

[YOUR COMPANY LOGO HERE]

DEVELOPMENT & CONSULTANCY SERVICES

Operational Concept Description:

CUSTOMER NAME WITHHELD BACKEND SYSTEM

1 Identification	
1.1 Title	Operational Concept Description (OCD)
2 Name of Project/Abbreviation	<i>Customer Name Withheld</i> Backend System
3 Version	1.0
4 Security	CONFIDENTIAL
5 Prepared For	
5.1 Name	<i>Name Withheld</i>
5.2 Organization	<i>Customer Name Withheld</i>
6 Prepared By	
6.1 Name	Your company contact here
6.2 Office	Information Systems
6.3 Organization	Your company name here
6.4 Address	Your company address here
7 Release Date (YYYY-MM-DD)	2003-09-08
8 Distribution Statement	Approved for customer release. Distribution is limited
9 Contents	This section comprises a brief overview of the operational concept of the project. Each sub-section that follows in the document is assumed to be preceded by the number 9. For e.g. the actual number for Scope is 9.1

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1 SCOPE

1.1 IDENTIFICATION

The Operational Concept Description (OCD) describes a proposed system in terms of the user needs it will fulfill, its relationship to existing systems or procedures, and the ways it will be used. This OCD is to obtain consensus among the customer, developer, user, and support agencies on the operational concept of the proposed system.

This *Customer Name Withheld* OCD draft is open to discussions and revisions [Your company name here] will commence work on the detailed requirements analysis and specification documents only after *Customer Name Withheld* approves the OCD.

1.2 SYSTEM OVERVIEW

Customer Name Withheld is a Dutch based company and is one of the leading importers of goods (flowers) in Japan. As the goods are sold only to resellers, they are a typical B2B (Business to Business) company. Their customers include flower shops, supermarkets as well as auction partners. Trades are divided into open market (OM) with no fixed prices for auctions and special/standing order (SO) with fixed prices for normal customers. However, some trades for auctions are also made with fixed prices.

1.3 DOCUMENT OVERVIEW

This document includes descriptions of the current system, justification for change and scope for the new system, along with some operational scenarios, summary of impacts and a brief analysis of the proposed system.

1.4 DOCUMENT CONVENTIONS

N/A

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2 REFERENCED DOCUMENTS

This section lists the files that have been referenced in this *Customer Name Withheld* Backend System OCD.

NO.	FILE NAME	DOCUMENT TITLE	DATE PREPARED	PREPARED BY
1	User Manual v2.0.pdf	User Manual v2.0	October 1995	Information Systems Department, <i>Customer Name Withheld</i>

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3 CURRENT SYSTEM OR SITUATION

3.1 BACKGROUND, OBJECTIVES AND SCOPE

The current system has been developed in Holland and the software has been named as FLO-POW. It covers modules relating to Customer Management, Product Management, Freight Management, Pricing, Order and Inventory Management, Invoice Generation and Reporting.

3.2 OPERATIONAL POLICIES AND CONSTRAINTS

The FLO-POW system has support only for a single language. *Customer Name Withheld* located in the heart of the Japanese land finds it constraining to use a monolingual system.

Currency calculations are extremely complex and not always accurate.

Another constraint is that the FLO-POW system has support only for a single product sourcing area. As the *Customer Name Withheld* company imports goods from four countries (Holland, Columbia, Vietnam and New Zealand), this is quite a constraining factor. Thus, there are separate databases for each sourcing area.

3.3 DESCRIPTION OF CURRENT SYSTEM

3.3.1 Operational Environment

Operating System: Microsoft DOS 5.0 (or higher)

Application/Database: FoxPro 2.5

Accounting: Plaza Accounting 2.0 (runs on Access for Windows only)

Other Settings: Config.sys should include the following entries

FILES=110

BUFFERS=30

3.3.2 Business Flow

The current business flow at *Customer Name Withheld* has been outlined below:

- Product offers from suppliers in Holland, Columbia, Vietnam and New Zealand are received.
- Suppliers may represent *Customer Name Withheld* staff or may be 3rd party external suppliers.
- Parallel orders from customers in Japan are collected. These come in either by phone or fax only.
- There are 3 sales channels within Japan – Flower Shops, Supermarket chains and Auctions. Flower shops order specific flowers based on the current product list. For auctions, *Customer Name Withheld* will speculate and buy flowers without any existing orders.
- Supply and demand is balanced with orders from *Customer Name Withheld*. In addition, there is speculation for Auction sales for which the sales staff must make predictions.
- As soon as the suppliers confirm the deals, the products become stock at *Customer Name Withheld* and are immediately distributed to different customers (normal and auctions).
- If goods are not by fixed prices, they go to auctions and get a price result from the open market.

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- The auctioneer reports the prices of goods sold within 24 hours after trade. Auctions get approximately 10% commissions from the sales price, which differs from auction to auction.
- *Customer Name Withheld* regularly sends an email out to clients listing 50 odd flower products for sale.
- *Customer Name Withheld* orders flowers from three sources (Holland, Columbia and Vietnam) and they usually arrive by airfreight 2 days later. *Customer Name Withheld* generally orders flowers only when they get orders except for auction flowers that involve speculation.
- *Customer Name Withheld* has roughly 10,000 products; if a rose has 50 different grades each grade counts as a different product.
- *Customer Name Withheld* has a tie-up with Nitssu and Sagawa to deliver flowers in Japan.

3.3.3 Major System Components

The FLO-POW application consists mainly of the gwjap.exe file that is the binary equivalent of the entire system. The database files are saved in DATA and other folders as FoxPro .dbf files along with compound indexes. Apart from this, there are data in text and Excel formats that are mainly reports generated. These are not part of the FoxPro application and must be manually maintained.

Excel files implement part of the system logic; these are not interconnected with the FLO-POW system. One major Excel file works out the distribution of flowers to about 40 different auctions in Japan.

Plaza accounting is also used but in isolation with the FLO-POW application.

3.3.4 External Interfaces

There are no automated External Interfaces. The current data is in different locations such as Excel and FoxPro. Interfaces with Plaza accounting also do not exist.

3.3.5 Capabilities/Functions

The following functionality is part of the existing FLO-POW application:

3.3.5.1 Masters

3.3.5.1.1 Article Master File

Enter, Change and Delete Articles, Bouquets, Colors, Product groups, Box types, Packing per product group, Packing per article, Action boxes and Receipt correction codes.

3.3.5.1.2 Customer Master File

Enter, Change and Delete Customers, Customer groups, Currency codes, Terms of delivery, Terms of payment, Countries, Sales persons and Credit explanations.

3.3.5.1.3 Freight Master File

Enter, Change and Delete Destination information, Brokers, Transport companies, Truck freight rates and Airfreight rates.

3.3.5.1.4 System Master Files

Enter, Change and Delete Source farms, Period information, System parameters and Oracle account type information.

3.3.5.1.5 Import Master Files

Enter, Change and Delete Articles, Colors, Product groups, Box types, Box type per farm/source, Packing per product group, Packing per article, Inventory adjustment codes, Farm sources and Truck freight rates.

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3.3.5.2 Prices

- Import price quote information received from GW
- Modify price list
- Printer or screen report of available price quotes
- Printer or screen report of available Japan price quotes
- Modify price list per customer
- Modify inventory list per customer
- Enter, Change and Delete Articles, Colors, Product groups, Box types, Box type per farm/source, Packing per product group, Packing per article, Inventory adjustment codes, Farm sources and Truck freight rates
- Perform calculations of cost and sales price for flowers and bouquets

3.3.5.2.1 Import flower pricing related program options

- Modify price list of import flowers
- Modify price list of import flowers per customer
- Printer or screen report of available price quotes
- Printer or screen report of available Japan price quotes

3.3.5.3 Orders

- Import shipment information received
- View, Modify or Add shipment information
- Printer, screen or fax report of Holland inventory
- Create, Modify and Delete orders for *Customer Name Withheld Netherlands*
- Printer or screen report of orders per selected shipment
- Printer or screen report of products ordered per shipping date
- Printer, screen or file report of products ordered per sales/auction date
- Shipment and order information, moving orders between shipments
- Select orders to send

3.3.5.3.1 Import flower order related program options

- View, Modify or Add import shipment information
- Create, Modify and Delete orders for *Customer Name Withheld Netherlands*
- Printer or screen report of import orders per selected shipment
- Printer or screen report of import products ordered per shipping date
- Shipment and import order information
- Send import orders to send to *Customer Name Withheld Netherlands*

3.3.5.4 Inventory

- Import invoice confirmation received from S-A and others
- Create, Modify and Delete manual invoice confirmations
- Printer or screen receipt confirmation report

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- Enter HOL delivery difference per shipping date
- Enter or Modify Freight and clearing costs per shipping date
- Update inventory per shipping date and transform order information
- Modify prices of flowers in inventory
- Modify number of boxes in inventory
- Screen inquiry of inventory
- Extended screen inquiry of inventory and ordered boxes
- Print inventory report

3.3.5.5 Invoices

- Import file with *Customer Name Withheld* Netherlands invoice information
- Print imported *Customer Name Withheld* Netherlands invoices and shipment report
- Final order processing (Modify and Price orders, Print/Fax delivery lists, Print invoices and GPM report)
- Printer, screen or file report of broker distribution
- Close last period, remove invoiced orders, and update historical files
- Export Oracle transactions to ASCII files
- Modify freight / clearing costs per shipment
- Modify other costs per invoice
- Create credit orders using previously printed invoices
- Create debit orders of billing credits using previously printed invoices
- Reprint invoices after period has been closed

3.3.5.5.1 Import flower invoice related program options

- Printer, screen or fax report of picklist per farm per customer
- Modify and Print orders, Print/fax delivery list, Print invoices and GPM report
- Create credit orders using previously printed invoices
- Modify additional clearing costs per shipment
- Modify other costs per import invoice
- Reprint invoices after period has been closed

3.3.5.6 Report

3.3.5.6.1 Article Master File

Printer or screen report of selected Articles, Bouquets, Colors, Product groups, Box types, Packing per product group, Packing per article, Action boxes and Receipt correction codes

3.3.5.6.2 Customer Master File

Printer or screen report of selected Customers, Customer groups, Currency codes, Terms of delivery, Terms of payment, Countries, Sales persons and Credit explanations

3.3.5.6.3 Freight Master File

Printer or screen report of selected Destination information, Brokers, Transport companies, Truck freight rates and Airfreight rates

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3.3.5.6.4 System Master Files

Printer or screen report of selected Source farms, Period information and Oracle account type information

3.3.5.6.5 Import Master Files

Printer or screen report of selected import Articles, Colors, Product groups, Box types, Box type per farm, Packing per product group, Packing per article, Inventory adjustment codes, Farm sources and Truck freight rates

3.3.5.6.6 Management Information

- Printer, screen or file report of Statistics per Shipment
- Printer, screen or file report of Missing Boxes per Shipment
- Printer, screen or file report of Sales Person Performance
- Printer, screen or file report of Sales Team Performance
- Printer, screen or file report of Monthly Ending Inventory

3.3.5.6.6.1 Product Statistics

- Printer, screen or file report of product statistics per customer
- Printer, screen or file report of product statistics per article
- Printer, screen or file report of total product statistics
- Printer, screen or file report of total product statistics per shipment date per customer group
- Printer, screen or file report of total product statistics per shipment date per customer
- Printer, screen or file report of total product statistics per shipment date
- Printer, screen or file report of product statistics per customer group
- Printer, screen or file report of product group statistics per customer group
- Printer, screen or file report of total product group statistics

3.3.5.6.6.2 Bouquet Statistics

- Printer, screen or file report of bouquet statistics per customer
- Printer, screen or file report of total bouquet statistics

3.3.5.6.6.3 Credit and Unsold Boxes Reports

- Printer, screen or file report of quality credits per customer
- Printer, screen or file report of quality credits linked to international and local transportation
- Printer, screen or file report of total quality credits
- Printer, screen or file report of credits per customer group
- Printer, screen or file report of unsold boxes

3.3.5.6.6.4 Turnover Reports

- Printer, screen or file report of turnover statistics per customer
- Printer, screen or file report of turnover statistics per shipping date
- Printer, screen or file report of turnover / Net result
- Printer, screen or file report of turnover per invoice date
- Printer, screen or file report of produced invoices

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3.3.5.6.7 Management Information Import

- Printer, screen or file report of Freight Information per Shipment
- Printer, screen or fax report of Consignment sales per farm and delivery date
- Printer, screen or file report of Sales Person Performance
- Printer, screen or file report of Sales Team Performance

3.3.5.6.7.1 Product Statistics

- Printer, screen or file report of import product statistics per customer
- Printer, screen or file report of import product statistics per article
- Printer, screen or file report of total import product statistics
- Printer, screen or file report of total import product statistics per sale/auction date per customer group
- Printer, screen or file report of total import product statistics per sale/auction date per customer
- Printer, screen or file report of total import product statistics per sale/auction date
- Printer, screen or file report of import product statistics per customer group
- Printer, screen or file report of import product group statistics per customer group
- Printer, screen or file report of total import product group statistics

3.3.5.6.7.2 Credit

- Printer, screen or file report of import quality credits per customer
- Printer, screen or file report of total import quality credits
- Printer, screen or file report of import credits per customer group
- Printer, screen or file report of inventory adjustments

3.3.5.6.7.3 Turnover Reports

- Printer, screen or file report of import turnover statistics per customer
- Printer, screen or file report of import turnover / Net result
- Printer, screen or file report of import turnover per invoice date
- Printer, screen or file report of import turnover per arrival date
- Printer, screen or file report of produced invoices

3.3.6 Charts and Other Descriptions

N/A

3.4 USERS OR INVOLVED PERSONNEL

There is just one type of user in the current *Customer Name Withheld* Backend System.

- Administrator

There is other staff involved in manual work relating to the Plaza accounting system and the complex manipulation of excel files.

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3.5 SUPPORT CONCEPT

N/A

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4 JUSTIFICATION FOR AND NATURE OF CHANGES

4.1 JUSTIFICATION FOR CHANGE

The following points summarize the need for change:

- *Customer Name Withheld* needs to include multilingual support within their system.
- *Customer Name Withheld* would prefer to have an integrated system as opposed to the three separate systems currently in use. Their staff would also appreciate a single invoice instead of manually combining three in case their goods came from different sources. This is obviously difficult and time consuming.
- The current FoxPro 2.5 technology is now almost obsolete and unable to cater to the growing need for the above changes. There is a need to upgrade to newer technologies.
- There are also external interfaces like Plaza accounting and Excel files that are isolated from the application. There is a need to integrate/combine these into a single software solution.
- The many manual steps, which not only take longer but also increase the potential for mistakes.
- The existing system is inflexible and not portable

4.2 DESCRIPTION OF NEEDED CHANGES

The following points summarize the descriptions of the needed changes:

- Multilingual front-end interface. (**Essential**)
- Single integrated multilingual database. (**Essential**)
- Single integrated system that automates all of the manual work to improve efficiency and effectiveness. (**Essential**)
- Upgrading to newer technologies that are stable and scalable with the needs of the organization (**Essential**)
- Integration of the plaza accounting system with the application (**Desirable**)
- A flexible and portable system (**Desirable**)

4.3 CHANGES CONSIDERED BUT NOT INCLUDED

Other changes for the proposed *Customer Name Withheld* Backend System have been listed below; these could be considered for future phases:

Phase II

- **Additional Interfaces:** In addition to the current Phone and Fax systems, customers would be able to order flowers by:
 - Mobile Phone
 - Email
 - Web Browser
- Any other important functionality

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Phase III

- **Online Shopping Cart:** This would allow the users to search for products online, view their details and place an order if required. This functionality could be implemented for the following users:
 - **Resellers** – existing Flower Shops, Supermarkets, and Auctions
 - **Customers** – a new sales channel direct to customer at home
- Any other important functionality

4.4 ASSUMPTIONS AND CONSTRAINTS

N/A

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5 CONCEPT FOR A NEW OR MODIFIED SYSTEM

5.1 BACKGROUND, OBJECTIVES AND SCOPE

[Your company name here] will develop the proposed system. It will cover all the existing modules of the current system namely Customer Management, Product Management, Freight Management, Pricing, Order and Inventory Management, Invoice Generation and Reporting. In addition, it will also include modules to manage Users, Promotions and integration modules with Plaza Accounting and Excel files.

5.2 OPERATIONAL POLICIES AND CONSTRAINTS

N/A

5.3 DESCRIPTION OF THE NEW OR MODIFIED SYSTEM

5.3.1 Operational Environment

Operating System: Microsoft Windows .NET Server
Database: Microsoft SQL Server 2000 (or low end Access if required)
Application Type: Windows based Client/Server application
Programming: VB.NET (optionally ASP.NET for future Browser Access)

5.3.2 Major System Components

The system functionality will include all the capabilities of the existing FoxPro/Excel system. All existing functionality shall be integrated into a single client/server database system with support for future web-based expansion.

Manual procedures accomplished with the help of Excel files will be automated so that a single system caters to the needs of all the users. Manual procedures include the Excel files as well as Plaza Accounting.

All users (administrators) shall have to login to access the *Customer Name Withheld Backend System*. The system shall authenticate the users based on the specified user name and password. The Forgot Password functionality shall allow the users to submit a request for their password if they have forgotten it. The system shall email the password to the pre-specified email address.

The system shall not allow the users to register online. Instead, the default administrator (super admin) shall manually add the users in the system through the User Management module.

5.3.3 External Interfaces

Possible automated external interfaces include Plaza Accounting and the source farms in Holland, New Zealand, Columbia and Vietnam. The interfaces shall be documented and standardized to an industry standard format like CSV, or XML etc.

5.3.4 Capabilities/Functions

Apart from all the existing functionality, the system will also include the following functionality:

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5.3.4.1 My Account Settings

The My Account Settings section shall allow all users to view their details and modify them if required. The details displayed here shall be the same as those entered by the super administrator when adding a user.

Some of the fields displayed in this section shall be Last Name, First Name, Last Name (Kana), First Name (Kana), Email, Phone and Password. The user shall be able to modify these fields; however certain fields such as User Name and User Type shall be read-only.

5.3.4.2 User Management

The User Management section shall be accessible only to the super administrator. The super administrator shall be able to search for existing users based on some criteria such as name, email and user type. The User Management section shall also allow the super administrator to add different types of users (retail shops, wholesalers or auctioneers). The super administrator shall also be able to view or modify the details of existing users and delete them if required.

5.3.4.3 Product Management

Used to maintain products inventory from all locations etc. Placing orders with suppliers in Holland, Cuba, Vietnam is within the scope, provided all the communication formats are provided and documented. Modules include add, modify, search, list, and delete products.

5.3.4.4 Promotion Management

Composing and sending promotional emails to the users shall be the main functionality in the Promotion Management section. These emails shall comprise information on new products and their availability. The super administrator shall be able to search for promotions based on some criteria, modify or delete the existing promotions and add new promotions.

Alternatively, a COTS (Commercial Off-The-Shelf) package like PEP could be used for this purpose.

5.3.5 Charts and Other Descriptions

These will be added into a Functional Requirements Specification (FRS) document in detail and have therefore been excluded from this section. Details regarding the Plaza Accounting System, suppliers from Holland, Columbia, Vietnam and New Zealand (their systems), and all other data storage and processing will have to be clarified and documented before a complete FRS can be presented.

5.3.6 Performance Characteristics

Number	Attribute	Description
1	Speed	Scalable system that performs well with increased load
2	Throughput	Among the best in current industry standards
3	Volume	Capable of large volumes of data
4	Frequency	

5.3.7 Quality Attributes

Number	Attribute	Description
1	Reliability	99.9 % reliable on all the OS, Web, and Database levels
2	Maintainability	Easy due to detailed documented architecture and specifications
3	Availability	Industry standard technologies and skilled personnel

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4	Flexibility	Architecture designed for client/server with future web expansion
5	Portability	Limited to the Windows Platform
6	Usability	
7	Efficiency	Highly efficient

5.4 USERS AFFECTED/PERSONNEL

- Administrator
- Reseller
- Staff (who perform routine activities)

5.5 SUPPORT CONCEPT

[Your company name here] will support the site for 30 days after going “Live”. Various support plans are available and can be discussed and documented in a separate maintenance contract at a later stage.

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6 APPENDIX: CHANGE LOG

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1.0	Initial Draft	Jason Dibbin	September 8, 2003	[Your company name here]