Introduction

This document proposes a phased approach to the development of the Intel ICG event management system. The first page provides an overview of the plan and each successive page is provided with more detailed descriptions for each phase.

The business strategy is separated into sub-sections of features and business tactics for each phase. It is important to note that each phase is linear and requires previous phases to complete each successive phase.

Phase 1	Phase 2	Phase 3	Phase 4
1a	**2a**	**3a**	**4a**
• Design Front-end • Design System and Business Rules • Build Front-End • Integrate 3rd Party	• Design Management System • Build Management System	• Design Global Data Syncing system • Design Data merging process • Build Dev Tools • Build Event Import/ Export	• Design Media Replication and Distribution system • Design Media Replication and Distribution Business Processes • Design Internationalization Plan • Design Global Mirroring and rollout strategy • Design Multi-lingual system design • Conduct Global Mirroring roll-out and training • Develop Multi-Lingual Event Management System • Conduct training and setup of Multi-lingual systems
1b	**2b**	**3b**	
• Design Data Export CSV and business processes • Build Data Export Tools	• Design Development Tools • Build Development Tools	• Design Event Portal • Design Product Database Syncing system and business processes • Build Event Portal • Build Syncing system	

Phase 1 Overview

Phase 1 involves the designing and planning of the front-end of the event management system. In addition to documenting and training the Intel and CMD teams to manage and integrate the Intel product collateral and sales materials into the management system. Further development would be conducted to develop processes and tools for managing post event contact and marketing data.

Phase 1a

Design Event Management Front-End

This set of tasks will involve gathering business rules and modeling the attendee's user experience using the event management front-end interfaces for the Kiosk, event registration, and attendee interest collection systems.

Design Event Management System and Business Rules

This set of tasks will involve gathering business and technical requirements and designing the event management system infrastructure and database system to support the new business strategies for the event management system. This will include modeling the event setup, product information and marketing collateral management, attendee contact collection and correlation, interest management, partner management, and numerous other aspects of the system. The analysis and design will be used to model the database structure and technology requirements for the event management system.

Build Event Management Front-End

This set of tasks will involve building the front-end and supporting back-end functions for the event system.

Integrate Event Management System with 3rd Party Software and Hardware

This set of tasks will involve researching, troubleshooting, and resolving integration between 3rd party card scanning hardware and software and the new Event Management System Front-End.

Phase 1b

Design Data Export CSV System

This set of tasks will involve gathering business rules and business processes required for data collected during an event. CMD will work with Intel personnel to design default data export formats and structures.

Design Business Rules and Processes

This set of tasks will involved creating and updating existing business processes at Intel to further model the processes for exporting collected attendee data and disseminating the data to business and marketing units within Intel.

Build Data Export System

This set of tasks involve developing the tools to generate and export data based on the research conducted in the design and research tactics within Phase 1b.

Phase 2 Overview

Phase 2 involves the design and development of the "back-end" management interfaces for the event management system. Also, this phase involves the design and development of tools and business processes for development personnel to efficiently manage data and media collection and installation into multiple event management systems.

Phase 2a

Design Management System

This set of tasks continues where phase 1a started and finalizes the interface and technical design of the management tools required to setup and manage events and all of the content and media required for the events. The interface services will be provided to business personnel to setup, configure, and manage the event and product information.

Build Management System

This set of tasks involves developing the interfaces for the management systems that business personnel would use for the event management system.

Phase 2b

Design data and media development tools

This set of tasks involves gathering business rules and processes for tools and systems that development staff would use to import, setup, and configure both the data collected within the system and the collateral and media required for events.

Build data and media development tools

This set of tasks would involve building the tools and system to support the development staff.

Phase 3 Overview

Phase 3 involves the design and development of business processes and tools for synchronizing multiple event management systems for both the product and event setup. This phase also involves developing an event portal for announcements, event schedules, and product information managed from a centralized database driven service.

Phase 3a

Design Global Data Syncing System

This set of tasks involves gathering business rules and designing systems for synchronizing various database records across multiple systems either on a local network or over the Internet. The team will review which technologies, tools, and business processes will be required to accomplish the technical strategy

Design Data merging process

This set of tasks involves conducting a data analysis of how data between two different event management systems can be exported and imported together to enable comparisons between event statistics and to share event products, partners, or interests.

Build Development Tools for development staff for data and media synchronizing process

This set of tasks involves developing the first stage of the data import and export process. Systems and tools will be built for development staff to manually manage data export and import in a consistent manor. The business rules and management experienced gained from the developer tools will be used for modeling more automated tools for business personnel.

Build Event Setup Import and Export tools

This set of tasks involves developing importing and exporting tools for business personnel. The tools will enable the ability to setup all aspects of an event and export the settings, product information and collateral, booth setup, partner information, interest categories, and even attendee records from one event management system and import it into another.

Phase 3b

Design Centralized Event Portal

This set of tasks involves designing a centralized event portal. The portal would provide product information and marketing collateral. It would provide event schedules and pre-event signup. The portal would be database driven and would be used as the primary database that all event databases are updated from. This would allow for the event portal and event servers data to be managed from one centralized database instead of multiple databases.

Design Product Database syncing system and business processes

This set of tasks would involve expanding the import and export tools into a web-service to allow event servers to remotely update event management databases using secure connections over the internet. The "web service" would use secure authentication for each server to pull updated product, partner, and interest data to the event servers either manually or on an automated schedule.

Build Event Portal

This set of tasks would involve building the event portal for attendees and expanding the management tools for the event management system to include portal specific services and features.

Build Syncing System

This set of tasks would involve building the "web services" on the event portal system and building updates to existing event management servers to remotely download data from the event portal system.

Phase 4 Overview

Phase 4 involves designing new systems and processes to reach a larger multi-lingual, worldwide audience of events in multiple countries. Both business processes and expanded event management systems would be built to meet the larger audience. This would include a redesign and expanded development of the event management system to include multiple language support for both the customer interfaces and the management interfaces. Because of the global strategies identified in this phase distribution strategies would be developed for sending media, collateral, and database information to multiple locations around the globe.

Design Media Replication and Distribution System

This set of tasks involves expanding the event portal web services system to support multiple centralized servers on a distributed network (the internet). The primary focus will be to design business processes and design an expanded toolset for distributed synchronization to multiple servers around the globe. Commonly know as mirroring a server. This technique would enable the ability to have several servers around the globe act as if they were the same server. This allows event servers in North America, Europe, and Asia.

Design Media Replication and Distribution Business Processes

This set of tasks involves defining business processes and training collateral for implementing training for setting up, managing, and installing the global replication and distribution system.

Design Internationalization Plan

This set of tasks involves planning both business processes, budgets, training, and implementation strategies for managing, developing, and distributing a global multi-lingual event management and distribution system.

Design Global Mirroring and rollout strategy

This set of tasks involves finalizing a business and development plan for the setup of a global mirroring strategy.

Design Multi-lingual System Update Design

This set of tasks involves the definition of business processes and system design modifications to support multi-lingual expansion of the event management system and the event portal management services.

Conduct Global Mirroring Rollout and Training

This set of tasks involves implementing the global mirroring systems and providing training for using the systems.

Develop Multi-lingual Event Management System

This set of tasks involves updating the event management system and managing the setup and updating of product content and collateral in multiple languages. Also development would be conducted to build multi-lingual installation and setup collateral.