**IST 701 Group Project Outline**

Spring 2012 Edwards Campus

**Objective:** In 3-5 pages, write a convincing pitch to the CEO of a large company (you choose the industry and the company can be fictitious) about adopting new IT technologies within the company. One topic per team member should be included in the document.

* Your writer’s voice is the Chief Information Technology Officer writing to the CEO.
* Your points should cover:
  + The new technology
    - Advantages of moving to the new technology
    - Risk associated with the change
    - Risk associated with not making the change
    - How the technology fits into the company strategy (hint: its ok to create a strategy for the company, just be specific on how the technology fits)
    - Cost/benefit analysis if available
* Appendices should be added to the main report and will not count towards page totals. Typical appendices include links of all articles used in research and additional information fo the CEO to do a deeper dive if she/he so chooses.

Technologies available for reporting include:

* ERP systems
* Business Intelligence
* Big data analytics
* Social media
* Private clouds
* Hybrid clouds
* Infrastructure as a service (IaaS)
* Platform as a service (PaaS)
* Bring your own device computing
* Security upgrade
* Storage solutions
* Master Data Management

**Your presentation** in class is scheduled for Tuesday, May 8th. Everyone should be present and participate. The best presentations will find a theme that links the separate parts together. You can also assume that the class is the rest of the company’s management team for presentation purposes. Short product videos will be permitted if they support the IT segment proposed. I.E. a 5 minute video talking about a vendor’s IaaS that helps to show the potential fit for the company.