



Network Services Customer Service Update



May 2012
Version 1.6

Agenda

- NS7 Overview
- NS Customer Relationship Management
- NS Service Catalog Management
- NS Service Level Management
- NS Project Registration & Project Change Management System (PCMS)
- DGSC Information



Customer Services Division (NS7) Overview)

Mission

*Provide proactive support to ongoing services,
capture Warfighters' changing needs, and
cultivate partnerships*



NS7 Overview

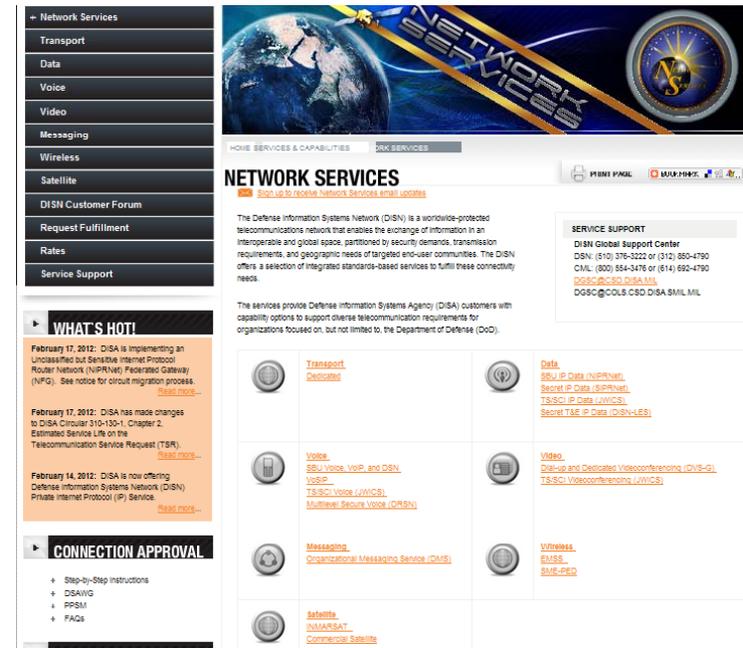
Division Introduction

Accomplishments

- Published NS Telecommunications Service Level Agreement
- Published NS Telecommunications DISN Service Business Catalog
- Revamped Network Services (NS) Public Website on DISA.MIL
- Implemented Project Change Management System (PCMS)

Major Projects

- Implement Customer Relationship Management (CRM) Strategic Plan
- Develop and maintain DISN Operational Level Agreements
- Expand Customer Interaction Center (CIC)
- Expand registration for DISN customer & network projects
- Maintain/re-certify DGSC Commercial Support Center Certification
- Implement Phase II of Project Change Management System (PCMS)



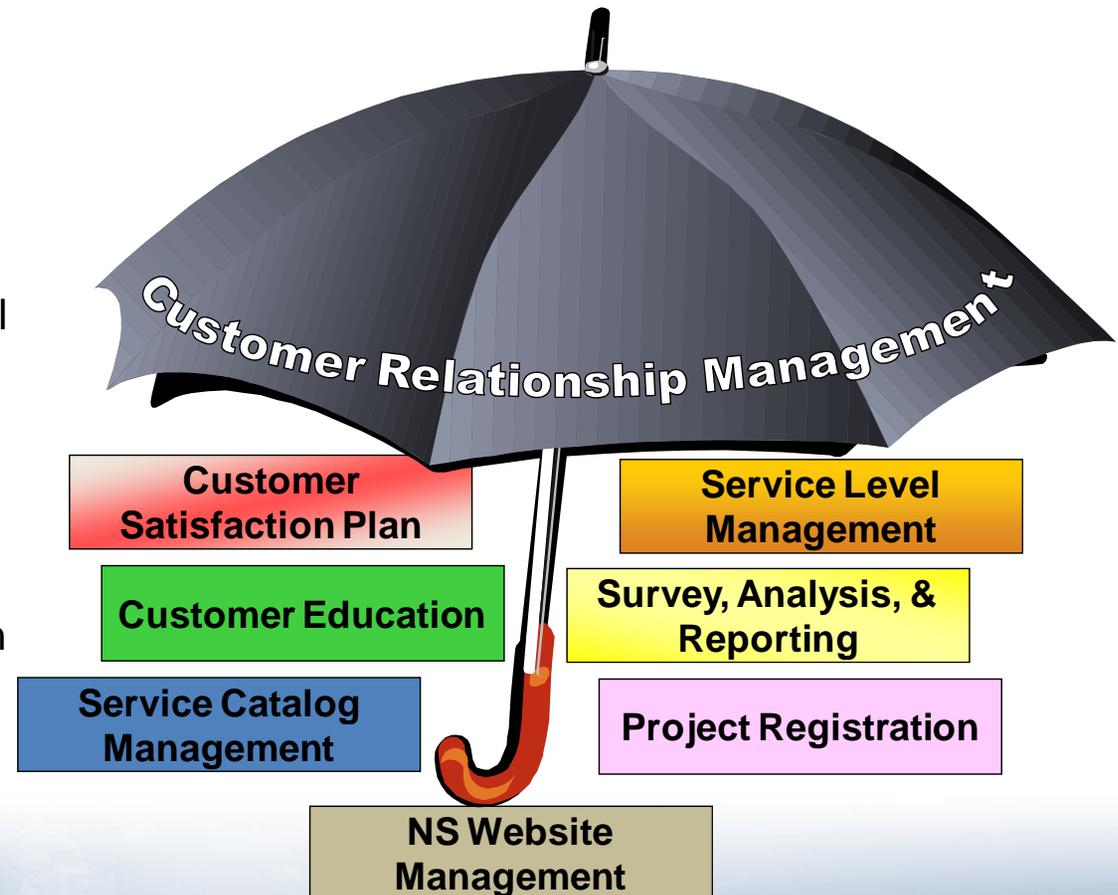
NS website on www.disa.mil

NS7 Overview

Functions/Contributions

Functions/Contributions

- Operate the 24/7 DISN Global Support Center
- Provide Customer Relationship Management (CRM)
- Provide Situational Awareness for all Services
- Develop Audience Specific Communication Plans
- Facilitate DISN Customer Forum (DCF) Meetings
- Assist Implementing Standardization & Process Improvement
- Collect and analyze trends
- Provide customer education and training support
- Develop Strategic Communications Plan (Marketing Plan)



NS Customer Relationship Management (CRM)



Customer Relationship Management (CRM)

- Definition
 - Customer Relationship Management (CRM) brings together information from all data sources within an organization to give one, holistic view of each customer in real time
 - CRM is a business strategy that includes functionalities necessary to acquire, enhance, and retain customer relationships
- Problem Statement
 - Multiple customer contact points and manual information sharing capabilities exist across organizational silos which hampers effective customer support

CRM Characteristics & Benefits

- Gartner recognizes 8 characteristics required to be a “winner” in CRM

- CRM Vision, CRM Strategy, Valued-customer experience, Organizational collaboration, Processes, Information, Technology, and Metrics

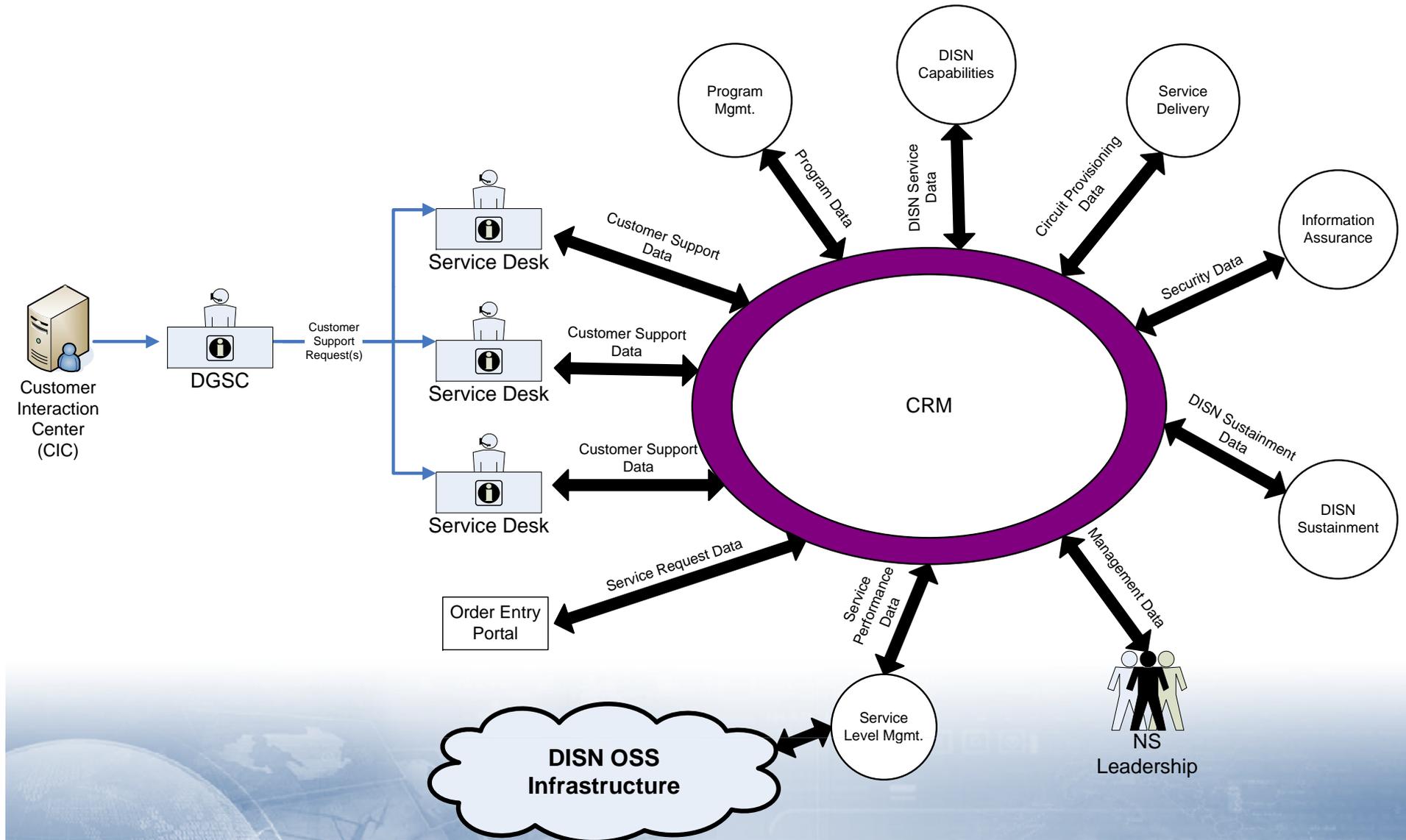
Eight Building Blocks of CRM – Gartner Research

| | |
|---|--|
| CRM Vision: Leadership, Process Automation, Value Proposition | |
| CRM Strategies: Objectives, Quality Control, Effective Interaction | |
| Valued-Customer Experience: Understand Requirements, Monitor Expectations, Customer Communication | Organizational Collaboration: Culture and Structure, People (Skills/Competencies), Internal Communications, Partners and Suppliers |
| CRM Processes: Customer Life Cycle, Knowledge Management | |
| CRM Information: Data, Analysis | |
| CRM Technology: Applications, IT Architecture (e.g. SOI) | |
| CRM Metric: Value, Satisfaction, Cost to Serve | |

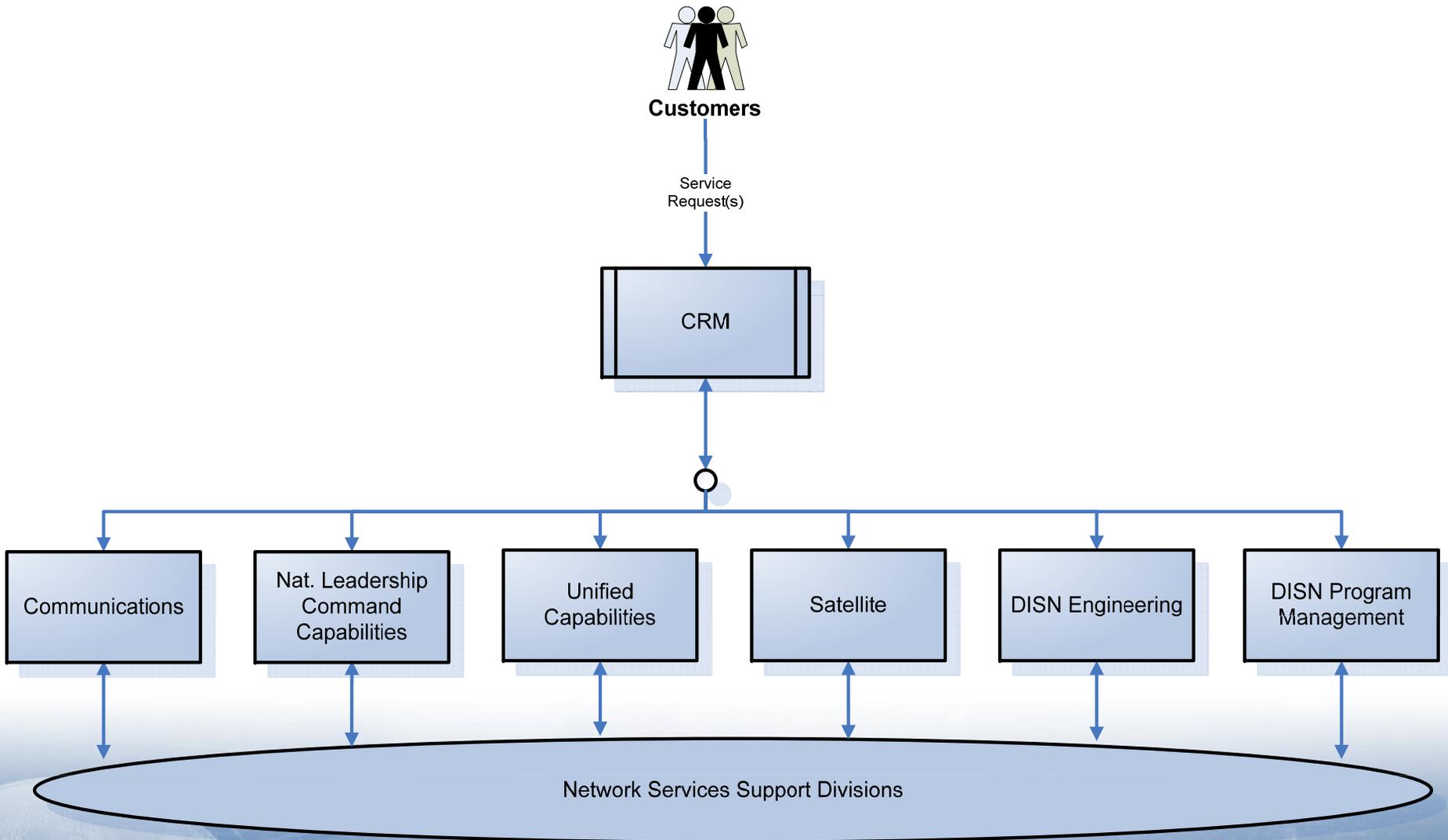
- Benefits

- Increase customer service and customer satisfaction
- Centralize customer data in a single, integrated view
- Data availability to support decision making
- Increase quality and efficiency
- Cost avoidance
- Consistent, repeatable, and measurable processes

CRM Information View



Customer View



NS7 CRM

Vision, Objectives & Scope

- Vision
 - To strengthen relationships through unified information sharing and collaboration with internal and external customers
- Objectives
 - Design CRM to enable the capability to capture, grow, and share intellectual capital and customer data to better serve mission needs
 - Maintain and expand a single interface for customers as “one face to customers”
- Scope
 - Applies to all DISN internal and external mission partners

NS7 CRM Role

- Serves as the NS CRM Process Owner
 - Unified NS approach to gather requirements, increase awareness of service offerings, and facilitate ordering of services
- Serves as the NS Service Level Management (SLM) Process Owner
 - Documents Quality of Service (QoS) metrics in the NS Telecommunications Service Level Agreement (SLA)
 - Publish, manage, and monitor NS SLAs and OLAs
- Serves as the NS Service Catalog Management (SCM) Process Owner
 - Publish, manage, and communicate service offerings
 - Communicates telecommunications service descriptions and capabilities in the NS Telecommunications Business Service Catalog (BSC)

NS7 CRM Role (Cont'd)

- Manage customer interface with mission partners
- Develops audience specific communications and marketing plans
- Supports customer education programs for the directorate
- Provides support and guidance for non-incident related issues with Customer Account Managers (CAMs)
- Handles DISN service inquiries through the HDI certified DISN Global Support Center (DGSC)
- Supports NS project management (i.e. project registration)
 - Responsible for the development and administration of the Project Change Management System (PCMS)

NS7 CRM Role (Cont'd)

- Implements various surveys to capture feedback and measure satisfaction
 - Conduct annual customer satisfaction survey for year-over-year view and benchmark of customer satisfaction trends in specific DISN services areas
 - DISA partners with Gartner Inc. whose approach ensures anonymity for survey participants, but allows for individuals to request follow up from specific service providers if they choose to
 - Maintain customer point-of-contact (POC) information
 - Facilitates the collection, storage, analysis, distribution, and application of customer information to create a single view for operational and analytical purposes
- Administers the Network Services (NS) Public Website (<http://www.disa.mil/Services/Network-Services>)

NS7 CRM Role (Cont'd)

- Utilizes Business Relationship Management (BRM) to understand mission partner requirements and business needs to develop strong customer relationships
- Facilitates the DISN Customer Forum (DCF) and manage the customer interface
- DISN Subscription Services
 - Gather customer requirements and provide awareness of service offerings
 - Conduct data research and data analysis of customer current and future requirements

NS Service Catalog Management (SCM)





Service Catalog Management (SCM) Overview

- Objective
 - Provide service catalog support by producing and maintaining the NS Telecommunications Business Service Catalog (BSC), and the NS Telecommunications Technical Service Catalog
- Scope
 - The BSC contains details of all the IT services delivered to the customer, including their relationships to the business units and the business processes that rely on them
 - Suited for use by business customers and those who need to interface with them
 - The Technical Service Catalog also contains details of all the IT services delivered to the customer, but includes their relationships to the supporting services, shared services, components and configuration items necessary to support them
 - More suited for use by the IT organization staff to facilitate the management of the services provided

Business Service Catalog Overview

- The BSC includes all telecommunication services provided by DISA and by vendors under the auspices of the DISN that are categorized as sustain and maintain, capped, or emerging
- The purpose of the BSC is to
 - Provide the customer with a centralized resource with accurate information detailing all telecommunication services available
 - Provide information in a single, comprehensive source to ensure consistency of information to those who have approved access to the services
 - Provide a description of telecommunication services, features, service performance and rates, high-level ordering procedures, and support points of contact (POC)
 - Provide feasibility to inform customers of new emerging service offerings



Business Service Catalog Portfolios & Services

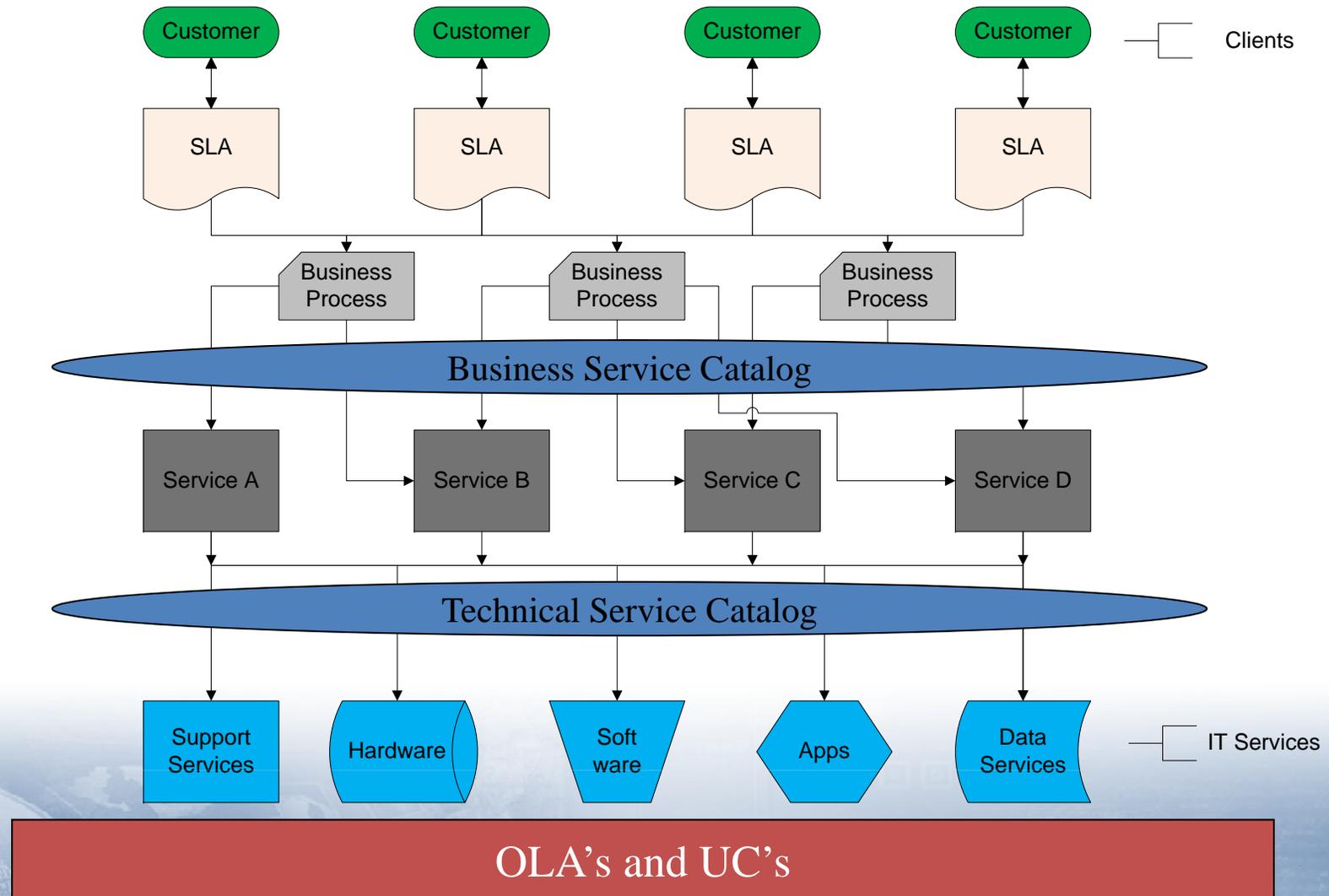
Portfolios and Services

| <u>Transport</u> | <u>Data</u> | <u>Voice</u> | <u>Video</u> | <u>Messaging</u> | <u>Wireless</u> | <u>Satellite</u> |
|------------------|--|---------------------------------------|---|---------------------------------------|-----------------|-------------------------------------|
| <u>Dedicated</u> | <u>SBU IP Data (NIPRNet)</u> | <u>SBU Voice (VoIP and DSN)</u> | <u>Dial-up, IP and Dedicated Video Teleconferencing (DVS-G)</u> | <u>Organizational Messaging (DMS)</u> | <u>EMSS</u> | <u>INMARSAT</u> |
| | <u>Secret IP Data (SIPRNet)</u> | <u>VoSIP</u> | <u>TS/SCI Videoconferencing (JWICS)</u> | | <u>SME-PED</u> | <u>Commercial Satellite Service</u> |
| | <u>TS/SCI IP Data (JWICS)</u> | <u>TS/SCI Voice (JWICS)</u> | | | | |
| | <u>Secret T&E IP Data (DISN LES)</u> | <u>Multilevel Secure Voice (DRSN)</u> | | | | |
| | <u>Private IP Service</u> | <u>DISA Enterprise CVVoIP</u> | | | | |

The NS Telecommunications Business Service Catalog has been integrated into the NS website in a consolidated and customer-friendly view; the BSC available for download and the NS website and can be found at the link:

<http://disa.mil/Services/Network-Services>

Service Catalog Management Process



NS Service Level Management (SLM)



Service Level Management (SLM) Overview

- Objective
 - Provide service level management support by documenting and identifying performance targets in the NS Telecommunications Service Level Agreement (SLA), and establishing Operational Level Agreements (OLA) to underpin the SLA
- Scope
 - The SLA defines the services and their respective service performance objectives supported by Network Services (NS)
 - SLA is visible to business customers; the service performance objectives are represented as Management Thresholds (MTs) and reflect the numerical baselines against which operational performance will be measured and reported
 - The OLAs define the underlying operational performances provided by internal IT functions or suppliers, which indirectly, their achievement impact the achievement of the SLA targets
 - OLAs are not visible to business customers or to the users of IT

Service Level Agreement Overview

- The SLA includes all telecommunication services provided by DISA and their respective service performance objectives
 - Service performance objectives are represented as Management Thresholds (MTs) and reflect the numerical baselines against which operational performance will be measured and reported
- The purpose of the SLA is to
 - Provide a formal customer-facing source communicating service performance objectives
 - Develop measurable service level targets
 - Monitor and improve customer satisfaction and relationship
 - Ensure clear and unambiguous expectations of service performance
 - Ensure proactive measures for service improvement are implemented wherever it is cost-justifiable to do so



Service Level Agreement Portfolios & Services

Portfolios and Services

| <u>Transport</u> | <u>Data</u> | <u>Voice</u> | <u>Video</u> | <u>Messaging</u> | <u>Wireless</u> |
|------------------|---------------------------------|---------------------------------------|---|---------------------------------------|-----------------|
| <u>Dedicated</u> | <u>SBU IP Data (NIPRNet)</u> | <u>SBU Voice (VoIP and DSN)</u> | <u>Dial-up, IP and Dedicated Video Teleconferencing (DVS-G)</u> | <u>Organizational Messaging (DMS)</u> | <u>EMSS</u> |
| | <u>Secret IP Data (SIPRNet)</u> | <u>VoSIP</u> | | | <u>SME-PED</u> |
| | | <u>Multilevel Secure Voice (DRSN)</u> | | | |

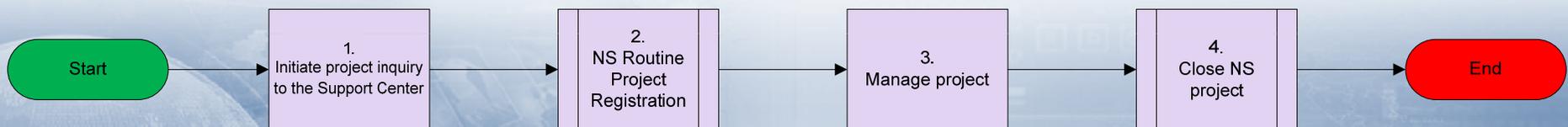
The NS Telecommunications Service Level Agreement is available for download in DISA Direct and can be found in the NS website at the link:
<http://disa.mil/Services/Network-Services/Service-Level-Agreement>

NS Project Registration & Project Change Management System (PCMS)

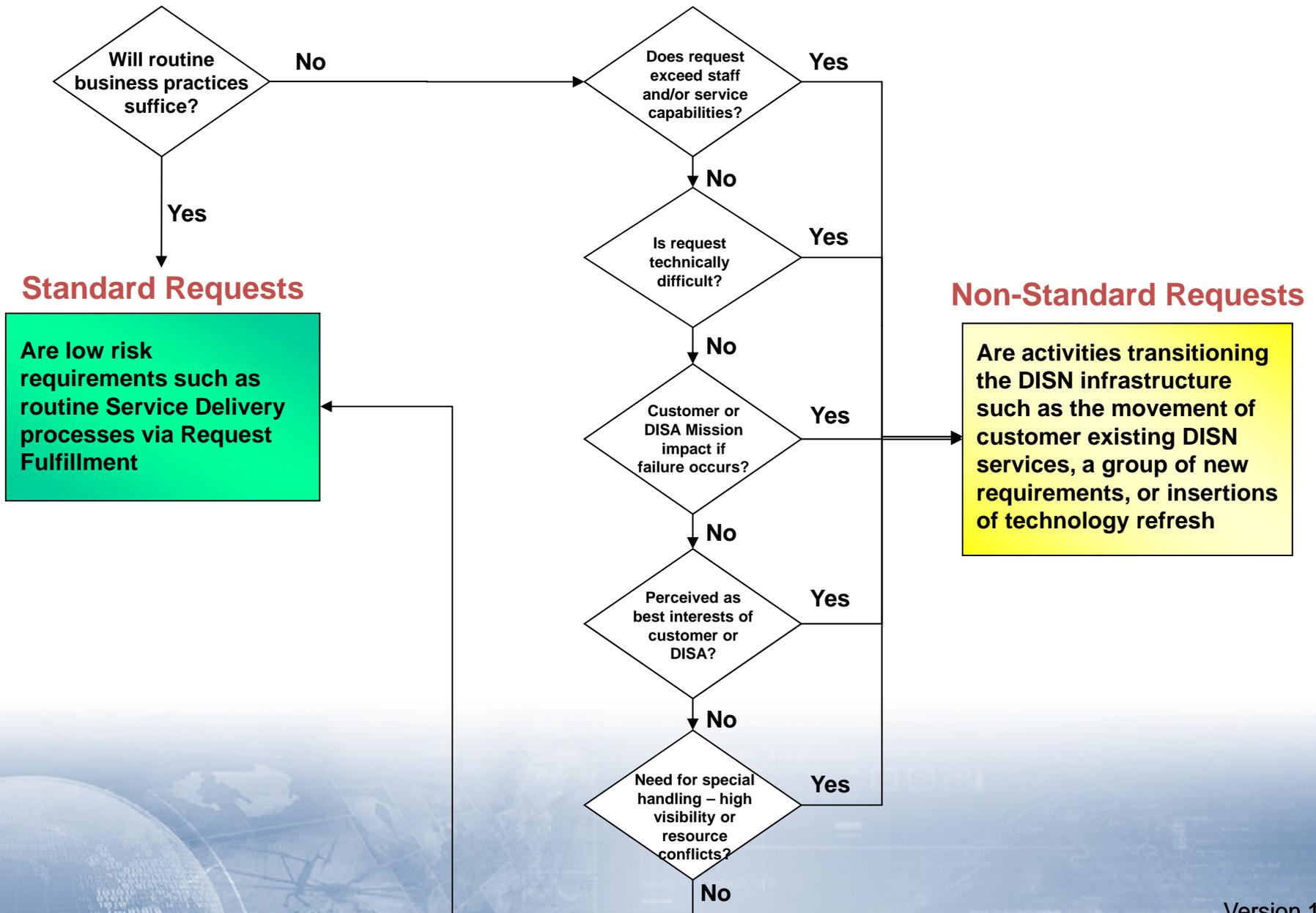


NS Project Registration Overview

- Objective
 - Address criteria for determining when requirements should be registered and managed as a project
- Scope
 - Non-Standard Changes
 - Applies to all DISN customer requirements, network requirements and NS projects
- Projects are registered, tracked, and monitor until completion in the Project Change Management System (PCMS)
- NS project registration process



Standard vs. Non-standard



Project Change Management System (PCMS) Overview

- Objective
 - Register, track, monitor, and complete customer projects and network requirements in a consolidated, agile, and more versatile environment that increases project management standardization, increases situational awareness for cross-organizational dependencies, and supports changing requirements
- Scope
 - Standard and Non-Standard Changes
 - Applies to all DISN customer requirements, network requirements and NS projects
- NS change management process



PCMS Purpose

- PCMS is a web-based solution using existing resources to support the project and change management process developed based on ITSM principles
- The purpose of PCMS is to
 - Automate the service delivery concept and charter approval
 - Capture project related data in a standard format
 - Assure availability and integrity of all project related data
 - Allow for tracking of all NS projects and workflow
 - Centralize project and change related data – allowing both standardized and ad-hoc reports on NS activities to be generated at any time
 - Manage change from the bottom-up
 - Support efforts toward Continual Service Improvement (CSI)

PCMS Process & System Advantages

- Process Advantages
 - Reduction in project failure rates
 - Reduction in project cost overruns
 - Reduction of project throughput times
 - Reduction in the number of low value targets
 - Reduction in project administrative time
- System Advantages
 - Increased situational awareness for cross-organizational dependencies
 - Increased Project Management Standardization
 - Very mature project planning, scheduling, portfolio management tool
 - Integration with other applications
 - Ability to manage large-scale complex projects
 - Robust security rules and policies



DISN Global Support Center

- The DISN Global Support Center (DGSC) serves single point of contact for service requests related to telecommunications for all agency mission partners



DISN Global Support Center



- Contact information for the DGSC is as follows

Toll Free: (800) 554-DISN (3476) option 2
CML: (614) 692-4790
DSN: (312) 850-4790
Global DSN: (510) 376-3222
NIPR email: DGSC@csd.disa.mil
SIPR email: DGSC@cols.csd.disa.smil.mil

Questions



Backup Slides





Criteria for Determining Projects Customer & Network Requirements

(1 of 5)

| Requirement Category | Project Yes | Project No |
|--|-------------|---------------------------------|
| <p>Does scope of requirement(s) exceed group's capabilities? Yes to the following:</p> <ol style="list-style-type: none"> 1. New customer requirements resulting in multiple DISN solution sets (e.g., Data, Transport, Voice) 2. Data: BW greater than 45MB 3. ROD does not comply with established, published lead times | X | |
| <p>New customer requirements for one DISN solution (e.g., all Data)</p> | | X (but consider other criteria) |
| <p>Is requirement technically difficult? Yes to the following:</p> <ol style="list-style-type: none"> 1. What bandwidth and supporting encryption equipment is being requested? (Check equipment against published approved product list) 2. Does customer have a compatible interface? 3. Is crypto available? 4. Does existing backbone have capability to support additional requirement? | X | |
| <p>Perceived as being the best interests of customer or DISA? This is a general question that each Service Manager should note what questions they ask themselves or what criteria should be used to make a determination. No to the following:</p> <ol style="list-style-type: none"> 1. If customer requests connectivity to / from a specific location, is the entry point to the network logical? 2. Is bandwidth request logical for type of connection? | X | |



Criteria for Determining Projects Customer & Network Requirements

(2 of 5)

| Requirement Category | Project Yes | Project No |
|--|-------------|------------|
| <p>Is there a customer or DISA mission impact if failure occurs? This is a general question that each Service Manager should note what questions they ask themselves or what criteria should be used to make a determination.</p> <ol style="list-style-type: none"> Does customer consider this an urgent or high priority requirement? If not an urgent requirement based on mission, it may become a high priority requirement during processing. <p><u>Voice:</u></p> <ol style="list-style-type: none"> All requests for voices services must be sponsored by the parent MilDep or for other than military, by DISA, JS, or OSD. If not sponsored, this is should be returned to the customer for action OR if deemed mission critical, treated as a non-standard request and treated as a project. All requests for Flash and Flash Override (and FOO in the Multilevel Secure Voice) voices services must be approved by the JS. If not approved, this should be returned to the customer for action OR if deemed mission critical, treated as a non-standard request and treated as a project. | <p>X</p> | |



Criteria for Determining Projects Customer & Network Requirements

(3 of 5)

| Requirement Category | Project Yes | Project No |
|---|-------------|------------|
| <p>Need for special handling – high visibility or resource conflicts? This is a general question that each Service Manager should note what questions they ask themselves or what criteria should be used to make a determination.</p> <ol style="list-style-type: none"> 1. Is special handling required due to customer’s mission or due to location? Who they are could be considered high profile connections (e.g., Intelligence community, COOP efforts, etc). 2. Does requirement become a priority over other items to particular locations with limited port capability? <p><u>Voice:</u></p> <ol style="list-style-type: none"> 3. If not sponsored, AND the customer is "high-visibility", it should be treated as a non-standard request and treated as a project. | <p>X</p> | |





Criteria for Determining Projects Customer & Network Requirements

(4 of 5)

| Requirement Category-Additional Considerations | Project Yes | Project No |
|--|---------------------------------------|------------|
| Technology: Yes to the following: 1. Is requirement(s) across DISN Services (e.g., Data, Video, Transport)? 2. Is this type of request known to be historically difficult? | X | |
| Tech Refresh? Yes to the following: 1. Does or will the requirement affect Tech Refresh? | X | |
| Location? Yes to the following: 1. Is this type of request known to be historically difficult or is there a known issue with service delivery at locations? | X | |
| Transition? Yes to the following: 1. Does or will the requirement affect any known Transition (e.g., ATM phase out)? | X | |
| Funding? Yes to the following: 1. Does customer have appropriate funding to commit to this effort? | X (Possibly, consider other criteria) | |
| Other Impacts? Yes to the following: 1. Does the requirement(s) affect or is affected by other known infrastructure efforts/changes (e.g., removing SDN) or moratoriums ? | X | |



Criteria for Determining Projects Customer & Network Requirements (5 of 5)

| Requirement Category-Additional Considerations | Project Yes | Project No |
|---|-------------|------------|
| Will requirement result in an implementation/installation/Release and Deploy (RD) effort? | X | |
| Requirement end result is high visible or high priority to Director or NS IF yes to any of the following: 1. Changes to the DISN architecture (covered under Customer and Network requirements criteria) 2. One implementation impacts another Division's network resources (should be covered under Customer and Network requirements criteria) 3. Agreement can not be reached 4. Introduces new service offerings to the current DISN baseline 5. Exceeds established funding threshold of \$250K 6. Involves Capital Funding Packages 7. Requires multiple NS Division staff resources concentrated on a specific effort for more than three (3) months? | X | |
| Tasking from OSD or Joint Staff 1. Results in a potential Release and Deploy (RD) 2. Results in a major new acquisition | X | |



Project Registration Form

DISN Global Support Center (DGSC) Form Request

The purpose of the form is to create project Action Requests (AR) via the DISN Global Support Center (DGSC). Fill out all known information. Fields with asterisk are required.

Customer Contact Info (External or Internal)

| | |
|--------------------|-----------------------------|
| Last Name:* | Click here to enter text. |
| First Name:* | Click here to enter text. |
| Rank or Title:* | Click here to enter text. |
| Role:* | Caller |
| Order: | N/A |
| Commercial Phone:* | (000) 000-0000 |
| DSN Phone:* | (000) 000-0000 |
| Location:* | Click here to enter text. |
| Organization:* | Click here to enter text. |
| Unclass Email:* | Click here to enter text. |
| Class Email:* | Click here to enter text. |
| Date Submitted:* | Click here to enter a date. |

Action Info (please provide a brief, specific description of 4 to 5 lines)*

Click here to enter text.

Additional Action Info (please provide any additional project action information below)

Click here to enter text.

Additional Info

| | |
|---|---------------------------|
| Impact Community:*(input the customer's COCOM) | Click here to enter text. |
| Operational Impact:*(select from drop-down) | Choose an item. |
| Problem Impact:*(brief statement describing the impact the problem makes on the site/users) | Click here to enter text. |
| Priority: | Click here to enter text. |
| Project Number:(TMS Ticket #) | Click here to enter text. |
| Project Name: | Click here to enter text. |
| Project Type:*(select from drop-down) | Choose an item. |
| If other, enter project type: | Click here to enter text. |
| Project Initiator:*(select from drop-down) | Choose an item. |
| Funding Source:(select from drop-down) | Choose an item. |
| Request Completion FY Quarter: | Click here to enter text. |
| Project Lead Name: | Click here to enter text. |
| Project Lead Org: (organization/Division Code) | Click here to enter text. |
| CAM Lead: | Click here to enter text. |



Project Registration
Form v3

Customer Survey Management

- Objective is to measure customer satisfaction levels for continued process and performance improvement
- DISA partners with Gartner Inc. whose approach ensures anonymity for survey participants, but allows for individuals to request follow up from specific service providers if they choose to
- It provides DISA NS with a year-over-year view and benchmark of customer satisfaction trends in specific DISN services areas
- Customer Survey Management process

