

ENTERPRISE SERVICE MANAGEMENT

DIGITAL TRANSFORMATION



Oregon State University
Information and
Technology

UNIVERSITY ALIGNMENT

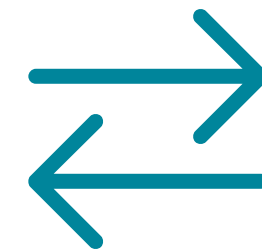
SP4.0 ACTION 20

Integrate and simplify technology systems, data practices and policies to increase our organizational agility

With Enterprise Service Management, we will:



Revise systems, processes and policies to ensure all employees readily have secure access to the services and information they need to do their jobs and enable data-informed decisions



Tightly integrate existing and future technology systems to streamline IT experiences for faculty, staff and students, minimizing time spent in administrative activities



DIGITAL TRANSFORMATION

Users expect every interaction with organizations to be efficient, informed by any available data about who they are and their unique needs/preferences, and enabled using modern technology.

KEY OUTCOMES

 User Experience

 Efficiency

 Data-driven Decisions



LEARNING SPACES

RESEARCH REDESIGN

**OUTREACH + ENGAGEMENT
(LINKOREGON)**

ADMINISTRATIVE MODERNIZATION PROGRAM

**ENTERPRISE SERVICE
MANAGEMENT**

SMART ACCESS

**ENTERPRISE DATA
ECOSYSTEM**


**CRM FOR STUDENT
EXPERIENCE**

TALENT MANAGEMENT

ORGANIZATIONAL MATURITY



USER EXPERIENCE = ESM STRATEGY

 Redesign of key processes with focus on moments that matter

 Customer Journey Maps

- Student
- Faculty
- Employee
- Research Office



IMPACT

Simplifying access to the information, resources and training that faculty, students and employees need from IT and from the university; using personalization and automation to create seamless, intuitive online experiences.

EXPERIENCE PRINCIPLES

(THE THREE A'S)



Automate (Do it for me)

Free me up to do the really important stuff



Amaze (Delight me)

Delight me through intuitive design and demonstrated empathy for my business needs



Amplify (Make me better)

Empower me to be faster, able to see more, know more, do more



ASPIRATIONS

⚡ Serve the OSU community where they are, how they prefer and when they need access to information, tools resources and training — all through a single, secure and consistent experience.

💬 The OSU employee and student experience is so unified, employees and students don't need to know who to contact or what college/unit is helping them. Their issue or request was simply and efficiently resolved, sometimes through self-service!

📖 WHERE

- at home
- on-site
- while traveling or off-site

✉ HOW

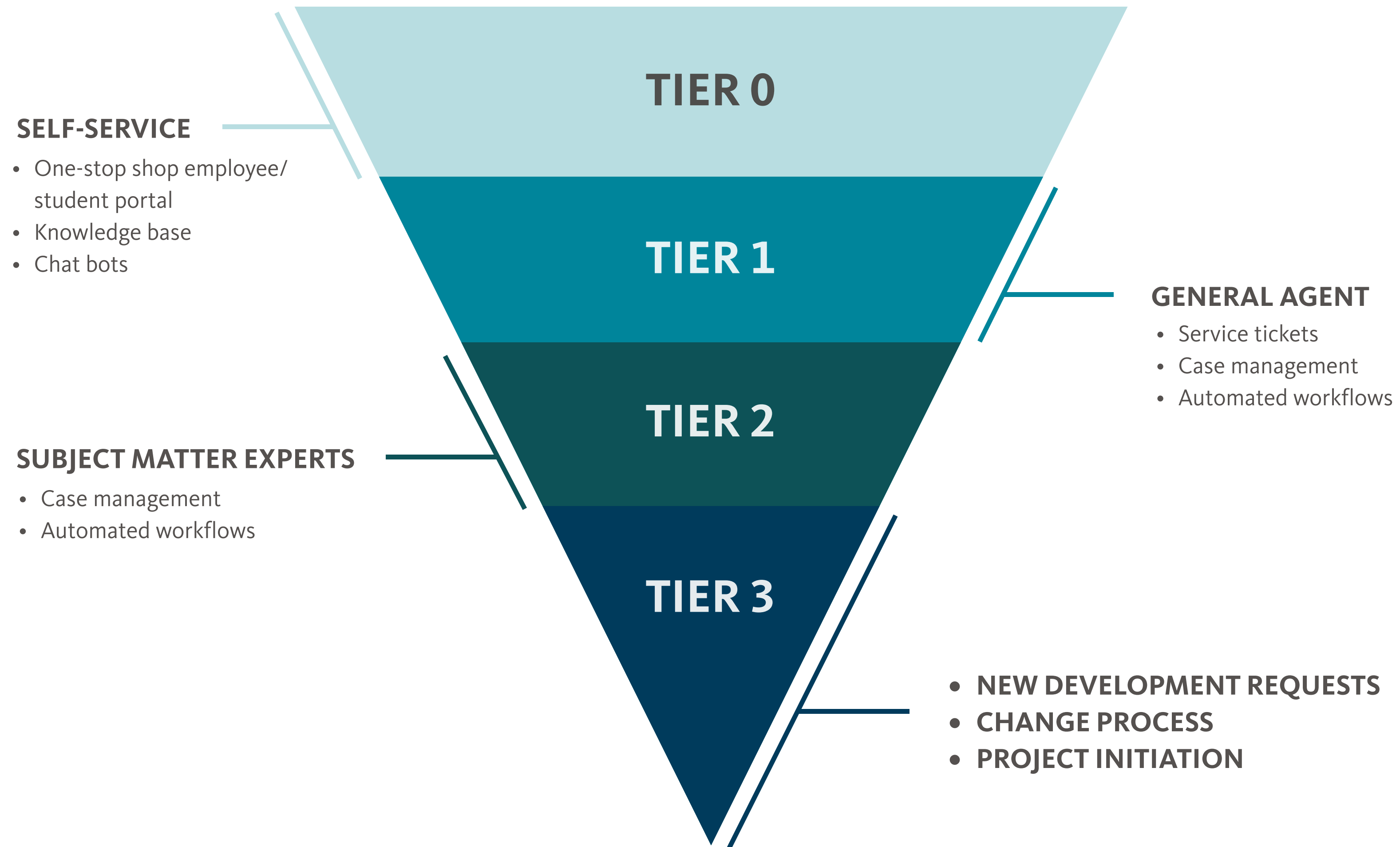
- mobile
- desktop
- walk-up

🕒 WHEN

- 24-hour access to information, tools, resources and training



TIERED SERVICE MODEL



ESM PROGRAM TIMELINE



RFP COMPLETE

The Request for Proposal (RFP) closed in February and we selected ServiceNow as our platform and Accorio as our implementation partner.

PHASE ONE

HR Service Delivery with focus on onboarding and offboarding

PHASE TWO

IT Service Management



PHASE ONE TIMELINE

Advisory and Design Workshops

- From now to the end of May

Build Phase

- Begins the second week of May and goes through the end of June

User Acceptance Testing

- End of May through the week of July 4

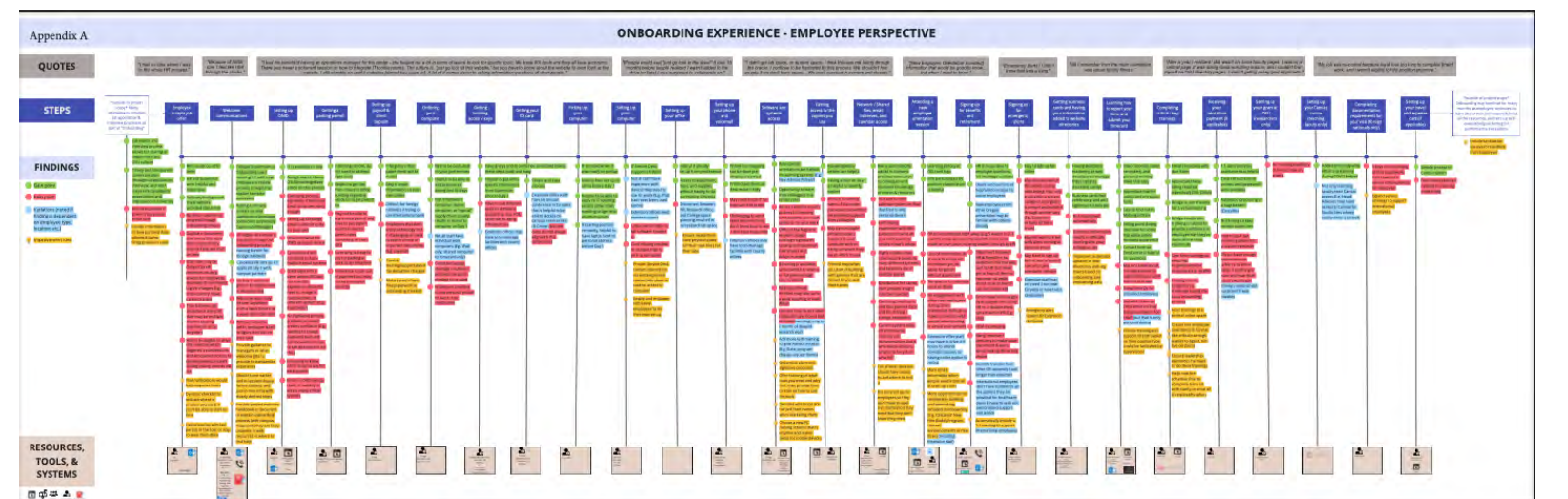
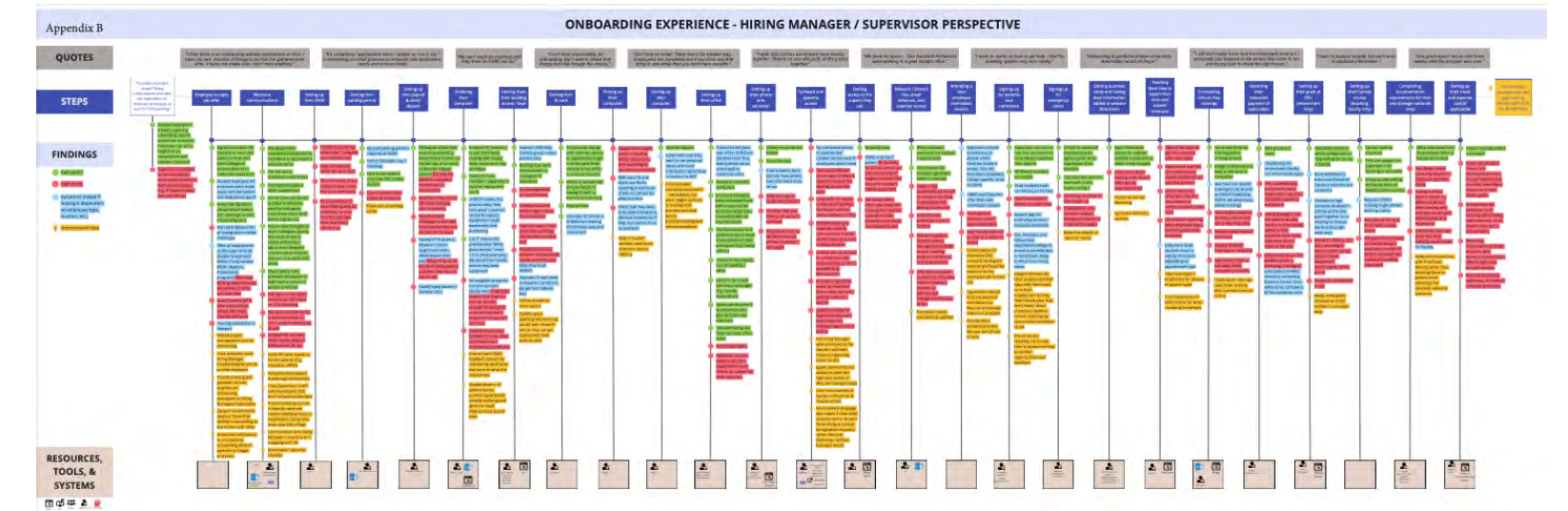
Targeted to Go Live

- mid-July



CUSTOMER JOURNEY MAPS

Currently, OSU's onboarding experience can be described as manual, time-intensive, disconnected, inconsistent, murky, reactive and inefficient, while the offboarding experience can be described as impersonal, tactical, abrupt, murky, disconnected and difficult to balance. There isn't one standard process; instead, supervisors and hiring managers have had to develop their own processes, which leads to inconsistencies in hiring and onboarding across the university. Both employees and supervisors also stated that they were unsure of where they were in the onboarding and/or offboarding process, and if they had completed what they were required to.



CUSTOMER JOURNEY FEEDBACK

→| ONBOARDING EXPERIENCE

EMPLOYEES

"I had no idea where I was in the whole HR process."

"[People would say] 'just go look in the drive!' It took 18 months before people realized I wasn't added to the drive (or lists) I was supposed to collaborate on."

"All I remember from the main orientation was about faculty fitness."

SUPERVISORS

"I wish OSU offices would work more closely together. There's no one who pulls all the pieces together."

"Onboarding is painful and time-consuming. Automation would be huge!"

|→ OFFBOARDING EXPERIENCE

EMPLOYEES

"I have accounts that I'll never be able to get into again because it's connected to my OSU email account."

"I felt like the process of my leaving was really isolating."

"How do we raise the flag that so many people [in our department] are unhappy and undervalued? So we all had to leave."

SUPERVISORS

"It feels like the wild west. We are doing lots of things and trying to help people, but there is not a lot of guidance."

"It's not a formal process. It's like, 'You are leaving. Here are some things to catch up on real quick.'"



PROJECT TEAM + RESOURCES



ESM WEBSITE // beav.es/esm

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QUESTIONS?