Example Memo for Assignment

To: Marshall Insurance Agency

From:

CC: Dr. Carl Rebman

Date:

Re: Proposal for Infrastructure \*\*NOTE ALL INFORMATION IS FOR ILLUSTRATIVE PURPOSES AND TAKEN FROM MULTIPLE SOUCES SO NUMBERS WON”T MATCH

This is where you will write about your understanding of the problem statement and how your proposal will address that statement. Then you will want to highlight some of the research aspects of your proposal, i.e. choices in hardware, software, etc., and how these choices will have an impact on efficiency, effectiveness of increased sales, processing time decreases, increases in response times and customer satisfaction. Your initial discussion will end with some comments on overall cost and how long it will take to implement from start to finish. Don’t worry if you don’t have ‘exact’ figures and in fact you might want to include some ‘padding’ for cushion (but don’t go overboard).

|  |  |
| --- | --- |
| Total Cost of Ownership (TCO) Cost Components | |
| **Infrastructure Component** | **Cost Components** |
| Hardware acquisition | $25,051.39 |
| Software acquisition | $25,859.35 |
| Installation | $800.00 |
| Training | $1,100.00 |
| Support | $1,2000.00 / month |
| Maintenance | $600.00 / month |
| Infrastructure | $600.00 plus $350.00 /month |
| Downtime | $300.00 / month |
| Energy | $200.00 / month |
| Total | **$53,410.74 plus $2,650.00 / month** |

**Hardware**

Each of these categories should include both tables, discussion and pictures.



[](javascript:fnHardlineProductView('1218343869103',%20'2677297','false','cat13506'))Then an example of computer descriptions and you may want to include a couple of choices including your recommendation.

Lenovo, IdeaCenter Desktop

* Price: $449.99, Monitor: $149.99
* Processor Speed: 2.6 GHz
* Hard drive: 1 TB
* RAM: 6 GB
* Monitor: 21.5 inches

**SOFTWARE**  
30 copies of the most up to date software are needed for the new computers. Below are the prices for the most recent copies of Microsoft Office and Lotus SmartSuite. 30 copies of Microsoft Windows 7 Professional is also needed.

* Microsoft Office: $499.99
* Lotus SmartSuite: $332.00
* Windows 7 Professional: $299.99

Below are tables that show the prices for the total software. Even though Microsoft Office is more expensive, I would use this because it is the most common and will be more compatible.

|  |  |  |  |
| --- | --- | --- | --- |
| **Software Type** | **Price** | **Amount Needed** | **Total** |
| Microsoft Office |  |  |  |
| Lotus Smart Suite |  |  |  |
| SunStar Office |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **Software Type** | **Price** | **Amount Needed** | **Total** |
| Windows 7 |  |  |  |

The following server roles will be initially installed and configured:





**Installation**

Discussion here about how logistics involved with installation.

**Training**

Discussion here about how logistics involved with training.

**Maintenance**

Discussion here about how logistics involved with maintenance.

**Support**

Discussion here about how logistics involved with support.

**CONCLUSION**

Your conclusion should be a repeat of your introduction except with a more thoughtful reinforcement of your recommendations (i.e. why you think it will work and why your proposal should be considered over other competing proposals). It should also include a repeat of your total cost of ownership table and possibly a chart. It should also include a timeline or estimation of length of time to start and complete the project. Also at the very end is where you might want to include an appendix of the exact details of everything else you research and used to condense to write your main proposal. One such detail example is provided at the very end.





APPENDIX—DETAIL OF ITEMS DISCUSSED IN PROPOSAL



|  |  |  |  |
| --- | --- | --- | --- |
| **Printer Type** | **Price** | **Amount Needed** | **Total** |
| Dell | $ 279.99 | 15 | $4,199.85 |
| HP | $ 69.99 | 15 | $1,049.85 |
| Canon | $ 249.99 | 15 | $3,749.85 |

