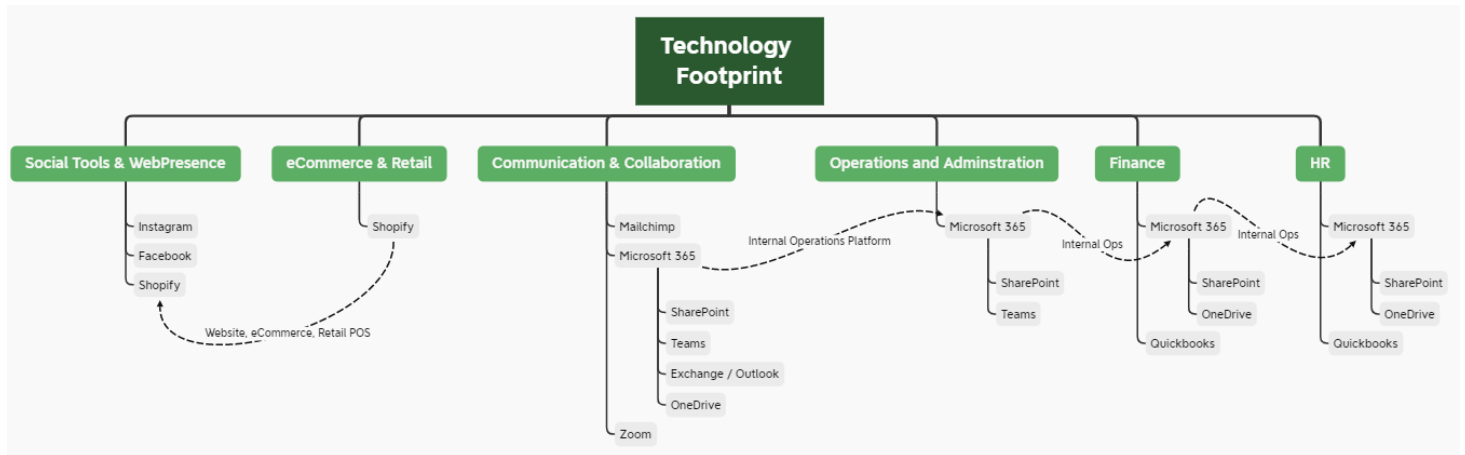


Systems Architecture Scenario 1



Technology Footprint

▼ Social Tools & WebPresence

- Instagram
- Facebook
- Shopify

▼ eCommerce & Retail

- Shopify

▼ Communication & Collaboration

- Mailchimp
- ▼ Microsoft 365
 - SharePoint
 - Teams
 - Exchange / Outlook
 - OneDrive

▼ Operations and Administration

- ▼ Microsoft 365
 - SharePoint
 - Teams

▼ Finance

- ▼ Microsoft 365
 - SharePoint
 - OneDrive
- Quickbooks

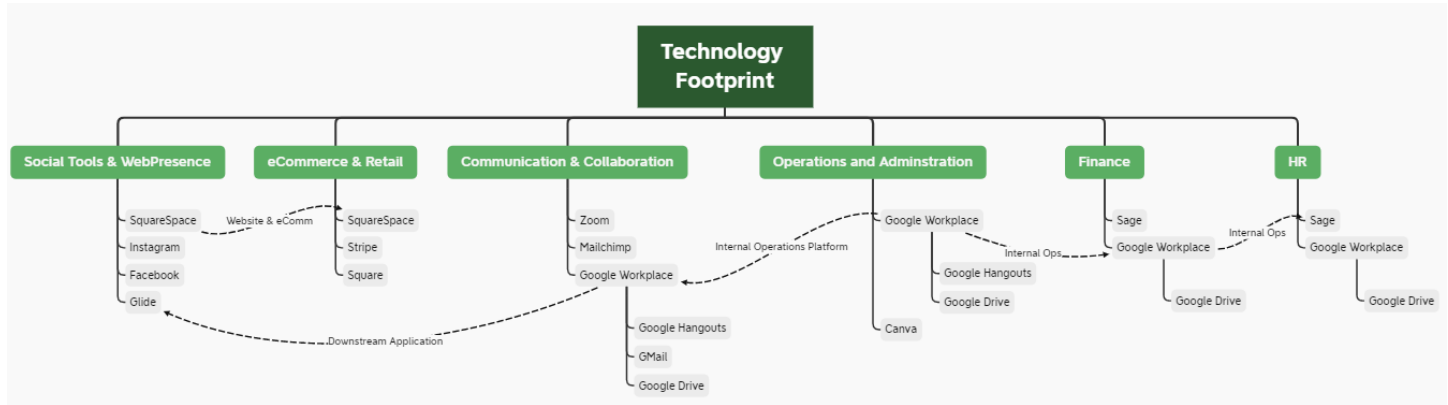
▼ HR

- ▼ Microsoft 365
 - SharePoint
 - OneDrive
- Quickbooks

In this outlined scenario we deal with roughly 7 primary technologies. All systems in this scenario will be SaaS based, so reliance on the internet is important. These are all commercial services as well, so while the understanding and administration of them will be your responsibility; the coding, upkeep, and infrastructure will be managed by the service provider. While the number of technology services is low, each one of these services is robust and will be leveraged for some of their more enhanced features.

- Shopify would be used as our primary Web presence. It will act as our Website, our Retail and eCommerce provider, our domain registrar, and our transaction processing / payment gateway.
- Email (exchange/outlook), File Sharing / File Management (OneDrive/SharePoint), internal communication and video conferencing (Teams) will be managed with Microsoft 365. Additionally OneDrive Sync would be used to ensure offline availability of information in the case of internet downtime.
- Mailchimp would be used for our primary direct marketing outreach tool, as well as our contact management system. Allowing stakeholders to update their contact details when required.
- Zoom will be utilized for external conferencing and workshops. We may end up introducing Vimeo to this scenario if the need arises for us to stream recorded content and if our existing platforms do not meet our requirements.
- Social media will be limited to Facebook and Instagram as these platforms are readily used in the marketplace and already engage with our audience.
- Quickbooks online will be used for bookkeeping, payroll, and accounting purposes.

Systems Architecture Scenario 2



Technology Footprint

• Social Tools & WebPresence

- SquareSpace
- Instagram
- Facebook
- Glide

• eCommerce & Retail

- SquareSpace
- Stripe
- Square

• Communication & Collaboration

- Zoom
- Mailchimp
- Google Workplace
 - Google Hangouts
 - Gmail
 - Google Drive

• Operations and Administration

- Google Workplace
 - Google Hangouts
 - Google Drive
- Canva

• Finance

- Sage
- Google Workplace
 - Google Drive

• HR

- Sage
- Google Workplace 1

In this second scenario we deal with roughly 8 primary, and 3 secondary technologies. Again, the systems in this scenario will be SaaS focused, so reliance on the internet is important. The primary differences here are the foundational communication/collaboration platform and the website driven ecommerce space.

- In this case, Squarespace would be used as our primary Web presence. It will act as our Website, and leveraged for our eCommerce, retail, and our domain registrar.
- Stripe will act as our online transaction processing / payment gateway.
- Square and SquareSpace Point of Sale for on premise transaction processing.
- Email (Gmail/Google Domains), File Sharing / File Management (Google drive), internal communication and video conferencing (Google Hangouts) will be managed with Google Workplace.
- Again, Mailchimp would be used for our primary direct marketing outreach tool, as well as our contact management system. Allowing stakeholders to update their contact details when required.
- Zoom will be utilized for external conferencing and workshops. We may end up introducing YouTube to this scenario if the need arises for us to stream recorded content and if our existing platforms do not meet our requirements.
- Social media will be limited to Facebook and Instagram as these platforms are readily used in the marketplace and already engage with our audience.
- Canva utilized for content creation.
- Glide for accessible Mobile app presence.
- Sage will be used for bookkeeping, payroll, and accounting purposes.

These scenarios are not unique unto themselves; applications and components can be added / removed at your discretion. These are simply examples of how a technology footprint can be looked at holistically and minimized for ease of use and understanding.