This document is under construction

Eskandari Bicycle Co Information and Knowledge Management Systems

Eskandari Bicycle Co (EBC) uses the following types of information and knowledge management systems, with a significant amount of cross-over between and within types:

1. Communication and collaboration systems:
2. General business productivity tools
3. Marketing, sales and customer service systems
4. Bookkeeping and accounting systems
5. Production, inventory management and logistics systems

1. Communication and collaboration systems:

i. Microsoft 365

EBC employees use the Microsoft (MS) 365 communication apps to communicate/ collaborate on operations and projects internally and externally. Specific apps include:

MS Outlook. This is an email and appointment calendar solution that helps EBC employees to manage appointments, contacts and communication all in one place. The search function is particularly important for recalling previous conversations and shared documents, serving a knowledge management/ storage function as well as its primary sharing/ communication function. As well as the email application and the calendar, it integrates with a task manager, contact manager and a note taker.

MS SharePoint. This is an online platform, somewhat like a wiki, where EBC employees can store, organise and share important business information (eg MS Word/pdf files; MS Excel files; MS PowerPoint files), organised in folders/ sections. EBC has built an internal website that forms the hub of an intranet where collaboration, communication and file hosting occurs. For instance, employees can see all company policies on their MS SharePoint/ internal website

ii. Microsoft Teams

MS Teams allows EBC employees and other stakeholders to collaborate on content in real time and near-real time across different devices, including laptops and mobile devices. MS Teams integrates with other MS apps, MS PowerPoint and MS SharePoint. As with the cloud-based versions of each of these apps, Microsoft Azure cloud storage is available for shared meeting content and artifacts.

EBC relied heavily on MS Teams during the COVID-19 pandemic, where workers were working remotely (and therefore not in physical proximity with each other) but were able to communicate and collaborate/ share files and work. Although most EBC workers work at the Broadmeadows factory/ office most of the time, there is still remote working opportunities,

particularly for sales and marketing staff (who are often travel away from Melbourne) and staff who have flexible work arrangements (eg who have caring duties and work from home)

EBC uses MS Teams for:

Messaging chat. chat-based collaboration featuring group and individual messaging with threaded and persistent conversations. Users can elevate a group or one-on-one chat to a voice or video call.

Voice calls. MS Teams provides cloud-based telephony for voice calling. With the Teams app, users can make voice over Internet Protocol (VoIP) calls between Teams clients. Microsoft Phone System and Calling Plan users can make, receive and transfer calls to and from landlines and mobile phones on the public switched telephone network.

Video meetings. MS Teams (video) meetings. Users can customise virtual backgrounds, record and upload meetings, transcribe audio and use whiteboards and breakout rooms.

Screen sharing. Screen sharing lets users share their desktop screens, including files, in real time during Teams calls or video meetings.

Calendar. EBC Employees can keep track of their workweek, meetings and other daily appointments. The Outlook and Teams calendars are tightly integrated, and Outlook automatically generates notifications of Teams meetings.

File sharing. This document management feature lets remote teams store, share and edit files within Teams. Users can collaborate on the same document in real time within Teams.

External collaboration. The guest access feature allows EBC employees to invite external stakeholders join internal channels for messaging, meetings and file sharing. This capability helps to facilitate business-to-business project management. MS Teams Connect is another external collaboration feature that lets EBC employees chat, meet and edit documents with external stakeholders in a shared workspace in Teams.

2. General business productivity tools

i. Microsoft 365

MS Word. The global standard word processor, which ECB employees to create professional-quality documents, many of which are converted to pdf format for sharing/ communicating, especially externally.

MS PowerPoint. The global standard presentation slides app. EBC employees use this app to easily create professional looking presentations, using text, charts, images and video, both for internal and external audiences

MS Excel: The global standard spreadsheet app. EBC employees use MS Excel for budgets; business cases; costing/ pricing; feasibility studies/ reports.

Microsoft Outlook: Described in section 1

This is an email and appointment calendar solution that helps you stay on top of appointments, contacts and communications all in one place. As well as the email application and the calendar, it integrates with a task manager, contact manager and a note taker.

SharePoint. Described in section 1

OneDrive: This is the base of EBC's MS storage platform for file hosting and synchronisation across the business. EBC get 1TB of cloud storage per user… which is a very large amount of storage.

OneNote: EBC employees use this digital note-taking app to capture and share information. Drawings, notes, audio, screen clippings can all be captured, integrated into documents and shared with team members across all devices.

MS Defender for Business. This is an enterprise-grade endpoint security solution, designed for small and medium sized firms like EBC. It helps to protect EBC's systems/ employees from cyber threats, helping keep them safe from ransomware, phishing, malware and other cybersecurity threats.

MS Copilot. Recently, EBC employees have come to use MS Copilot more, whilst working on other MS 365 apps. It is an AI-enabled productivity chatbot, utilizing large language model (LLM) AI algorithms (like what ChatGPT uses) with your EBC's data from within Microsoft 365 to assist with employees' workflow.

MS Whiteboard. EBC employees use this shared digital canvas to sketch or write on, sharing ideas and content in MS Teams meetings or sharing via Teams chat or Outlook.

iv. Adobe Acrobat

3. Marketing, sales and customer service systems

i. Hubspot CRM platform

HubSpot is a customer platform that brings EBC's marketing, sales, service, operations, and its website together in one place. HubSpot gives EBC's employees a single system that tracks every interaction with its existing and potential customers, and gives them insight into servicing their needs.

EBC sales, marketing and customer service employees use it to:

- attract visitors to its website and to its social pages – EBC marketing employees use Hubspot to publish blogs and podcasts, run social media campaigns, and launch targeted ads.
- convert leads – EBC's sales team use it to capture leads with landing pages, email sequences, and smart forms.
- close customers – EBC's customer service staff can refer leads to sales employees or bike shops who use Hubspot with all historical interactions preserved/ displayed/ searchable.
- retain customers – EBC's marketing and sales team can tailor personalized offers/ communication to existing or potential customers
- drive advocacy – EBC's marketing and sales team can incentivise satisfied customers to be brand promoters.

ii. Adobe Illustrator

iii. Canva

EBC employees across all functions uses Canva, an easy to use and collaborative graphic design platform, to create a wide variety of visual content, including social media graphics, presentations, posters, marketing materials, and more, often with a focus on ease of use and brand consistency. It is used for the following:

- social media - EBC employees use Canva to create visuals for social media posts, stories, and ads.
- presentations - EBC marketing and sales staff use Canva to make more effective sales presentation slides, including with video elements for sales presentations and for display at events such as trade fairs and at cycling and related events where they have sponsorship presence.
- posters and flyers - EBC employees use Canva to create posters and flyers for events, promotions, and announcements.
- infographics- EBC employees across many departments use Canva to create infographics to present data and information effectively
- branding - All of EBC's branding is done in-house. Whilst the majority of branding is done on Adobe Illustrator, Canva is used for tasks like creating prints for t-shirts, coffee mugs and other branded merchandise for promotional events at bike shops and sponsored events or participation in community or industry events.

4. Bookkeeping and accounting systems

i. Xero

Xero is a cloud-based accounting software which EBC employees in finance and accounting uses to record sales and expenses and to generate financial reports, but also to generate and pay invoices, pay employees, bank reconciliation.

EBC uses Xero for:

- bookkeeping – this is the basis of EBC's financial and management accounting systems, where transactions are recorded and then progressed to accounts, ledgers and financial statements.
- financial reporting – Periodic financial accounting reports and management accounting reports are generated by the software, the latter used in all departments for budgeting and performance reviews
- invoicing - EBC uses Xero to create and send invoices to customers, track payments, and assist with credit sales management.
- payroll - EBC uses Xero to handle payroll processing, including calculating wages, deductions, and tax liabilities.

- bank Reconciliation - Xero connects to EBC's bank accounts, allowing the CFO to reconcile transactions and ensure accuracy.
- expense claiming – EBC employees, such as the sales team, can easily submit and manage expenses incurred when working, especially when working away from head office.
- tax reporting - The CFO uses Xero to prepare annual company tax returns and business activity statements (including for GST reporting and PAYG wage reporting) to the Australian Tax Office

5. Production, inventory management and logistics systems

i. MRPeasy