Strategic Plan

IT Group: Action Plan

Date Revised: April 4, 2012

Priority	Objectives, Goals & Action Items	Who	Start Date/ End Date	Target, Measure	% Complete/ YTD	Status/ Variance
1 Revenue Growth: Grow our revenue by 30% each year						
High	**1.1 Generate sales of $1 million by the end of the year. (Source:Quick Books)**	Administration	01/01/12 12/31/12	$1,000,000 $ in sales	$175,000	$-825,000
Normal	1.1.2 Software Licenses: Generate $300,000 *Comments on Status: 2/23/12- finally achieved (VL) 1/25/12 - actually not done 12/21/11 - goal was achieved (VL) 10/27/11 - Behind schedule (VL) 7/28/11 - Falling behind. (VL) 6/23/11 - Moving along quickly (VL) Meeting with Mr. Smith 9/2911*	IT Group	01/01/11 12/31/12	$300,000 Number of Completed Sales in Online Shopping Cart	$89,500	$-210,500
3 Current Customers: To be viewed as the valued and effective technology resource in the western region						
Normal	**3.1 Licensing: Acquire 1,000 total licenses by the end of the year. Eor**	Sales/Marketing	01/01/12 12/31/12	1,000 # of new licenses	271	-729
Normal	3.1.1 Grow monthly licenses by 40% to 427	IT Group	01/01/12 12/31/12	427 # Licenses	396	-31
Normal	3.1.2 Grow new customer trials by 25% to mark of 75 New Trials per month.	IT Group	01/01/12 12/31/12	75 # of New Trials	75	0
High	**3.4 Develop understanding of technological issues had by existing customers.**	IT Group	01/01/12 06/30/12	100% % complete	85.50%	-14.50%
High	3.4.1 Research and report on the unique software requirements of existing customers. *Comments on Status: Sent out first blast on May 1*	Customer Service	07/31/11 12/31/12	200 # of responses	10 %	🟢
High	3.4.1.1 Compile current customer list	Sharon Foote	05/26/11 09/30/12	100 % complete	100 %	✅
Normal	3.4.1.2 Develop survey to understand customer technology needs.	Sharon Foote	02/15/12 02/29/12	100% % Complete	100 %	✅
4 New Customers: Increase new customer base by being viewed as the professional partner of choice.						
High	**4.1 Reach a 15% annual increase in new customers over the next 2 years.** *Comments on Status: 04/01/2010 - Changed the strategy 03/21/2011 - Using new advertising method*	Sales/Marketing	01/01/12 12/31/13	15% % increase in customer base annually	9%	-6%
Normal	4.1.1 Implement marketing campaign to draw in new markets. *Comments on Status: 4/01/10 - Initial materials completed for marketing campaign.*	Sales/Marketing	01/01/11 12/31/12	100% % completed	55 %	🟢
Normal	4.1.1.1 Research and identify 6 opportunities in new markets that company could expand into. (Joanne & Tracy) *Comments on Status: 06/01/10 - shared information with Sue to complete the marketing campaign.*	JoAnne Rogers	01/20/11 06/30/12	100% % complete	97 %	✅
5 Administrative Operations: Develop and maintain an infrastructure that allows for a virtual office and efficient overhead.						
Normal	**5.1 Set up computers to be accessed from any destination.**	Customer Service	01/02/11 12/31/12	5 # of computers	30 %	🟡

Normal	Comments on Status: 30 more computers were added in March.	Customer Service	12/31/12	# of computers set up each year	30 %	🟡
Normal	5.1.1 Investigate international access requirements and document. *Comments on Status: Report is almost complete, but waiting for information from Munich.*	IT Group	01/01/11 10/31/12	100% % complete	75 %	🟢
Normal	5.1.2 Purchase necessary software/hardware or make arrangements with an internet service provider for virtual access. *Comments on Status: Begun price comparisons, but have yet to hear back from the finance department.*	IT Group	01/01/11 12/31/12	100% % complete	45 %	🟡
Normal	5.1.2.1 Investigate necessary software/hardware	Grant Howell	01/01/12 06/11/12	100% % complete	100 %	✅
Normal	5.1.2.2 Determine potential internet service providers for virtual access *Comments on Status: List has been compiled, but needs manager review.*	Grant Howell	01/01/11 06/11/11	3 # of providers	95 %	🔴
7 Innovation/Product Development: Continue to develop technology innovation.						
Normal	**7.1 Launch integration with 2 other applications**	IT Group	08/01/11 11/01/12	100% % complete	100 %	✅
Normal	7.1.1 Map out entire integration process *Comments on Status: In progress, but this is a monster task and will likely take longer than the target date that has been set.*	Web Specialists	01/01/12 05/31/12	100% Map completed	15 %	🟢
Normal	7.1.2 Hire a vendor to integrate applications based upon at least 3 proposals.	IT Group	08/01/12 08/31/12	100 % Complete	80 %	🟢
Normal	7.1.2.1 Research vendors both locally and nationally. Provide a short list to Tom.	Geoff Mack	03/01/12 07/01/12	100% % complete	20 %	🟢
Normal	**7.2 Complete and launch the API**	IT Group	01/01/12 12/31/12	100% % complete	0 %	🟡
Normal	**7.3 Launch a mobile app (ipad & iphone).**	IT Group	01/01/13 12/31/13	100% % complete	0 %	⚪