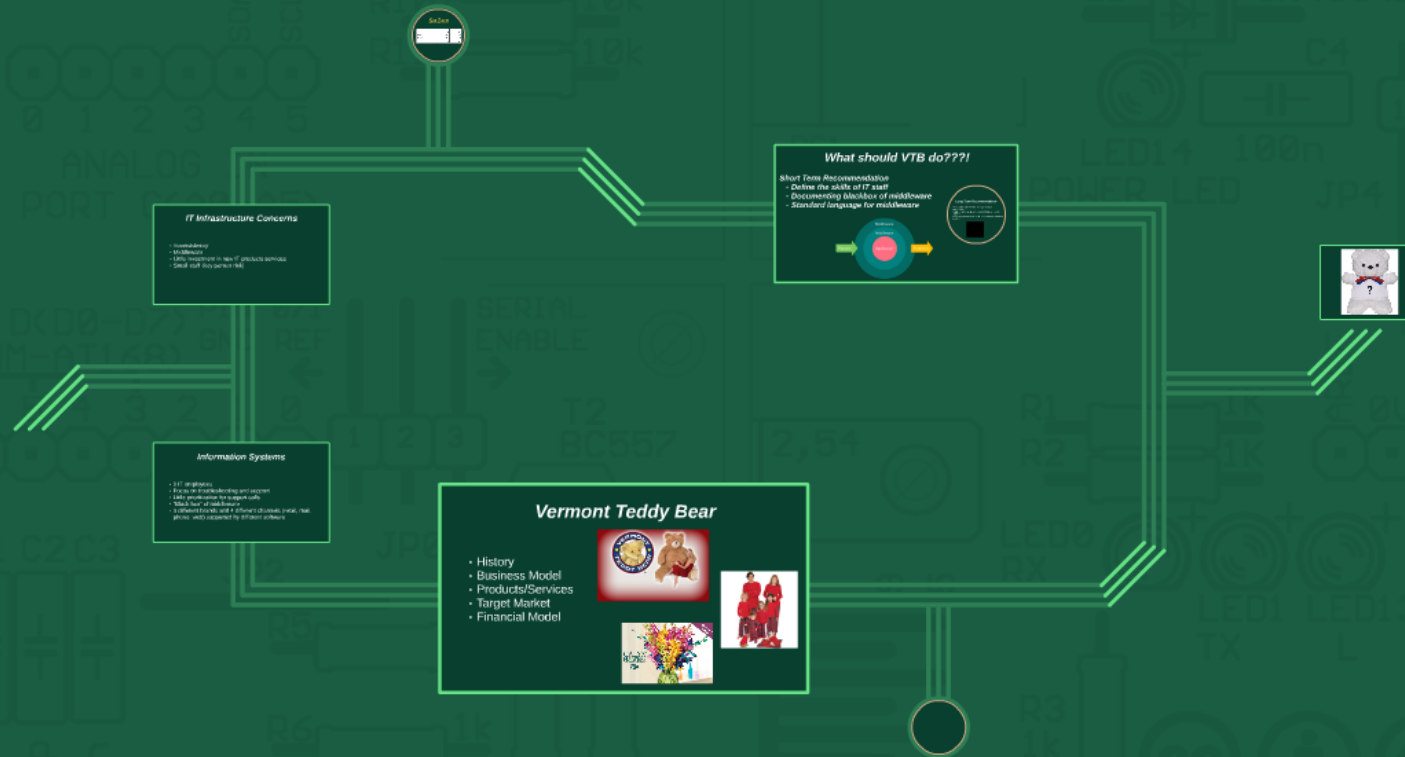
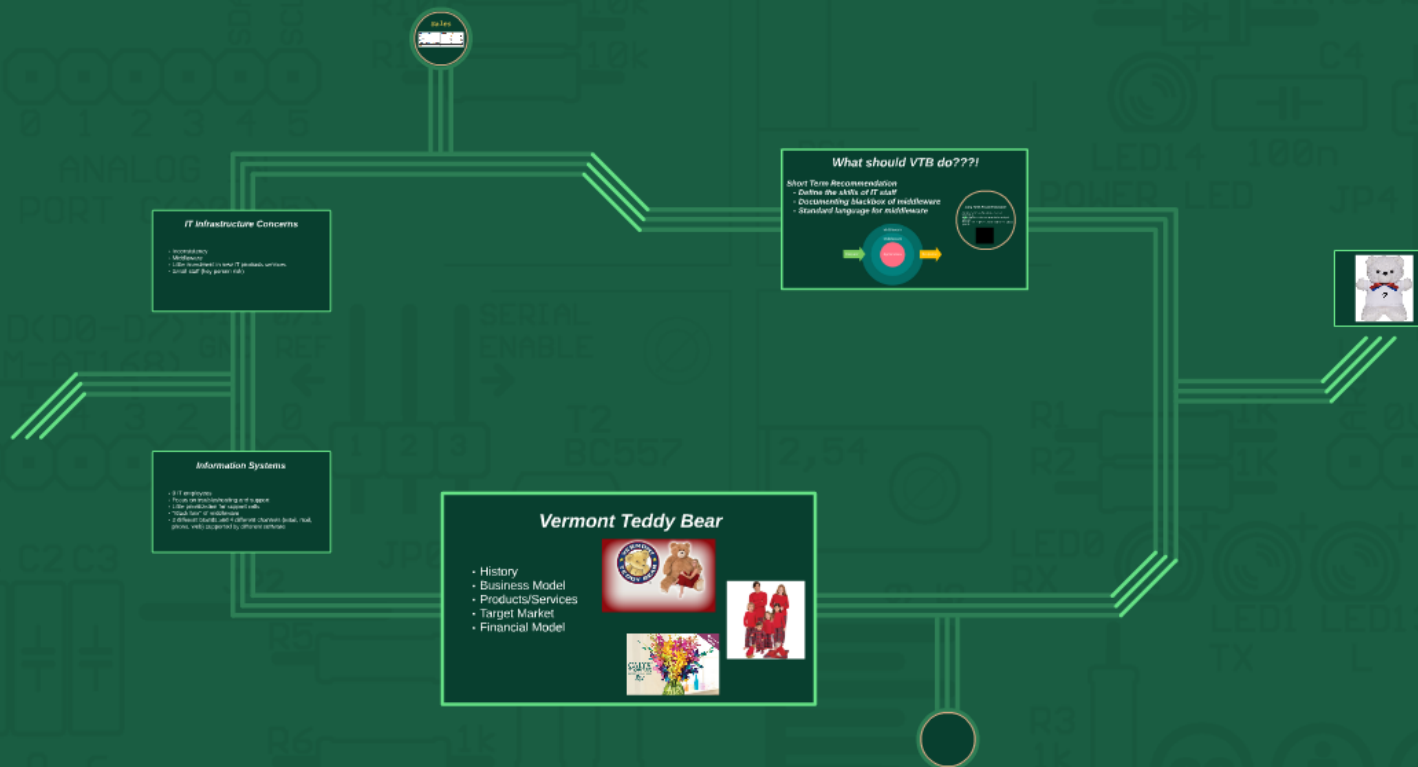


Peak Experiences and Strategic IT Alignment at Vermont Teddy Bear



Mary Gitman, Justin Hartman, Bill Karich, Jeffrey Kruhm, & Dylan Weisman

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Which product would you most likely buy?



A



B



C

https://www.polleverywhere.com/multiple_choice_polls/rfkRVPjEvrle8ep

Sales

Revenue Sources	Millions	%
Bears	31	47%
Flowers	17.5	27%
Pajamas	14.5	22%
Other - Corporate & TastyGram	3	5%
Total	66	100%

Vermont Teddy Bear

- History
- Business Model
- Products/Services
- Target Market
- Financial Model



Information Systems

- 9 IT employees
- Focus on troubleshooting and support
- Little prioritization for support calls
- "Black box" of middleware
- 3 different brands and 4 different channels (retail, mail, phone, web) supported by different software

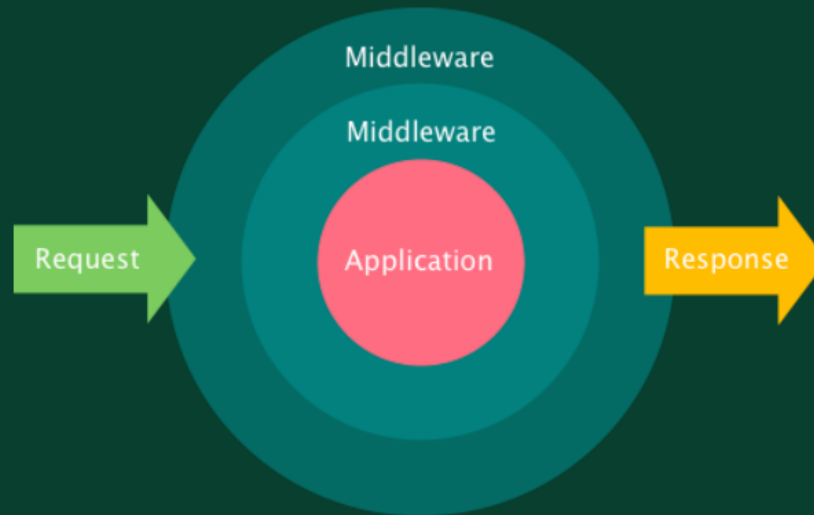
IT Infrastructure Concerns

- Inconsistency
- Middleware
- Little investment in new IT products services
- Small staff (key person risk)

What should VTB do???!

Short Term Recommendation

- *Define the skills of IT staff*
- *Documenting blackbox of middleware*
- *Standard language for middleware*



Long Term Recommendation

- Standardize software through cloud services
- Data mining
- Mobile app that emphasizes customization and quick ordering
- Partnering with shippers to deliver products as quickly as possible

