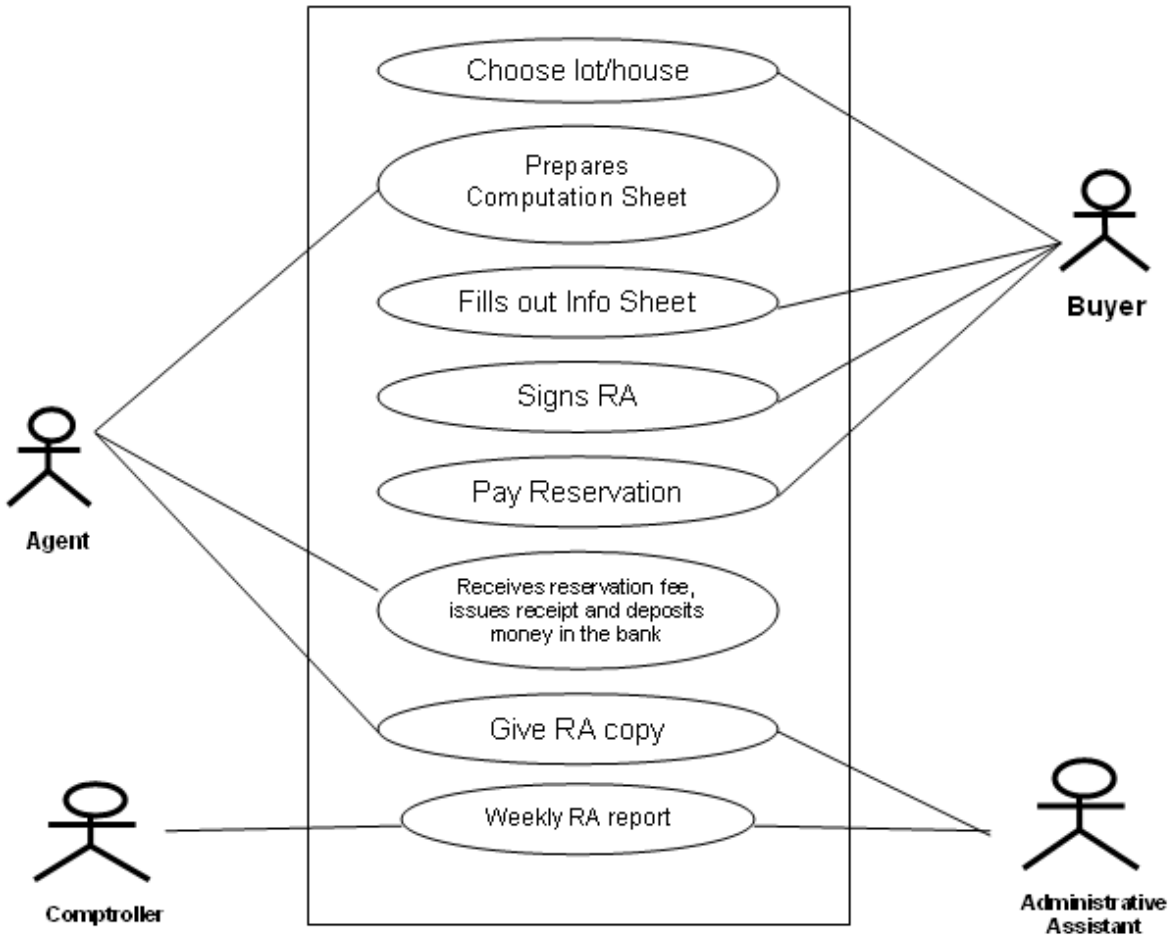
This study, as already stated above, will give the clients, as well as the company control of the flow of the money being given out. It will be cost-effective and will generate more accurate and detailed output as well. This study, if implemented, will also give the people a sense of comfort and self-assurance that they chose the right company, Omico, for unquestionably, the right reasons. The Buyers' Account and Project Sales Monitoring System will be, without a doubt, a huge step for Omico towards innovation and modernization. This will stress on Omico's competence to be the best they can be, their deep commitment to their patrons to finish everything not only in time but also with their pockets taken care of, and compassion towards their clients and their need to be updated and informed of every once in a while with accurate, efficient and effective data.

Scope and Limitation

- Our group limited our research on the ongoing real estate development Project of Omico which is the Sta. Rosa Homes located in Brgy. Lourdes, Sta. Rosa, Nueva Ecija.

II. Chapter 2

Use Case Diagram of Existing System



I**dentification Summary:**

Title: Steps of Reservation Agreements (RA)

Summary: This Use Case diagram shows the process of a buyer on how to buy a lot/house at Sta. Rosa Homes.

Actors: Buyer, Agent, Administrative Assistant, Comptroller

Creation Date: August 18, 2008 **Date of Update:** --

Version: 1.1 **Persons in Charge:** Buyson, Carlos, Dela Rosa, Reyes

Flow of Events:

Preconditions:

17.) The Omico office must be open.

18.) There must be an employee to serve the buyers.

19.) There must be availability of lot/house.

20.) There must be available RA forms.

21.) The buyer must have sufficient money to pay the amount due.

Main Success Scenario:

1) Buyer chooses lot/ house.
2) Agent prepares the computation sheet.
3) Buyer fills out Buyer Information Sheet (BIS)
4) Buyer signs RA form (2 copies)
5) Buyer pays P10,000 reservation fee.
6) Agent receives full reservation fee, issues Official Receipt and deposits money in the bank.
7) Agent forwards copy of RA to Administrative Assistant
8) Administrative assistant shall prepare a weekly report on the approved/ disapproved Reservation Agreements and also those recommended for cancellation of RA's and submits to Comptroller.

Alternative Sequence:

A1: The buyer comes to Omico Office during lunch break (temporary)

*The buyer can wait or come back when the break is done.

A2: The buyer has incomplete requirements (temporary)

*The buyer can come back again to bring the complete files/requirements that are needed.

Error Sequence:

E1: The buyer has incomplete/invalid requirements. (Use-case fails)

E2: The applicant doesn't have enough money. (Use-case fails)

E3: The buyer fails to comply with the deadline for full reservation. (Use-case fails.)

Post Condition:

1. The buyer has his/her own lot/house.
2. Omico Corporation will have increase in clients.
3. Sta. Rosa Homeowners will increase.

Process Walkthrough (Use Case Diagram with pictures)

1) Buyer chooses lot/house.

2) Agent prepares the computation sheet.

3) Buyer fills out Buyer Information Sheet (BIS)

4) Buyer signs RA form (2 copies)

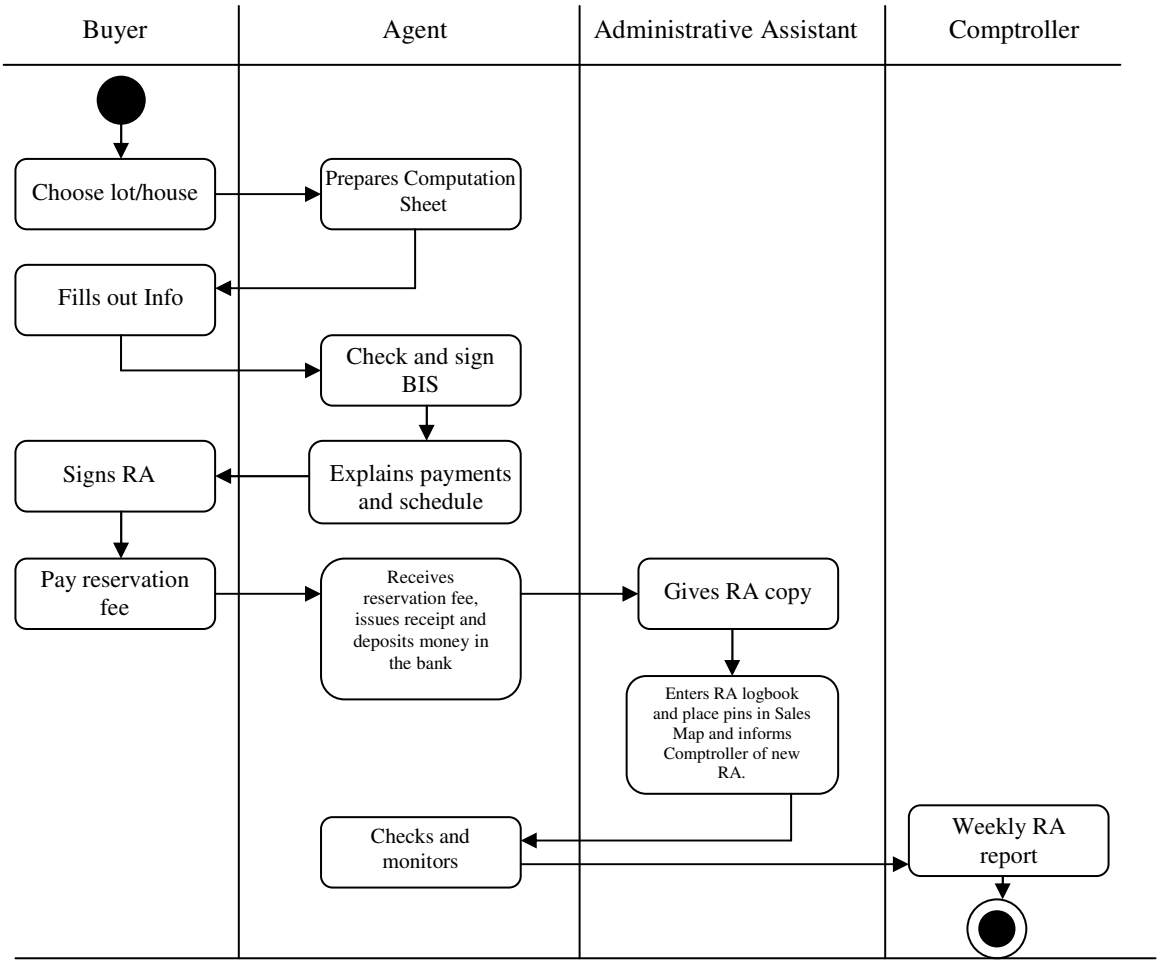
5) Buyer pays reservation fee.

6) Agent receives full reservation fee, issues Official Receipt and deposits money in the bank.

7) Agent forwards copy of RA to Administrative Assistant.

8) Administrative assistant shall prepare a weekly report on the approved/ disapproved Reservation Agreements and also those recommended for cancellation of RA's and submits to Comptroller.

Activity Diagram of the Existing System



Identification Summary:

Title: Steps in processing Reservation Agreements using Buyers' Account and Project Sales Monitoring System.

Summary: This activity diagram shows the process of Reservation Agreements using Buyers' Account and Project Sales Monitoring System

Actors: Buyer, Agent, Administrative Assistant, Comptroller

Creation Date: Aug. 6, 2008 Date of Update: --

Version: 1.1 Person in-charge: Buyson, Carlos,Reyes, Dela Rosa

Flow of Events

Pre-Condition:

1. The Omico Office must be open.
2. Buyers' Account and Project Sales Monitoring System must be connected to server
3. There must be availability of lot/house
4. There must be available RA forms
5. Buyer must have sufficient money to pay reservation fee.

Main Success Scenario:

1) Buyer chooses lot/ house.
2) Agent prepares the computation sheet.
3) Buyer fills out Buyer Information Sheet (BIS)
4) Agent checks and signs BIS.
5) Agent gives Computation Sheet to buyer and explains payment schedule and submission deadlines of buyer's documentary requirements.
6) Buyer signs RA form (2 copies)
7) Buyer pays P10, 000 reservation fee.
8) Agent receives full reservation fee, issues Official Receipt and deposits money in the bank.
9) Agent forwards copy of RA to Administrative Assistant
10) Administrative Assistant enters RA logbook and place pins in Sales Map and informs Comptroller of new RA.
11) Administrative Assistant checks computation & monitor buyer's payments.
12) Administrative assistant shall prepare a weekly report on the approved/ disapproved Reservation Agreements and also those recommended for cancellation of RA's and submits to Comptroller.

Alternative Sequence:

A1: The buyer comes to Omico Office during lunch break (temporary)

*The buyer can wait or come back when the break is done.

A2: The buyer has incomplete requirements (temporary)

*The buyer can come back again to bring the complete files/requirements that are needed.

Error Sequence:

E1: The buyer has incomplete/invalid requirements. (Use-case fails)

E2: The applicant doesn't have enough money. (Use-case fails)

E3: The buyer fails to comply with the deadline for full reservation.

E 3.1: On the 10th day from RA date: prepares Final Notice sent to buyer

E 3.2: On the 25th day from RA date: Agent prepares Notary Cancellation sent to buyer.

E 3.3: On the 30nd day from RA date: employee prepares Cancellation and Re-opening Memo sent to all concerned.

E 3.4: Administrative Assistant removes pin from their maps for cancelled reservations and re-opens unit.

E 3.5: Use case fails.

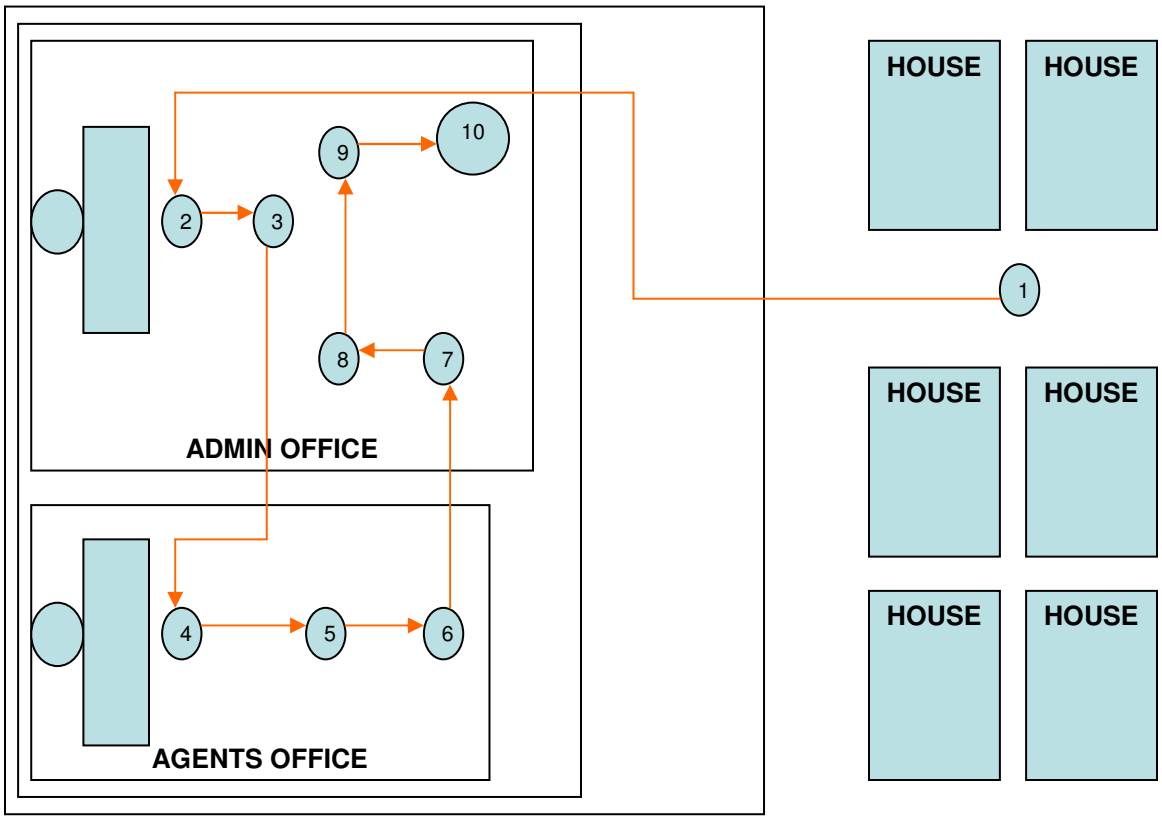
Post Condition:

1. The buyer has his/her own lot/house.
2. Omico Corporation will have increase in clients.
3. Sta. Rosa Homeowners will increase.

PROCESS VS CYCLE TIME

ACTIVITIES	ACTUAL TIME (MINS)	TARGET TIME (MINS)
1.Choose lot/house	20-30	15
2. Prepare computation sheet	10	5
3. Fill out information sheet	15	10
4. Check and sign BIS	10	5
5. Explain payment's and schedule	15	10
6. Signs RA	5	3
7. Forwards copy to administrative assistant, pay reservation fee.	15	10
8. Receives reservation fee, issues receipt and deposit money in the bank	20	10
9. Gives RA copy	5	3
10. Checks and monitors Buyer's payments	*CANNOT BE CALCULATED *MONITOR EVERY PAYMENT	*CANNOT BE CALCULATED *MONITOR EVERY PAYMENT

GEOGRAPHICAL FLOWCHART



III. Chapter 3

Table of Recommendations

Problem/s to be Addressed	Recommended Change Needed to Improve	Activities Affected by Changes
> Manual encoding of buyer's information	> A more systematized and organized way to compile and encode the buyers' information.	> Ordinarily after buyer signs CRA contract, an new activity is added wherein the employee opens Buyers' Account and Project Sales Monitoring Systems (BAPSMS), which will be linked to OMICO's Main System (server) and the Buyers (thru Internet) themselves as well.
> Manual encoding of sales record	> A faster, more precise way for a buyer to view his/her updated billing information via the Internet	> From just merely compiling billing statements thru file folders, a storage database will be added where the employee will input the buyer's account information either thru the Internet, for buyers, or inside Omico's server, for the employees who need the information.
> Possible understatement of billings to client thus resulting in possible lost revenue.	> A more accurate and contact collection of information kept up to date the second a transaction has been made	> The process where billings are calculated from Omico's point of view will be innovated, such that the buyers will be able to see

		how each calculation was done, when it was done exactly, and other relavant data which is sure to be stored in both Omico's servers and the Internet which will both be added an anti-hacking and anti-virus application for security purposes.

Benchmarking

One of Omico Corporation's closest direct competitors in Sta. Rosa, Nueva Ecija is Planters DB Properties, Inc. It has been very active in developing communities in Bulacan, Rizal, Batangas, Metro Manila, and of course, Nueva Ecija. Planters DB Properties has reached a wide array of markets through brand names like Milflora Homes and Villas, Primavera Homes and Villas and Paseo de San Roque. The promises Planters DB Properties has given to the people are smart and flexible house designs, excellent amenities, strategic locations, competitive pricing and enduring social values that the average family is known to value. Their mission is to uplift lives thru quality homes and well planned communities for middle-income families in strategic urban areas, while their vision is to be the major player in the real estate industry, establishing presence in all strategic urban areas.

Another competitor Omico Corporation faces in their Sta. Rosa, Nueva Ecija project is DF Homes. DF Homes has already made its name in Cavite and Batangas, with cheap value and good quality as its motto.

Process	DF Homes	Planters DB Properties, Inc.	Omico Corporation
Number of Customers *	100	1200	1000
Number of Transactions Per Month *	1-2	6-8	5-7
Number of Branches (Local Office/s) *	1	2	2
Type of Information System	Semi-Automated	Computer-Based Information System	Semi-Automated
Number of Past Successful Projects Executed	2	11	7
Accuracy in Clerical Operations	90% **	98% ***	95% **
Information Processing Pace	85% **	98% ***	90% **
Storage of Buyers' Reports	Sorted by Year, then Month, and in Alphabetical Order; Manually in File Cabinet	Sorted by Year, then Month, and in Alphabetical Order; Encoded in Company's Local Area Network	Sorted by Year, then Month, and in Alphabetical Order; Manually in File Cabinet
Clientele Monitoring of Payments	Informed by Developer Thru Phone Call	Informed by Developer Thru Phone Call	Informed by Developer Thru Phone Call
Available Financing	In-House, HDMF Loan, Bank Loan	In-House, HDMF Loan, Bank Loan	In-House, HDMF Loan, Bank Loan

Legend:

** - in their respective Sta. Rosa, Nueva Ecija divisions*

*** - due to the application of the manual information system and the limited number of local office/s*

**** - due to the application of computer-based application system and the limited number of local office/s*

Streamlining

The Buyers' Account and Project Sales Monitoring System aims to resolve the problem of the Omico Company in keeping their system organized. This proposed system used tools to thoroughly understand the how the systems could effectively and efficiently create a positive change in its environment.

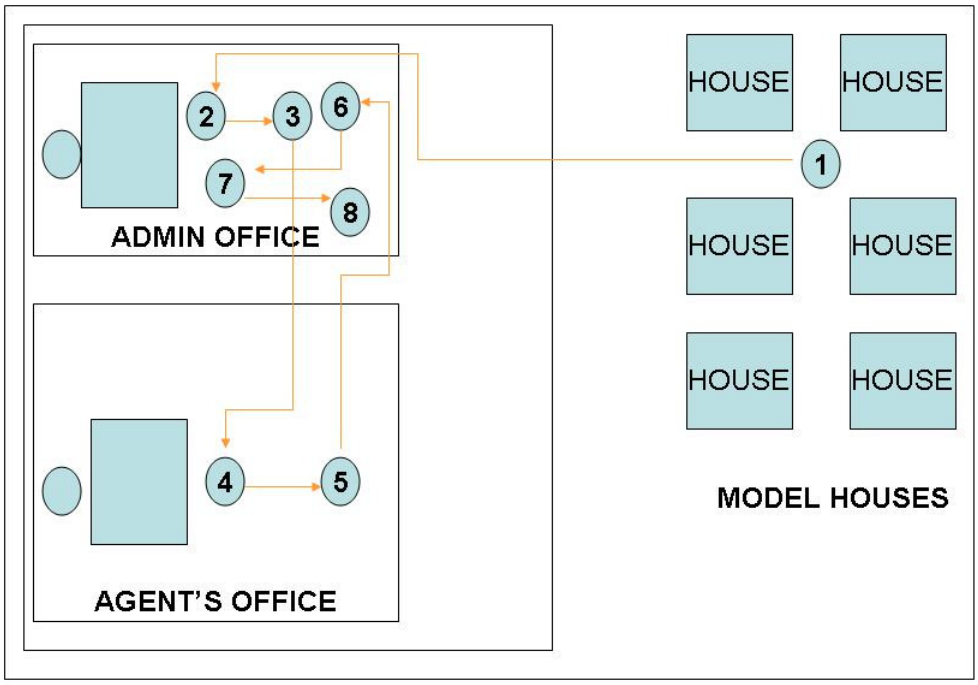
Types of methods used in the proposed system:

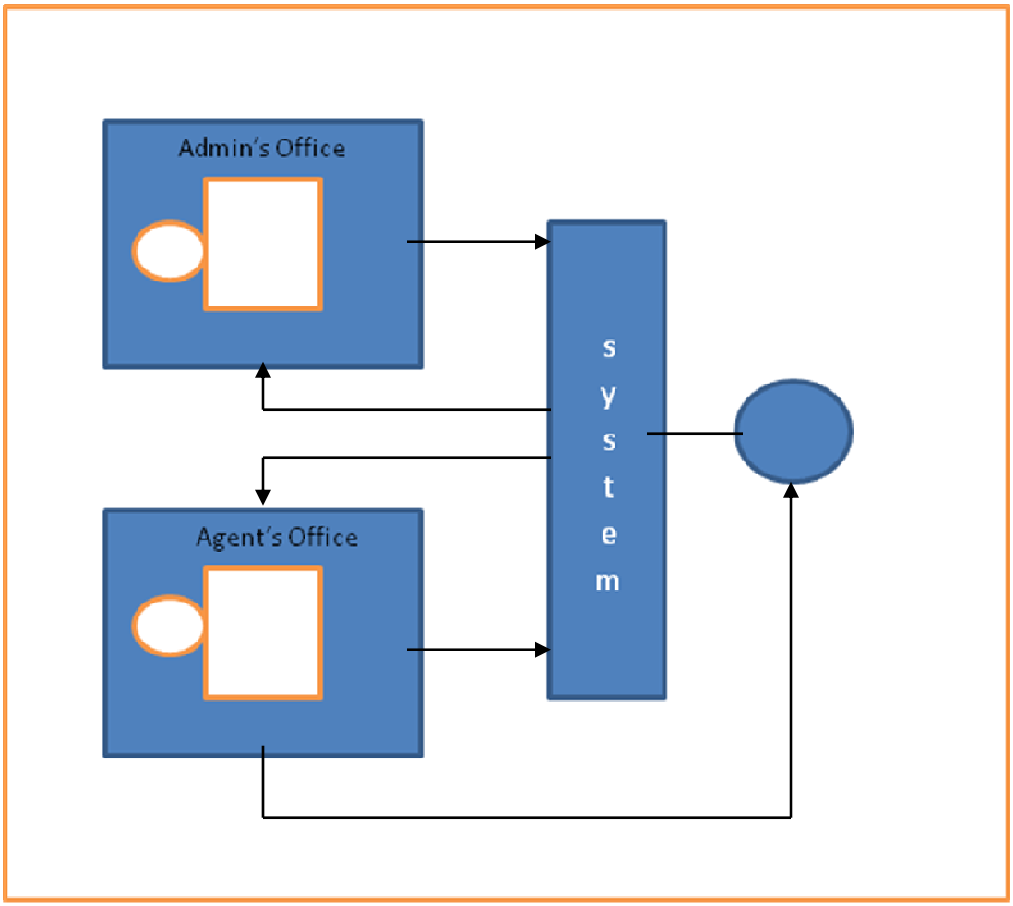
1. Simplification Activities

   One of the methods used to improve on the business process of Omico Company. This method is used in the proposed system to reduce the amount of complexity and handling, leading to fewer tasks and stages. The system would provide automatic computation for issuance of buyer's quotation or computation sheet instead of producing additional copies of financial transaction and agreements. Also, the system would automatically encode the buyer's detailed information to eliminate the process of manually encoding the buyer's accounts. The account master file can be accessed in BPSMS by the Administrative Assistant to easily generate standard reports of the sales transaction in the Sta. Rosa Homes Project. Furthermore the system provides an automated array of data and monitors the buyer and agent's accounts of Omico Company to ensure an effective control in handling the sales transaction of Sta. Rosa Homes Project.

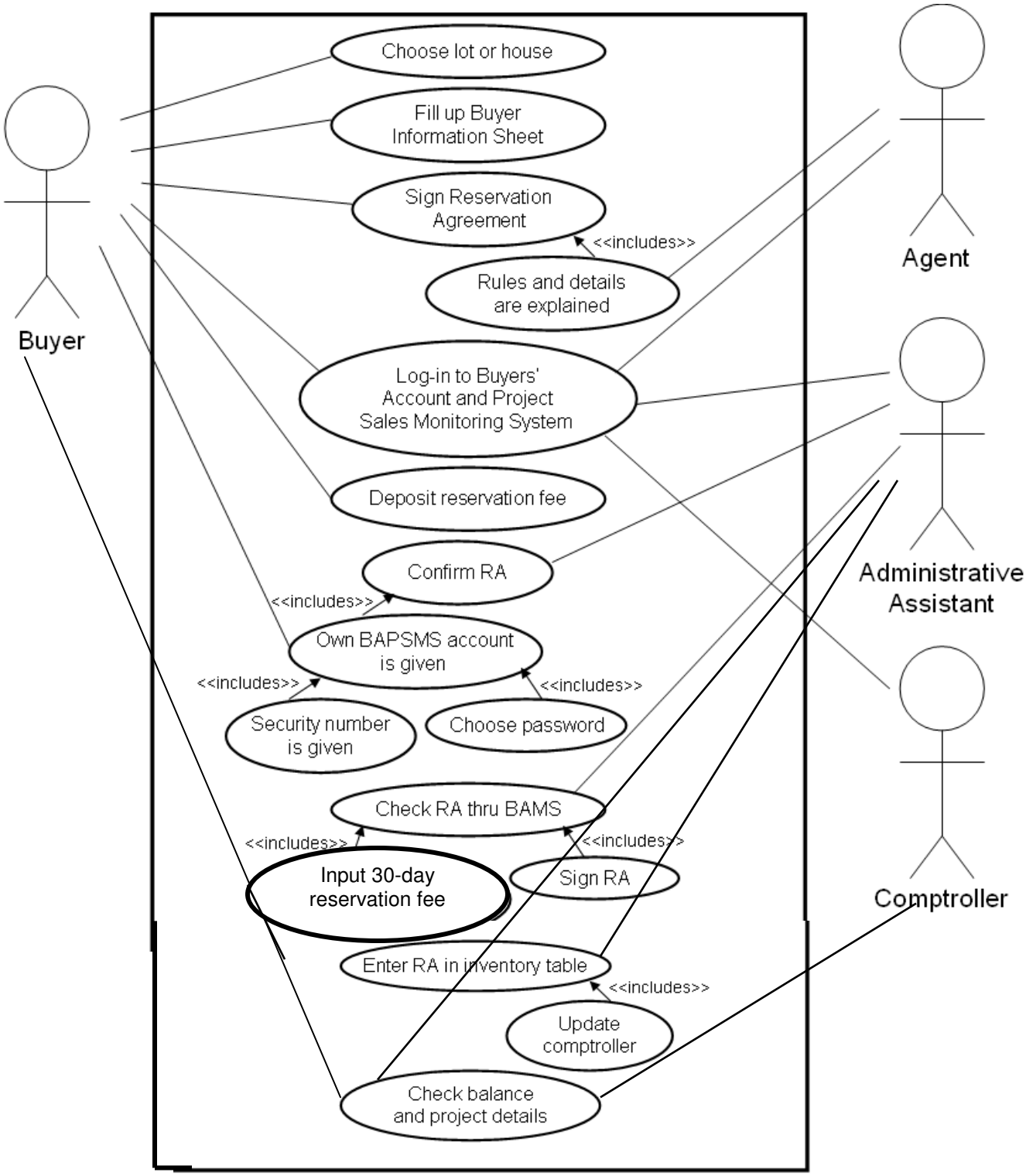
2. Process Cycle-time Reduction

   This method is used to identify the activities that slow down the Reservation Agreement process in the Sta. Rosa Homes Project of Omico Company. The system organizes the data and provides a clear view of the inventory status. Moreover, the system automatically prompts the user for updates; which reduces interruption and improve on timing.


HOUSE
HOUSE
HOUSE
HOUSE
HOUSE
HOUSE
1
2
3
6
7
8
ADMIN OFFICE
4
5
AGENT'S OFFICE
MODEL HOUSES


Admin's Office
system
Agent's Office

Use Case Diagrams of The Proposed System



Identification Summary:

Title: Processing Reservation Agreements using Buyers' Account and Project Sales Monitoring System

Summary: This use case shows the process of Reservation Agreements using Buyers' Account and Project Sales Monitoring System

Actors: Buyer, Employee, Administrative Assistant

Creation Date: Nov. 6, 2008 Date of Update: --

Version: 1.1 Persons in-charge: Buyson, Carlos,Reyes, Dela Rosa

Flow of Events

Pre-Condition:

6. The Omico Office must be open.
7. Buyers' Account and Project Sales Monitoring System must be connected to server
8. There must be availability of lot/house
9. There must be available RA forms
10. Buyer must have sufficient money to pay reservation fee.

Main Success Scenario:

1. Buyer chooses lot/ house.
2. Agent confirms availability of lot/ house.
3. Buyer fills-up Buyer Information Sheet (BIS)
4. Agent explains payment schedule and submission deadlines of buyer's documentary requirements.
5. Buyer signs Reservation Agreements (RA)
6. Agent opens BAPSMS, which will be linked to OMICO's Main System (server) and the Buyer (thru Internet)
7. Agent logs-in to Buyers' Account and Project Sales Monitoring System (BAPSMS)
8. Buyer deposits reservation fee.(P10,000)
9. Agent issues Official Receipt.
10. Agent inputs O.R. number, along with buyer's account name to BAPSMS. The transaction is recorded and is seen at BAPSMS.
11. Buyer inputs new password, security number and signature for account confirmation.

12. Administrative Assistant checks RA thru BAPSMS
13. Administrative Assistant signs RA on behalf of OMICO and sends copy to Buyer.
14. Administrative Assistant inputs 30-day limit for full payment reservation fee.
15. BAPSMS will create a new record on the latest RA.
16. Administrative Assistant enters RA in inventory table and sends update to comptroller.
17. The person in charge of BAPSMS will keep notify server for pending RA records and sends notification to buyer thru internet for remaining balance.
18. If buyer exceeds to limit and fails to comply with requirements BAPSMS will notify Comptroller about the cancellation and re-opening of unit.
19. The agent is notified by phone on the non-compliance of their buyer. Buyer's account in BAPSMS is cancelled.
20. Comptroller will issue memo from BPSMS canceling and re-opening the unit reserved with/ without price adjustment to all concerned.

Alternative Sequence:

A1: The buyer comes to Omico Office during lunch break (temporary)

*The buyer can wait or come back when the break is done.

A2: The buyer has incomplete requirements (temporary)

*The buyer can come back again to bring the complete files/requirements that are needed.

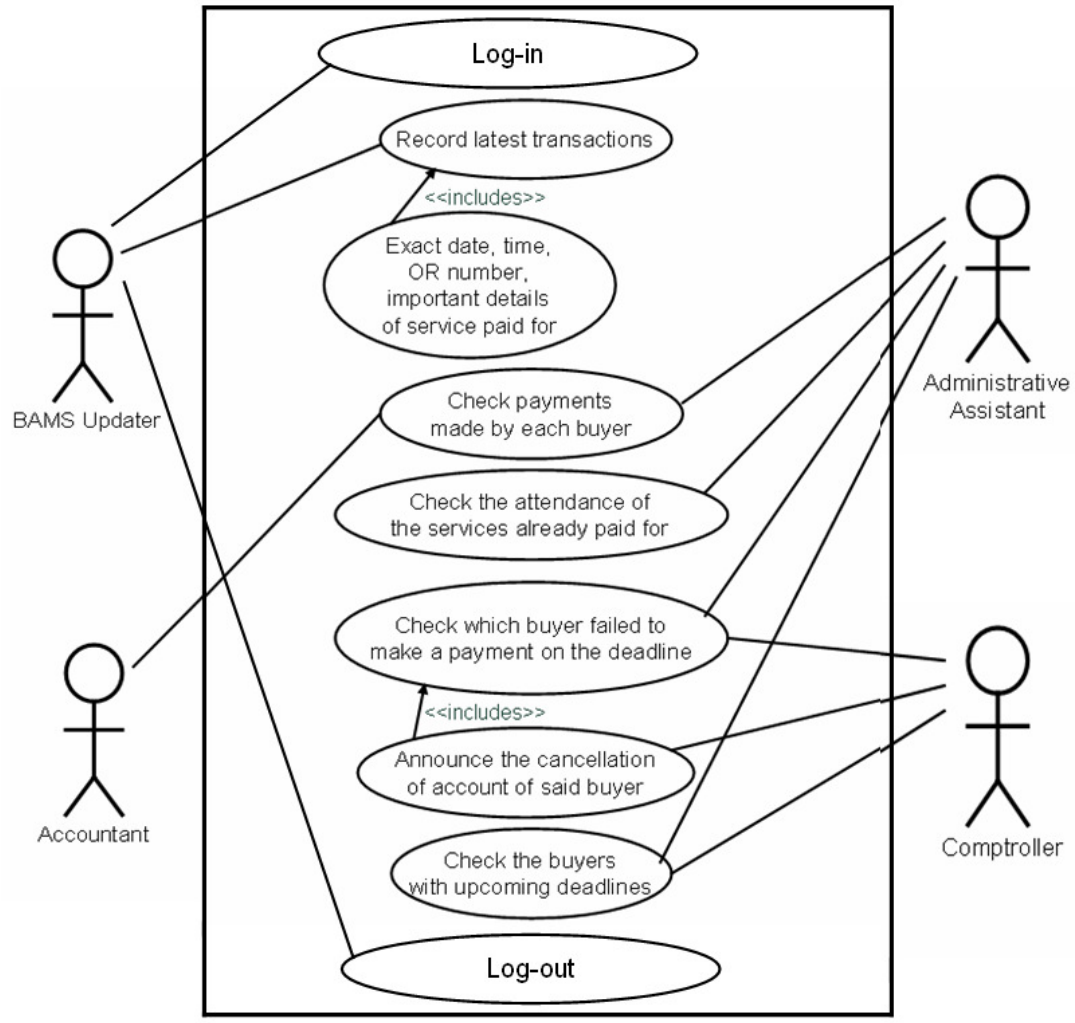
Error Sequence:

E1: The buyer has incomplete/invalid requirements. (Use-case fails)

E2: The buyer has insufficient amount of money. (Use-case fails)

E3: The buyer fails to comply with the deadline for full reservation. (Use-case fails)

E5. Buyers' Account and Project Sales Monitoring Systems is not connected to server (Use case fails)



Identification Summary:

Title: Buyers' Account and Project Sales Monitoring System via LAN

Summary: This use case shows the processes to maintain and use Buyers' Account and Project Sales Monitoring System via LAN.

Actors: BAPSMS Updater, Accountant, Comptroller, Administrative Assistant

Creation Date: August 2, 2008 Date of Update: August 2, 2008

Version: 1.1 Persons in-charge: Buyson, Carlos,Reyes, Dela Rosa

Flow of Events

Pre-Condition:

11. The actors must have a personal computer or laptop connected to each server.
12. There must be BAPSMS installed in each actor's computer.

Main Success Scenario:

21. BAPSMS Updater logs-in the BAPSMS via LAN.
22. BAPSMS Updater encodes the latest transactions.
23. Administrative Assistant checks the buyers' accounts.
24. Administrative Assistant checks buyers who have bills with upcoming deadlines.
25. Comptroller cancels account of buyer who did not pay on or before the deadline.

Alternative Sequence:

A1: The BAPSMS Updater encoded the wrong information (temporary)

*The BAPSMS Updater can change his/her mistake ASAP.

A2: The BAPSMS Updater encoded an invalid password/username (temporary)

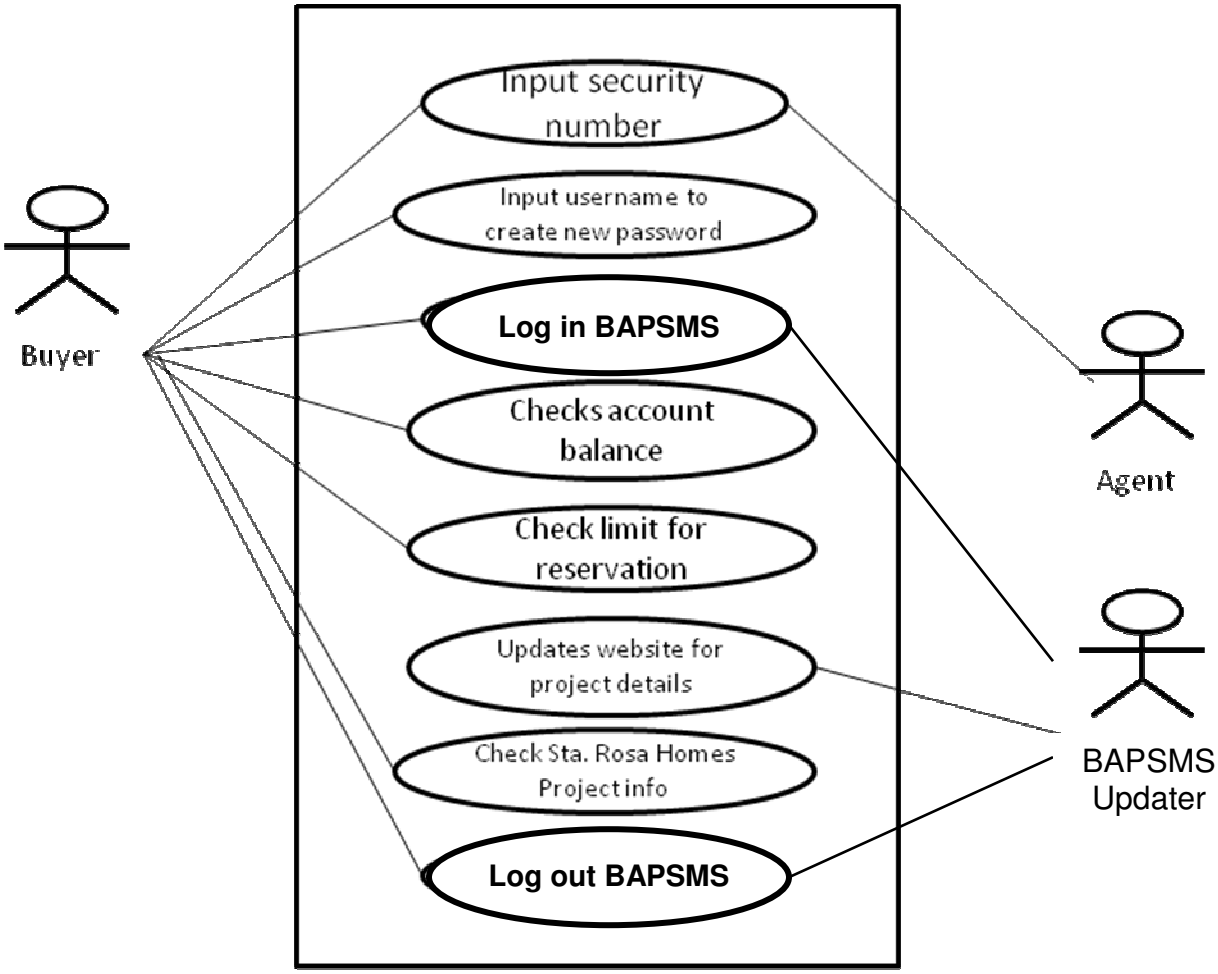
*The computer will notify the BAPSMS Updater that the password/username is incorrect.

Error Sequence:

E1: A hard-drive erasing virus enters the system when the anti-virus is turned off. (Use-case fails)

E2: The computer the actor is using does not work. (Use-case fails)

E3: The computer the BAPSMS Updater is using does not have a keyboard or an on-screen keyboard. (Use-case fails)



Buyers' Account and Project Sales Monitoring System

Identification Summary:

Title: Buyers' Account and Project Sales Monitoring Systems (BPSMS) via Internet

Summary: This Use Case diagram shows the process on how the buyer checks the account and new updates from Omico Company

Actors: Buyer, BPSMS updater, Agent

Creation Date: August 18, 2008 **Date of Update:** --

Version: 1.1 **Persons in Charge:** Buyson, Carlos, Dela Rosa, Reyes

Flow of Events:

Preconditions:

1.) The Omico office must be open.
2.) There must be an employee to serve the buyers.
3.) The buyer must have internet access.
4.) The buyer must have sufficient money to pay the amount due.
5.) Buyer must have the account username given by the agent.
6.) Buyer must have security number given by the agent.

Main Success Scenario:

1) Buyer inputs security number given by agent for account activation.
2) Buyer uses account username to create new password
3) Buyer logs in to BPSMS.
4) Buyer checks account balance
5) Buyer checks limit for full reservation
6) BPSMS updater, updates website on project details.
7) Buyer checks Sta. Rosa Homes Project information.
8) Buyer logs out BPSMS

Alternative Sequence:

A1: Omico website expires (temporary)
*The buyer logs in BPSMS.
Scenario goes back to point 1.
A2: Invalid entry of username / password/ security number
*BPSMS informs buyer that either password or username is incorrect until you type the right one.

Error Sequence:

E1: The buyer did not pay reservation fee. (Use-case fails)
E2: The buyer doesn't have enough money. (Use-case fails)
E3: The buyer fails to comply with the deadline for full reservation. (Use-case fails)

Post Condition:

1. The buyer has his/her own lot/house.
2. The buyer can fully access website.
3. The buyer can easily now the updates and project details.
4. The buyer can easily contact Omico Company.
5. Omico Corporation will have increase in clients.
6. Sta. Rosa Homeowners will increase.

Glossary

In this paper, unless the context otherwise requires, the following words or expressions shall have the following meanings:

"OM"	-	Omico Corporation
"PSE"	-	Philippine Stock Exchange
"SEC"	-	Securities and Exchange Commission
"RA"	-	Reservation Agreement
"BIS"	-	Buyers Information Sheet
"BAPSMS"	-	Buyers' Account and Project Sales Monitoring System

Appendices

Existing Forms and Reports

References:

- http://www.pse.com.ph/html/ListedCompanies/listedcompanyinfo.jsp?securitySymbol=OM
- http://www.business.com/directory/financial_services/omico_corporation/profile/
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- http://www.pdbproperties.com/sub.php?page=about_history
- http://www.pdbproperties.com/sub.php?page=past_projects
- http://www.pdbproperties.com/sub.php?page=faqs

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