**GG Freightways (GGFRT) IT Strategic Plan, Part 2**

Before you begin this assignment, be sure you have read the “GG FreightwaysCase Study”and the feedback you received on your IT Strategic Plan Part 1 assignment. Also, be sure you have read the course content materials that have been assigned to this point.

**Purpose of this Assignment**

This assignment gives you the opportunity to apply the course concepts to complete the development of an Information Technology Strategic Plan (ITSP) to support the strategic direction of GG Freightways (GGFRT). This assignment specifically addresses the following course outcomes to enable you to:

* identify, define, and explain the concepts of information technology governance and management
* apply best practices in information technology management and governance to make, defend, and justify an IT decision

**IT Strategic Plan for GG Freightways**

For the previous assignment, you developed Part 1 of an IT Strategic Plan for GGFRT. For this assignment, you will incorporate any needed changes resulting from the feedback you received on your Part 1 assignment and you will add Part 2. Part 2 will include an IT project that you are proposing that GGFRT undertakes. This new project will be included in the IT Portfolio section of Part 2, and will be further described in a future assignment, the “IT Decision Paper.”The entire ITSP will be submitted as a single document for this assignment.

**Assignment**

First, you should make any changes to your Part 1 assignment, as indicated in the feedback you received. Then, you will develop Part 2 of the ITSP for GG Freightways (GGFRT), using the outline below, and add it to Part 1. A single, complete ITSP, with both Parts 1 and 2 will be submitted for this assignment.Note that Part 2 includes a project you are proposing that GGFRT undertakes. In addition to the course materials, at least one external resource (resource other than those provided in the class) must be used.**Two or more cited references will earn top credit. Use a separate References page to list just the references you have cited.**Remember to use the APA formatting rules and correctly cite and reference your sources with APA format.Use the Grading Rubric to be sure you have covered everything.

Please use this outline to build Part 2 of your IT Strategic Plan. Use the numbering and headings shown below.

**Part Two**

1. IT Strategies - Write **four(4)**IT strategies and explain how they align to one or more of the business strategies, including the compliance requirements, articulated in the Case Study. If these business strategies were not included in your Part 1 paper, you should add these strategies into Part 1 prior to submitting this assignment. When the full ITSP is submitted for this assignment, there should be a clear link between the business strategies in Part 1 and the IT Strategies in Part 2. Provide at least **one (1)**internal IT strategy and **two (2)**business-enabling IT strategies and identify each as either and internal or business-enabling strategy. Referto the reading on “Creating a Future Vision for the Chief Information Officer”for an explanation of internal and external (business-enabling) IT strategies.

Please complete the following table by copying/pasting it into your paper for this section:

|  |  |  |
| --- | --- | --- |
| **IT Strategy**  **(Spring 2019)** | **State the Business Strategic Objective, then Explain the Alignment of the IT Strategy to the stated Business Strategic Objective** | **Internal/Business-Enabling (state the words “Internal” or “Business Enabling”)** |
| **Example: do not use but leave it in the table when completing this section.**  *Meet compliance requirements by updating current technology or developing/acquiring new technology to meet those mandates* | * **Business Strategic Objective:***Meet FMSCA reporting requirements for driving hours by the company’s drivers* * **Explanation of the Alignment of the IT Strategy to the Business Strategic Objective:***By acquiring or developing technology that will capture and store driver hours electronically, the company will be in compliance with FMSCA regulations and be able to provide this information upon request.* | *Internal* |
|  | * Business Strategic Objective: * Explanation of Alignment of the IT Strategy to the Business Strategic Objective: |  |
|  | * Business Strategic Objective: * Explanation of Alignment of the IT Strategy to the Business Strategic Objective: |  |
|  | * Business Strategic Objective: * Explanation of Alignment of the IT Strategy to the Business Strategic Objective: |  |
|  | * Business Strategic Objective: * Explanation of Alignment of the IT Strategy to the Business Strategic Objective: |  |

1. IT Portfolio Roadmap - The overall IT Roadmap shows the systems that are currently in development or are planned to start within the time frame shown.  It is a summary of projects to support your proposed strategy.  You should review the case study and identify the new systems that the stakeholders are requesting or that GGFRT has decided to implement.  Each of these systems should be entered into the table below under the appropriate functional area, such as marketing or finance.  Then, the time frame for developing the system should be presented as a bar in the table.  The table covers a six-quarter time frame shown, with each quarter having three months. Thus, the six-quarter time frame looks out a year and a half into the development and implementation of the strategy. Of course, the entire implementation may take longer, but six-quarters allows both short term and long term to be viewed at a glance. For purposes of this assignment, only the projected timeframes to develop the projects are required.**The table below shows the five functional areas of an example company and two systems for each area. To develop your roadmap, use a table like the one below to create a timeline; you can copy the table, insert the functional areas and systems that are discussed in the Case Study, and use ‘insert shape – rectangle’ to insert the bars showing the timeframes for development of each.** The functional areas and projects in development, and their timeframes should be extracted from the Case Study. Be sure to include an introductory paragraph to explain the table that will follow.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Projects by**  **Functional Area** | **Qtr. 1** | **Qtr. 2** | **Qtr. 3** | **Qtr. 4** | **Qtr. 5** | **Qtr. 6** |
| **Sales**  **Sales Force Automation**  **Online Quoting** |  |  |  |  |  |  |
| **Product Development**  **Collaboration – Wikis, Blogs**  **Showcase Company Products** |  |  |  |  |  |  |
| **Marketing**  **Customer Experience**  **Marketing Analytics** |  |  |  |  |  |  |
| **Finance**  **Business Intelligence**  **Global Payroll** |  |  |  |  |  |  |
| **Technical Support**  **Network Upgrade**  **Data Center Move** |  |  |  |  |  |  |

1. Proposed Project: Next, **(1)**you will propose a new IT project to support at least one of the strategies in section 1 above and include it in the Table above. **(2)**Use a different color font to indicate this new project and insert it with the appropriate functional area in your table. In Section 3, **(3)**describe in a short paragraph how your proposed project will supplement the current IT development projects (systems in development) in supporting the business of GGFRT. In a future assignment, you will use this project to develop an “IT Decision Paper”; therefore, you should look at that assignment to be sure the project you propose will be appropriate for that assignment as well.**(You can propose a specific vendor package though it is not necessary. However, if you are incorporating an integrated solution, you should discuss the various features of the package that are appropriate for the study. Solutions such as backups, training of employees, utilizing social media, customizing packaging of products for storage and others involving Human Resources are not appropriate solutions for this assignment.)**Refer to Case Study for ideas for a new project.*This is a major part of the next assignment. Give this some thought.*
2. Risk Management– (1) List and explain **four(4)**risks that Jenny should be prepared to manage as she executes her plans. What is the impact of the risk on GGFRT if not properly managed?**(2)**What risk management techniques can she use for each one to try to prevent and/or mitigate them **(state: accept, reject, transfer or mitigate)? (3)** Discuss specifics, related to the case study in your response.

This is a good area to do some external research – see what you can find on the web about IT project risks and risk management. (Review the document “IHSGuide to Risk Management” found under the Week 3 readings.)**Complete a, b, c for each risk; list each risk separately in the format Risk 1, Risk 2, Risk 3, Risk 4.A source must be incorporated into this section for full credit.**

1. Business Continuity Planning–  
    (a) List and explain the general steps Jenny should take to develop a Business Continuity Plan for GGFRT so she can be sure that the most important systems will remain operational in the event of a catastrophe.   
   (b) Include who should be involved in its development and their roles, focusing on the BCP.

(c) In addition, from the Case Study, identify what you consider the three most important systems currently in use at GGFRT along with justification of your choices.  
(d) Based on the three systems chosen in (3), explain the specific steps Jenny can take to ensure those systems continue to be available for GGFRT in the event of a local catastrophe.  
  
(Review course materials on the Business Continuity Plan.)

The "right" and "wrong" answers have to do with whether or not you correctly incorporated the course concepts from the course and addressed all parts of the assignment. The project you propose is not as important as that it makes sense considering the course content and the Case Study. Use the Rubric below to be sure you have covered all aspects of the assignment.

**Formatting Your Assignment**

* In the ITSP #2 assignment, you are preparing the second assignment which also will include ITSP#1 and the feedback provided on the graded copy and scoring rubric. This should be added to the ITSP #2 requirements. Begin with the updated ITSP #1 document, then add it to the ITSP #2 paper.
* Continue to use a title page from the ITSP #1 assignment that includes: The company name, title of assignment, your name, Course and Section number and date.
* Use the numbering format in the assignment instructions above, for these sections:

1. IT Strategies
2. IT Portfolio Roadmap
3. Proposed Project
4. Risk Management
   1. Risk 1 (1, 2, 3)
   2. Risk 2 (1, 2, 3)
   3. Risk 3 (1, 2, 3)
   4. Risk 4 (1, 2, 3
5. Business Continuity Planning
   1. General steps of a BCP
   2. Personnel involved with the BCP/roles related to the BCP
   3. Three most important systems/justification for their continuity of operations
   4. Specific steps to ensure these three systems remain operational

* Write a short concise paper: Use the recommendations provided in each area for length of response. It’s important to value quality over quantity.
* Content areas should be double spaced; table entries should be single spaced.
* To **copy a table**: Move your cursor to the table, then click on the small box that appears at the upper left corner of the table to highlight the table; right click and COPY the table; put the cursor in your paper where you want the table and right click and PASTE the table.
* Ensure that each of the tables is preceded by an introductory sentence that explains what is contained in the table, so the reader understands **why** the table has been included.
* Use **at least** two resources with APA formatted citation and reference. Any course content should be from the class reading content, not the assignment instructions or case study itself. For information on APA format, refer to Content>Course Resources>Writing Resources.
* Begin a Reference Page for resources required for this assignment. Use APA format for your reference page.
* Running headers are **not** required for this report.
* Writing should always be in third person.
* Compare your work to the Grading Rubric below to be sure you have met content and quality criteria.
* Submit your paper as a Word document, or a document that can be read in Word. Keep tables in Word format – do not paste in graphics. The paper should be uploaded to the ITSP #2 assignment folder.
* Your submission should include **your last name first in the filename: Lastname\_Firstname\_ITSP2**

**GRADING RUBRIC:**

| **Criterion** | **90-100%**  **Far Above Standards** | **80-89%**  **Above Standards** | **70-79%**  **Meets Standards** | **60-69%**  **Below Standards** | **< 60%**  **Well Below Standards** | **Possible Points** |
| --- | --- | --- | --- | --- | --- | --- |
| **IT Strategies** | **18-20 Points**  Four (4) or more IT strategies (including at least two (2) business enabling strategies and one (1) internal IT strategy) are presented and are clearly and appropriately stated andtied to the business strategies articulated in the Case Study and listed in Part 1; demonstrates thorough understanding of course concepts, analysis and critical thinking. | **16-17 Points**  Three (3) IT strategies (including two (2) business enabling strategies and one (1) internal IT strategy) are presented and are clearly statedand appropriately tied to the business strategies articulated in the Case Study and listed in Part 1; demonstratesunderstanding of course concepts, analysis and critical thinking. | **14-15 Points**  Three (3) IT strategies (two (2) business enabling strategies and one (1) internal IT strategy) are listed, statedand aligned to the business strategies articulated in the Case Study. All business strategies cited are now included in Part 1. There is a clear link between the business strategies in Part 1 and the IT Strategies in Part 2. | **12-13 Points**  Fewer than three (3) IT strategies (two (2) business enabling strategies and one (1) internal IT strategy) are presented; one or more are not appropriately stated andtied to business strategies articulated in the Case Study;and/or business strategies are not listed in Part 1. | **0-11 Points**  Few or no IT Strategies are included; strategies do not relate to the Case Study; and/or are poorly written and do not convey the information. | **20** |
| **IT Portfolio Roadmap** | **18-20 Points**  This section includes an effective and well-written introductory paragraph that is applicable to the Case Study and the table that follows. The IT Portfolio roadmap table of systems in development accurately reflects the information presented in the Case Study (functional areas, systems, and timelines); and demonstrates thorough understanding of course concepts, analysis and critical thinking. Table is very professionally presented, uses a logical and easily understandable structure, and spelling is correct. | **16-17 Points**  This section includes an appropriate introductory paragraph that is applicable to the Case Study and the table that follows. The IT Portfolio roadmap table of systems in development accurately reflects the information presented in the Case Study (functional areas, systems, and timelines); and demonstrates understanding of course concepts, analysis and critical thinking. Table is professionally presented, uses a logical structure, and spelling is correct. | **14-15 Points**  This section includes an introductory paragraph that applies to the Case Study. The IT Portfolio roadmap table shows the functional areas and projects in development, and their timeframes extracted from the Case Study. | **12-13 Points**  This section is somewhat incomplete (lacking in introduction or required table, or table content is incomplete); and/or is not applicable to the Case Study. | **0-11 Points**  Little or no information is provided on the IT Portfolio; table is missing; and/or information presented does not apply to the Case Study. | **20** |
| **Proposed Project** | **9-10 Points**  The IT project proposed is appropriate to the Case Study, is aligned to a functional area, supports at least one (1) strategy in Section 1 above, and is included in the table. The explanation of how it supplements the current IT projects in development is clear and convincing and is clearly aligned to the business in the Case Study; demonstrates thorough understanding of course concepts, analysis and critical thinking. | **8 Points**  The IT project proposed is appropriate to the Case Study, is aligned to a functional area, supports at least one (1) strategy in Section 1 above, and is included in the table. The explanation of how it supplements the current IT projects in development is clear and is aligned to the business in the Case Study; demonstrates understanding of course concepts, analysis and critical thinking. | **7 Points**  A new IT project that supports at least one of the strategies in section 1 above, has been included it in the appropriate functional area in the Table above, using a different color font. The explanation includes how theproposed project supplements the current IT development projects in supporting the business in the Case Study. | **6 Points**  The IT project proposed is not appropriate to the Case Study;is not correctly aligned to a functional area; and/or is not listed in the table. And/or the explanation of how it supplements the current IT projects in development is not clear, or is missing. | **0-5 Points**  No Proposed Project is included; or proposed project is not appropriate to the Case Study and/or is not explained. | **10** |
| **Risk Manage-ment** | **14-15 Points**  Four (4) or more risks and impactare listed and fully explained, along with techniques to prevent and/or mitigate them; risks and techniques identified are appropriate for the Case Study; section is well written with reference used to support explanation; demonstrates thorough understanding of course concepts, analysis and critical thinking. | **12-13 Points**  At least three (3) risks and impact are listed and fully explained, along with techniques to prevent and/or mitigate them; risks and techniques identified are appropriate for the Case Study; demonstrates good understanding of course concepts, analysis and critical thinking. | **10-11 Points**  Three (3) risks and impactare listed and explained, along with techniques to prevent and/or mitigate them; risks and techniques are appropriate for the Case Study. | **9 Points**  Fewer than three (3) risks and impactare listed and/or explained; lacking in some techniques to prevent and/or mitigate them; and/or risks and techniques are not appropriate for the Case Study. | **0-8 Points**  Risk Management section is not included; few risks and impact are listed or explained; and/or risks/  techniques do not apply to the Case Study. | **15** |
| **Business Continuity Planning** | **14-15 Points**  Business Continuity Planning (BCP) section thoroughly covers all four (4) requirements including the major steps needed to develop a BCP and correctly identifies the participants, their roles, and three (3) systems important to the Case Study are listed with complete steps to ensure their continued availability; responses are appropriate to the Case Study; demonstrates thorough understanding of course concepts, analysis and critical thinking. | **12-13 Points**  Business Continuity Planning (BCP) section completely covers at least three (3) requirements including the major steps needed to develop a BCP and correctly identifies the participants, their roles, and three (3) systems important to the Case Study are listed with steps to ensure their continued availability; responses are appropriate to the Case Study; demonstrates understanding of course concepts, analysis and critical thinking. | **10-11 Points**  Business Continuity Planning (BCP) section covers at least two (2) requirements including the major steps needed to develop a BCP and identifies the participants; their roles, and three systems important to the Case Study are listed with steps to ensure their continued availability; responses are appropriate to the Case Study. | **9 Points**  Business Continuity Planning section isincomplete (lacking in major steps, participants, roles, identification of three (3) important systems and/or steps to ensure their continued availability); and/oris not applicable to the Case Study. | **0-8 Points**  Business Continuity Planning is not included, or severely lacking in completeness and/or applicability to the Case Study. | **15** |
| **External Research** | **9-10 Points**  Two (2) or more sources other than the class materials are incorporated, are substantive and are usedeffectively. Sources used are relevant and timely, contribute to the analysis and support conclusions. References are appropriately incorporated and cited using APA style. | **8 Points**  At least one (1) source other than the class materials is incorporated and used effectively. Source(s) are relevant and contribute to the analysis. References are appropriately incorporated and cited using APA style. | **7 Points**  At least one (1) source other than the class materials is used and properly incorporated into the text. Reference is cited using APA style. | **6 Points**  A source other than the class materials may be used, but is not properly incorporated, and/or is not relevant or timely; and/or APA style for references and citations is not followed. | **0-5 Points**  No external research is incorporated, or reference listed is not cited within text. | **10** |
| **Report Format** | **9-10 Points**  ITSP includes Part 1 (updated/  corrected as needed) and Part 2, integrated into a cohesive document; ITSP is very well written and easy to read; uses correct sentence structure, grammar and spelling; presented in a professional format. | **8 Points**  ITSP includes Part 1 (updated/  corrected as needed) and Part 2. ITSP reflects effective organization. Few errors in sentence structure, grammar, and spelling; presented in a professional format. | **7 Points**  ITSP includes Part 1 (updated/  corrected as needed) and Part 2. ITSP has some organization; may have some errors in sentence structure, grammar and spelling. | **6 Points**  ITSP does not include Part 1; Part 1 has not been updated or corrected; ITSP is not well organized; and/or contains several grammar and/or spelling errors. | **0-5 Points**  ITSP is extremely poorly written has many grammar and/or spelling errors, ordoes not convey the information. | **10** |
|  |  |  |  |  | **TOTAL**  **Possible Points** | **100** |