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RE: Release the Kraken – LevloThan’s Enterprise System Workflows
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Executive Overview & Introduction

LevloThan specializes in creating the Internet of Things (IoT) smart aquarium monitoring solutions that allow the aquarium hobbyist to spend more time enjoying their tank with less maintenance, while integrating the device with a mobile app for easy access, management, and monitoring. The Kraken, like its real-life Octopus namesake, is remarkably intelligent, multifunctional, and sleek in design – camouflaging itself so not to take away from the aesthetic of your aquarium.

With strong relationships with other eco-system vendors such as Google, Amazon, Blink, and Phillips, as well as specialty retail stores and aquarium stores, LevloThan can make a strong appearance in the ever-varying technology environment.

Our smart aquarium solutions do more than just monitor the tank – they are versatile with the capability to test for key parameters for both salt and freshwater, add additional parameters to monitor through the app, sync with an automatic dosing station and/or feeding station, can even clean the glass of your tank, and allow you to monitor your fish through a camera and take pictures. The Kraken comes in multiple sizes ranging from nano tanks to very large tanks, can be used with or without a sump, and works for individual hobbyists and businesses alike!

Section 1 – Strategic Direction

We want to take a first-mover advantage approach with alliance and innovation strategies.

We have the potential to create a significant advantage in the market by offering unique features and solutions for both aquarium hobbyists and businesses that want to manage their tanks more efficiently. By integrating IoT technology, AI, & ML into aquarium maintenance, remote monitoring and control of various parameters can be provided in real time. If any of the parameters/temperature change or spike – the user will get an alert sent directly to them.

Additional features are that users can select if the aquarium is salt, fresh, or brackish water and default parameters will display – these can be customized, and if there are additional parameters that you want to monitor, they can be added. The Kraken is sleek, with its small charging dock that attaches to the aquarium. Along with monitoring, The Kraken is an automatic cleaning device. The Kraken sits in a small dock and has the capability of cleaning the glass of your tank as you schedule it. It is fitted with a gentle, but effective cleaning pad for the inside of your tank and held in place with a magnet like a traditional aquarium glass scraper. With the Kraken though, it does the cleaning automatically, and with the app, you can set a buffer above the sand bed to avoid scratches. With the intuitive interface, if there is a spot you want The Kraken to go back over, you can control it yourself. The Kraken has a built-in camera so you are able to stay connected to your aquarium no matter where you are. The HD camera offers streaming, the ability to take a picture, you can control where The Kraken moves, there is the ability to illuminate darker areas or to view at night with the built-in spotlight, and for those who have coral – there is a blue-light filter.

Additional features that you can add on to The Kraken are a dosing station and an automatic feeder. Unlike traditional aquarium dosing stations, where you only program them to dose

amounts that you set and when to dose, The Kraken is intuitive enough to dose based on the readings it picks up. The other feature is self-feeding solutions. There are options for both frozen food and dry. With the dry pellets/flakes/etc. you can set the time of feeding, how many feedings, and the amount. The frozen food option has cooling technology that can keep frozen fish food in liquid form and feed as scheduled and has a self-cleaning mechanism. Both of these feeders can be managed from anywhere through the app.

To gain a first-move advantage, a combination of alliance and innovation strategies can be used to differentiate our solutions in the market, capture and maintain a strong customer base, and maintain a competitive edge. Utilizing our existing alliances can help accelerate our product development, enable access to new markets, and create synergies that will enhance our product offering. Our partnerships with our retail chains/specialty stores, and online marketplaces increase our distribution channels. Since we are a newer company, the alliance with these well-established retailers can help with gaining visibility early on. We would also want to build partnerships with aquarium manufactures and have potential collaborations. By leveraging these partnerships, we could allow for early access and exclusive deals through these platforms that would cultivate early adoption and create buzz. With the integration of AI/ML into our solutions, we are able to personalize our consumer's experience by giving them a Peace of Mind with their investment and fish family. With our partnerships and an expanse of technology, we can shape the future of smart aquarium technology. With our relationships – we can be at the forefront by consistently improving and introducing new features. For example, AI-driven insights could predict when certain maintenance tasks are needed, alert when chemicals and food are getting low and have a partnership with Amazon or one of the specialty retailers that they can automatically ship out the items before you hit empty if the consumer opts for that, and even make suggestions based on historical data. Eventually, we could integrate into a wider IoT network that would allow LevloThan's system to be a part of a larger, multi-functional smart home experience, which gives us a distinctive edge. Using ML, we could provide a personalized experience, offering tailored advice to their specific aquatic environment. For kids with beginner tanks, or even adults, you could add a game option to the app for enhanced engagement – for example, users can level up their tanks health, create milestones, and earn reward points that if we work strategically with our partners, consumers could trade them in for a few dollars off of their particular fish care after they earn so many points. We can utilize our partnerships for potential subscription services, giving customers access to specialized expert consultations, or even webinars, etc. Since The Kraken has a built-in camera, why not include Social Media/Content-sharing options in the app – go ahead and share your pictures, performance, create a virtual aquarium profile, etc. We can leverage our first-mover advantage by having passionate and well-regarded aquarium enthusiasts provide feedback on the current state, and what other features they would like to see, as “Betta Testers”, which would help to build a loyal customer base early on. We could position ourselves as the leading IoT solution for aquarium enthusiasts of all levels who care about the health of their aquatic family, want to have a Peace of Mind for themselves, and have the convenience of managing their aquarium. We also want to offer our customers excellent service, supply them with top-notch educational content, have online forums and support groups, make a chatbot available and email address, but also have the phone lines available. An aquarium is an investment, and fish aren't just pets – they are family, and we want to put an investment back in our customers as well.

Section 2 – Workflows

There are currently 4 workflows that are prioritized to improve:

- The streamlining of operations of product delivery through the e-commerce process.
- The streamlining of operations for delivery of the mobile application.
- Improving decision making to compete more effectively **using AI / ML**.
- Improve communication and collaboration with your customers, suppliers, and alliance partners **using AI / ML**.

At LevloThan we want to ensure a smooth e-commerce operation. Though we have existing workflows to streamline operations, there are ways to improve what is currently in place. For our current process, a consumer is able to purchase the products through our website, but it is not optimized for web and mobile use. When an order is placed, there isn't an automatic update of inventory – that is done manually, along with the processing of the order. If an item is out of stock and the order was already placed, it causes frustration. We sell in retailers as well, and inventory is not displayed with that either, so even if our customers wanted to go buy it in-store – there is no real-time inventory to check. We need to track key performance indicators (KPIs), improve collaboration across teams, keep real-time inventory visibility and inventory dashboards. Along with AI, we will be able to make more effective decisions.

A user-friendly e-commerce platform is critical for success. Our website should be optimized for both desktop and mobile users, with a direct link to download our app for our products to both purchase, and to control their device. We need our customer's needs to be met. Both ML and AI can help with that with optimizing their experiences on our site. AI will be able suggest new products, help with questions, send emails, and even map a mock setup. We will encourage our customers to leave feedback so we can consistently make improvements.

We want our process to be as efficient and seamless as possible, while keeping our customer's satisfaction as a priority. By implementing a supply chain management system (scms) in conjunction with an inventory management system (ims) we can have a more comprehensive and integrated system that manages the end-to-end process, from the materials suppliers to the final consumer. We can build stronger relationships with our suppliers and partners, we can have up-to-date demand forecasting, with the IMS we will have better visibility of our stock levels the IMS integrates with SCMS, and with well-integrated system we will have close collaboration between all parties. By implementing a Customer Relationship Management (CRM) system we will be able to keep our data centralized, allowing us to gain deeper insights into our customer's behavior and needs. We will be able to better assist our customers with faster response times and case management, we can utilize automated follow-ups as well as other task automation, and a CRM will help us to personalize our marketing. CRMs allow teams to share information and work collaboratively; we will have access to better reporting and analytics; we will have increased efficiency and productivity – with all of the customer's data in one centralized platform – we will be able to make faster, more informed decisions about strategy, priorities, etc. With the detailed records – we can offer more personalized and proactive customer service, and even a loyalty program. Lastly, Business Intelligence (BI) again will assist us with improved decision-making, we will be able to streamline processes, BI will

enable us to have more accurate financial forecasting, and BI will allow us to analyze competitor performance and market trends, which will help us stay ahead of the competition, and by analyzing feedback, we can gain more insight on product development, pricing, etc. to maintain that competitive edge.

Section 3 Topic 1: Business Intelligence

BI is “a subdiscipline of data analytics that involves gathering, analyzing, and presenting data virtually.” (Cloud, 2023)

By utilizing BI, data is easier to interpret and act on. We will be able to see patterns in our data, we can track our business goals, and we can get visualization of that data. By learning about our customers, we can them a more personalized experience, but also, by seeing who our current customers are and their habits, we can target additional customers, suppliers, retailers, etc. This is all actionable information that can keep us competitively ahead because we understand our customers and the why behind the purchase. For instance, we have a person who travels a lot for work, and we know that they have bought a pet camera and various fish food and chemicals – we could look into that data and realize that he has a 200-gallon saltwater tank, he loves his hobby, but travels a lot so he wants to keep an eye on the health of his tank while he’s away. He has a blink device propped up on a shelf next to his tank to try to keep an eye on it, and a battery-powered automatic feeder that only lasts for so long. A saltwater tank is an investment – depending on what you are buying, the types of fish, etc. you can spend anywhere from ~\$2,000-\$17k on a tank that size. Regardless of the price difference – why not give yourself a Peace of Mind – know exactly what is going on in your tank at all times. Check in on your fish family when you are away. Know that your temperature and water parameters are all safe, but if they aren’t, your tank will be treated from wherever you’re at, and to know that your fish will be getting the nutrition they need with both a frozen food feeder and a dry food feeder. That Peace of Mind alone is priceless. (Hesketh, 2019)

Section 4 Topic 2: DevOps

LevloThan is cutting edge – DevOps can be incredibly beneficial in streamlining software development, ensuring rapid innovation, product quality improvement, and overall enhancing our customer’s experience.

DevOps enables automated build, testing, and deployment pipelines, which would mean faster iteration and the ability to release new features (such as game mode!), fix bugs, product updates for both the mobile app and hardware, etc. DevOps would enable continuous monitoring of both the app and The Kraken device, so gaining real-time feedback on the system performance and any issues would allow us to address problems quicker, and to ensure that the performance of the devices are functioning correctly. DevOps would allow for efficient scaling as LevloThan grows because the infrastructure can be automated, and allow for it to scale the cloud infrastructure. If an update or deployment goes wrong – we would be able to automatically roll it back, and if there is an incident that the device/app detects – we can immediately start the recovery process. Security is another critical aspect, and we can integrate security early in the development process. DevOps is beneficial for integrating new devices (ex. If we come out with updated sensors) with the existing mobile app/setup, if there are any bugs, the deployment and testing are automated, so changes can be pushed more frequently, with less risk of errors, and it would enable continuous monitoring of both hardware and software.

Section 5 Topic 3: Customer Relationship Management (CRM) System

A CRM can enhance customer experience, improve retention, and drive business growth. For LevloThan, a CRM would centralize all customer data, giving us a comprehensive view of each customer. This view would help us to understand their needs and behaviors better. A CRM can track customer interactions, which helps provide a faster response to issues, and happier customers. Personalized communications can be sent, such as when a customer needs a new cleaning pad for their device. CRMs enable proactive support. By collecting direct feedback, we have access to future upgrades and feature requests. A CRM fosters collaboration with cross-department communication and real-time customer interaction updates. A CRM can automate repetitive tasks, such as sending order confirmations or product updates. We are a high-end aquarium monitoring system, and we want our customers to be treated as such – getting a personalized email, or a reward for being active on the app is a way we can let our customers know that we appreciate them for trusting us to help them with their pets!

Section 6 Topic 4: Supply Chain Management System

Integrating a supply chain management system (scms) with an inventory management system (ims) would help in streamlining operations, optimize resources, and reduce costs.

By combining a scms and an ims, LevloThan can have real-time visibility into every aspect of our supply chain and inventory. We would be aware of everything from where our raw materials are in the production process, to how much inventory that is ready to ship that we have on hand. If there is a shortage of a chemical, we would be aware very quickly and be able to react with agility by communicating with our suppliers and adjusting production schedules, etc. We could also have an automated stock replenishment set that would enable to reorder stock from suppliers once it gets below a certain threshold. Not only would we be able to know how many devices we have on hand, we would have clarity to what each retailer/partner has – and stock appropriately. We would be able to forecast better with the historical sales data, orders, seasonality, customer insights, etc. Our coordination with suppliers would be improved by providing real-time information to them, and we would be able to diversify our suppliers so there isn't one single point of failure if one supplier can't meet our expectations. A robust scms can ensure that we provide and maintain a reliable and consistent product delivery timeline, that we provide real-time order tracking, and that we know our product availability to ensure our customer's satisfaction. As we grow and expand, the integrated scms and ims will be able to handle the increase without losing control over the inventory and supply chain operations.

Section 7 – Actions Required & Conclusion

LevloThan is innovative and has a lot of promise to keep our competitive advantage. There is a lot of work that lies ahead, and a basic action plan:

- Implement Business Intelligence – BI will help us gain valuable insights from data that will help to support decision-making across the business
 - Data collection from customer touchpoints
 - Integrate data sources into a centralized data warehouse
 - Select implementation/Project team, and the tool
 - Know that we will need to set KPIs, create dashboards/reports, monitor, understand that data, and adjust accordingly
- Implement DevOps – Streamline software development, increase collaboration, ensure continuous delivery of improvements to the mobile app and The Kraken's functionalities

- Define goals and set team
- Select the tools and platforms
- Implement, monitor, automate, etc. and make improvements
- Customer Relationship Management (CRM) System – a CRM will manage customer interactions, improve customer retention, and give them a personalized experience
 - Define goals and team
 - Select CRM platform
 - Centralize customer data
 - Automate workflows, track metrics, and personalize
- Supply Chain Management (SCMs) System and Inventory Management System (IMS) – will optimize product supply and manage inventory efficiently
 - Set goals and team
 - Select SCM and IMS software
 - Integrate with other systems
 - Manage inventory across multiple channels, demand forecasting, warehouse/order management, shipping and delivery optimization

We want to ensure that these systems work seamlessly together – we need to setup data integrations, create unified dashboards, and maintain scalability, but by implementing BI, DevOps, CRM, and SCM, we can streamline operations, improve customer experience, increase operational efficiency, and stay competitive. Each of these systems complement the others by providing real-time data, enabling faster decision making, and creating a unified approach to managing customer relations, supply chains, and inventory management.

The Kraken is a terrifying reminder of the secrets that lay under the surface, representing the unknowable and uncontrolled energies of the deep sea. We can navigate and weather the storm with our innovative products and approaches. Release the Kraken!

Best Regards,

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LevloThan



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