Company Workforce

1. 2 executives (handle project management and company leadership, with some technology/server/network knowledge)
2. 1 executive assistant (handles budget, payroll and scheduling for executives)
3. 2 lead designers with 8 other designers
4. 1 account manager (handles customer relations and account management)
5. No more than 4 interns at one time (under direction of lead designer)

Total number of work stations needed at Gainesville location: 16

Access levels:

- Executives – access to all drives and files
- Executive assistant – access to all drives and files
- Lead designers – access to all drives and files
- Other designers – access to own project files with ability to share with each other
- Account manager – access to own files and drives
- Interns – access only to files made available by lead designers

Location, Network, Downtime, ISP and Security

1. The current location consists of a brick and mortar building located within the city limits of Gainesville, FL.
2. They are looking to open a small satellite office with a maximum of 4 employees (to start) in Ocala or Lake City, FL. They need guidance as to which city would offer the best networking resources. The executives and account manager would travel between locations frequently.
3. The current network consists of 12 workstations connected to a local area network. All work stations are connected to a Cisco Systems router. There is currently no wireless capability. The company executives are not sure whether wireless will provide any benefits and since all computers are currently supplied by the company and they are all desktops, they only want to use wireless if it will provide them with strong benefits and have a high return on investment.
4. Primarily their work is digital, but for in-house print work, they send finished jobs out to be produced rather than maintain a high-end printer on-site. For regular printing, they share a networked printer.
5. Due to the nature of the business (file sharing between designers working on the same project with project deadlines), network downtime should be as limited as possible.
6. Cable internet access and phones are provided by Cox Communications with the Business Internet Professional bundle. They would like to know if there is a better plan recommended or if they have selected the best option for their needs.
7. Network security is currently provided by the Cox Business Internet Professional bundle as well as the built-in network security provided by the Cisco router. They are happy with this level of security at this time.

Storage Needs, Backup and File Size Transfers

1. Beyond the hard disks in each work station, the company is currently utilizing SharePoint which is running on an in-house server for file sharing and storage. While they like the ability to track file versions and checkout files for editing, the SharePoint system is too complex for their needs. They are willing to try new technologies and are looking to switch to a product or service that is more user-friendly. They prefer not to hire IT staff to maintain the network.

2. They are currently performing backups to external hard drives weekly. They would like to have automatic file backups to an offsite location as part of a disaster recovery plan. They have heard about cloud storage and are not sure if it is a good idea for their use.
3. Typical file types and sizes range from simple word documents to graphic and media files that can be as large as 3 GB.

Applications in Use

1. The primary software applications being used include:
   a. Adobe Creative Suite CS5 (primarily Photoshop, Illustrator, Dreamweaver, Acrobat, InDesign)
   b. Microsoft Office (primarily Word, Excel, PowerPoint)
   c. Microsoft Outlook
   d. AVG Free Antivirus
2. The company executives have heard about Adobe Creative Cloud and Microsoft Server 2012 and are interested in whether cloud computing could save them time and money when it comes to maintenance, software updates, etc. They are interested in anything that they can do to cut costs and ease maintaining the network, freeing time for customer relations and design work.

Business Expansion Timeline

1. If current revenues are maintained, they would like to open the first satellite office within 6 months. A third satellite office would probably not be opened for another year, unless the business expands faster than expected.
2. The new location will need an ISP, router, and cables. The company already has 4 LAN-ready PCs purchased.

Cost Effectiveness vs. Network Speed vs. Network Security

1. Due to the small-business nature of the company, cost-effectiveness is more important than both network speed and security, however network security is more important than speed.

Internship Program

1. The internship program at Red Fish Design Company offers students vital experience opportunities in the field of graphic and web design. Working alongside experienced and award winning graphic designers at a fast growing design company, interns in the program develop skills needed to develop web-based applications, as well as web and print design projects.
2. Four internship programs are available each year, with a selection process that starts 1 month prior to the program start. Fall and spring programs run 12 weeks each and the two summer programs run 6 weeks each.
3. Internship positions are limited to 6 interns per program and are competitive.
4. Interns work less than 4 hours per day and some schedules overlap, but no more than 4 interns are at the office at a given time.