

Specification of Competency Standards
for the Information & Communications Technology Industry
Unit of Competency

Functional Area - DMT Architecture

Title	Develop a business case for selecting infrastructure for DMT project
Code	108054L5
Description	This unit of competency applies to all Digital Media Technology (DMT) practitioners formulating business strategies. With such a tantalising assortment of clouds to choose from it makes difficult to develop a business case for deployment an Infrastructure as a Service (IAAS). The business case needs to consider all different options of infrastructure provisioning, including private, public clouds. Also it should include the likely costs, potential savings, procurement and contractual arrangements and an overview of the perceived risks, which may contribute to the weaknesses of the option.
Level	5
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for developing a business case for selecting infrastructure for DMT project</p> <ul style="list-style-type: none"> • Possess in-depth project management skills • Possess in-depth knowledge of financial management and accounting • Possess in-depth experience in formulating business cases and capable of applying cost and benefit analysis techniques • Possess in-depth knowledge of the organisation’s digital media business and infrastructure • Possess good knowledge of cloud technologies • Possess good knowledge of infrastructure design and network risk management methodologies • Possess in-depth knowledge of the organisation business missions and goals <p>2. Develop a business case for selecting infrastructure for DMT project</p> <ul style="list-style-type: none"> • Lead a team to research cloud technologies that can enhance the organisation’s competitive advantage and still fulfilling its business goals • Formulate business case structure that matches senior management reading style and have sufficient information to facilitate decision making, For example: <ul style="list-style-type: none"> ○ Executive summary ○ Problem statement ○ Analysis of the problem ○ Solution ○ Cost & benefits ○ Recommendation • Based on the business case structure justify the business case, for example: <ul style="list-style-type: none"> ○ Better ROI (Return on Investment), with CAPEX (Capital Expenditure) reduction and OPEX (Operation Expenditure) reduction, various costs: servers, storage, etc. ○ Cloud promises speed, flexibility, especially in video production where number of rendering servers required is project dependent. i.e. on-demand resource ○ Allow IT staff to concentrate on production work rather on support ○ Able to deliver products to customers faster and wider without the draw backs of having the skills for building, maintaining the CDN (Content Delivery Network) • Develop the business cases based on the research results and scenario analysis of issues including but not limited to the following: <ul style="list-style-type: none"> ○ CAPEX and OPEX ○ Security and asset protection

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	<ul style="list-style-type: none"> ○ Manpower ○ Effects on customers and production team ● Recommend an implementation case through a critical cost-benefit analysis and a final statement why the project should go ahead ● Present the business case to senior management. Prior the presentation the following checking is needed: <ul style="list-style-type: none"> ○ Ensure problem statement follows naturally from the analysis of the situation ○ Ensure problem statement clearly indicates that action should be taken ○ List of potential solutions to the problems ○ Ensure data and calculations in the budget section are correct ○ Ensure the executive summary includes all essential elements and follow the same order as the complete document <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> ● Always take into consideration and strike a proper balance among all related technological, political, social, environmental and legal factors ● Apply industry standards and organisation guidelines
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> ● Guide the research team to analyse and identify benefits of cloud services that can provide better competitive edge to the organisation and collect the necessary information needed for compiling the business case ● Develop the business case that match the style of the organisation's senior management and the content have the required information that facilitate decision making ● Present the business case based on critical cost-benefit analysis
Remark	