IT 201 Milestone Three Guidelines and Rubric

Overview: Basic knowledge of computers is practically essential for productively engaging in twenty-first-century life. Working knowledge of computer platform technologies impacts everyone from help desk personnel and field technicians to project managers and business executives. In order to make sound business decisions, one must have the ability to analyze business needs and compare available computer technology options for effectively meeting those needs.

Scenario: You have been hired as an IT consultant by an entrepreneur starting a small advertising company called MilleniAds. As a start-up, your client's company is relatively small and has a limited budget. There are only 10 employees, including a few creative directors, graphic designers, sales staff, a financial accountant, and an office administrator, with the entrepreneur acting as CEO. The current IT budget cannot exceed $25,000 and ideally should come in as far under that number as possible. MilleniAds will produce customized sales flyers, brochures, and other branded items, such as letterhead and business cards, that apply a youthful, fresh perspective targeting millennial demographics. Therefore, the company needs the ability to store and manipulate digital images and to produce physical copies of their products for their clients. The CEO wants to keep track of inventory, sales, and expenses digitally, but she does not anticipate having very complex records for the first year. She projects having only a dozen or so accounts but hopes to scale up in the coming years. It would be ideal to have a simple and user-friendly system for sharing information and files between employees. Many of the employees are millennials themselves who have indicated that their current desktop PCs are limiting their capabilities and that they prefer using their phones and other mobile devices for their professional and personal responsibilities. Two of the 10 employees will operate primarily outside of the office, soliciting business from regional firms, and they will need to access company information while on the road, in their home offices, and at customer sites.

Beyond the specific information given above, you have the ability to fill in the gaps with assumptions or additional details that will make your final project unique and meaningful to you. If you have any questions, reach out to your instructor for guidance.

Prompt: Given the scenario above, what are the best hardware, software, networking, and information security options for addressing your client's business needs?

Specifically, the following **critical elements** must be addressed:

III. **Software Applications**
   A. Examine the business's issues to determine specific software **requirements**. What are the types of software applications that should be considered? Identify multiple possible options within each category, being sure to cite specific examples wherever appropriate.
   B. Then, **compare and contrast** the options you have listed. Be sure to cite specific evidence that supports your evaluation. What are their functional strengths and weaknesses? How do they compare in terms of cost, vendor credibility, multiuser access, technical support, and integration?
   C. Compose a final list detailing all of your specific software **recommendations** for your client. Be sure to logically justify your proposal as the best possible choice for meeting the business requirements.

The following resources will assist you in completing this milestone:

- Visions of the Future: Two Success Strategies for Software Selection
- Your New PC Needs These 15 Free, Excellent Programs
- TestOut: 9.6.3 Applications Management Facts
- TestOut: 9.8.3 Digital Content Management Facts

Note that you will not require feedback on this milestone to complete the next one. However, you will need to incorporate all instructor feedback that you have received into your final project.

Rubric

Guidelines for Submission: This part of the IT Consultation Report should be 1-2 pages, double spaced, with 12-point Times New Roman font and APA formatting.

Instructor Feedback: This activity uses an integrated rubric in Blackboard. Students can view instructor feedback in the Grade Center. For more information, review these instructions.

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Software Applications: Requirements	Meets "Proficient" criteria and demonstrates an advanced ability to apply fundamental IT problem-solving methods	Examines the business's issues to determine specific software requirements and cites relevant examples	Examines the business's issues but fails to determine specific software requirements using relevant examples	Does not examine the business's issues to determine software requirements	30
Software Applications: Compare and Contrast	Meets "Proficient" criteria and demonstrates an advanced ability to apply fundamental IT problem-solving methods	Compares and contrasts the various options for meeting the requirements and cites specific evidence that supports the evaluation	Compares and contrasts the options for meeting the requirements, but there are gaps in necessary detail, or submission fails to fully support the evaluation with specific evidence	Does not compare and contrast the options for meeting the requirements	30
Software Applications: Recommendations	Meets "Proficient" criteria and demonstrates a nuanced understanding of basic software options	Composes a final list detailing all of the specific software recommendations and logically justifies the proposal as the best possible choice for meeting the business requirements	Composes a final list of the specific software recommendations, but list is incomplete, contains inappropriate recommendations, or is not fully justified given the business requirements	Does not compose a final list of the software recommendations for meeting the business requirements	30

Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
				Total	**100%**