EXH. JJJ-7
DOCKETS UE-19\_\_/UG-19\_
2019 PSE GENERAL RATE CASE
WITNESS: JOSHUA J. JACOBS

# BEFORE THE WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION

WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION,

Complainant,

v.

**PUGET SOUND ENERGY,** 

Respondent.

Docket UE-19\_\_\_\_ Docket UG-19

# SIXTH EXHIBIT (NONCONFIDENTIAL) TO THE PREFILED DIRECT TESTIMONY OF

**JOSHUA J. JACOBS** 

ON BEHALF OF PUGET SOUND ENERGY

### DCI-1 Web & Content Management Corporate Spending Authorization (CSA)

**Application Request** 

### **Getting started:**

**Date Submitted:** 07/06/2018

Officer Sponsor: Margaret Hopkins / Andy Wappler

**Completed By:** Tina Valdez

**Phase Gate:** Execute – Refer to section II phase gate changes

### I. Project Overview

Problem Statement: If this project is not completed or delayed the PSE objective to get to zero agent

phone calls, increase customer self-service adoption, and improve customer satisfaction by 2020 will not be achieved. Customer satisfaction is directly measured by the JD Power outcomes. More specifically, the current web and application has limited capabilities for a customer to complete real-time self-serve transactions. PSE customers in our region expect a higher level of self

service capabilities.

Future Vision: Our goal is to provide a clean, easy to navigate self-service web experience with

streamlined content that will make it easy for our customers to conduct business with PSE on the channel of their choice. We will be using a consistent design that will be tested with customers along the way and will be applied to all digital channels based on the customer cross channel guidelines. A content strategy will be created including content analysis, categorization, management, promotion and URL tracking. Website data will be tracked in the web platform to understand how successful our customers are at completing transactions on PSE's website. The success of the project will be measured by increased self-service web transactions utilization by customers to support billing, payment, financial assistance, unexpected service interruptions, and planned service event

status.

Proposed Solution: The proposed solution includes the implementation of a Software as a Solution ("SaaS") provided by Sitecore on the PSE enabled Amazon Web Services in the

cloud for the PSE.com and MyPSE websites along with content upgrade for five additional micro-sites (www.intolight.com, www.pugetenergy.com,

www.psefoundation.org, www.tacomacleaning.com, and

www.psebainbridge.com). Accenture is the selected System Integrator.

Alternatives Evaluated: The digital requirements were created and distributed to

The digital requirements were created and distributed to Sitecore, Adobe and SAP following a formal procurement process facilitated by Procurement. The contributors to the digital requirements included representatives from the Business, IT and the GTZ teams. The contributors participated in a formal RFP response review, on-site demos/orals by all three providers ultimately scoring against weighted criteria to make the final recommendation to the GTZ Customer Interface Steering Committee of Directors. The final recommendation was for Sitecore. The RFP outcome, recommendation and decision details are

documented on the GTZ Main SharePoint site.

Primary ISP Alignment:	Customer					
Type of Project:	Cost Benefit					
OCM Considerations:	Impacted Users (Internal): $\boxtimes < 100  \square < 500  \square > 500$					
	Impacted Customers (External):					
	□ None $\Box$ < 100K Electric or < 1K Gas $\boxtimes$ > 100K Electric or >1K Gas					
	Internal Organizational Impact:					
	$\Box$ 1 Dept or less $\Box$ 2-5 Dept $\boxtimes$ > 5 Dept / Business Platform / Enterprise					
Project Complexity &	$\Box$ Straightforward, well understood $\Box$ < 6 months					
Duration:	$\boxtimes$ Complex and well understood $\square$ < 12 months					
	$\square$ Complex and not well articulated $\boxtimes > 12$ months					

### **II. Phase Gate Change Summary**

### **July 2018:**

Phase Gate (Design to Execute) Change Summary: All phase gate deliverables are complete and the project passed the audit.

Scope:

The scope has not changed significantly although there are <u>decisions</u> documented that describe minor deferred functionality.

**Budget:** 

This CSA update highlights the budget change which aligns with the approved 2<sup>nd</sup> quarter 2018 additional budget. The changes include the following 2018 forecast update:

- The contingency for the CI Sub-program is 15% (\$3,162,625) and will be managed at the CI Sub-Program portfolio by Tina Valdez and Carol Wallace with communication to leadership and the SC if contingency is accessed.
- The approved 2018 capital budget is \$13,991,347.
- The classification of O&M and Capital expenses were reviewed by Property accounting and a significant re-classification of O&M to Capital allocation was made by the GTZ Program PMO.

Capital = \$29,437,045 and 2018 O&M = \$0.00

**Schedule:** 

The schedule has not changed since the January 2018 update. The release date is August 20, 2018

August 20, 2018.

Risk:

The Risk profile has not changed since the January 2018 update.

# February 2018:

#### GTZ CI Sub-Program Portfolio of Projects Benefit Update:

During the design phase from Sept, 2017 through February, 2018 the GTZ CI Sub-program benefit analysis team engaged the GTZ Benefits Lead, approximately 35 Impacted Managers, and Directors to complete the bottom's up benefits quantification for all of the projects in the CI Sub-program portfolio. The organizations involved in the benefits quantification activities include the CCC, Energy Efficiency, Construction, Operations, CET Products/Services, CET Customer Insights, CET Corporate Communication and Marketing, Enterprise Training, and Information Technology. While GTZ ISP measurement focuses on customer call reduction and self-service adoption the various CSA's include additional benefit areas such as operational efficiency, customer adoption, and cost reduction. Refer to Exhibit A below for additional bottom's up benefit categories.

### **Call Performance**

- ✓ Call Volume
- ✓ Average Handle Time
- ✓ First Call Resolution

### **Customer Adoption**

- ✓ Self-Service Adoption of CI Channels
- ✓ Self-Service Adoption of other products and services

### **Operational Efficiency**

- ✓ CSR Training Time
- ✓ CSR Training Confidence
- ✓ Campaign Management
- ✓ Agents Service Level

### **Intangible Benefits**

- ✓ Customer Engagement
- ✓ Customer Perception
- ✓ Customer Satisfaction



### **Cost Reduction**

- ✓ Decommissioning of services and platforms
- Conversion of paper to digital communications

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Exhibit A - Bottom's up Benefit Categories

The following Exhibit B represents the forecasted annual benefit for call performance and customer adoption. Please note the total call volume forecast reduction for IVR Quick Win 1 and 2 is based on the actual IVR payment transaction containment results from October, 2017 through January, 2018, which are currently under review by the EP&P Performance team. The IVR QW numbers will not be included in the IVR project level benefit calculation until the review is complete. The analysis of the social and mobile app benefits are currently under development and are not reflected below.

The total estimated call reduction is 389,233 calls per year and the range of customer self-serve adoption is from 3% - 34% depending on the functional area listed below.

#### Summary of Benefits - Customer Interface Sub-Program

#### Call Performance

#### Call Volume Reduction

	IVR Quick Wins 1	IVR Quick Wins 2	IVR R1	IVR R2	Web	Pref Center and Comm Gateway	Total
Total Call Volume Reduction by Project	234552	9624	42985	31748	59398	10927	389233

#### **Customer Adoption**

#### Self-Service Adoption of CI Channels

Functional Area	IVR R1	IVR R2	Web	Pref Center	Total	Comments
Retreival of Account Documents			30%		30%	Net new functionality
Request Bill Correction				5%	5%	Enhanced functionality
Make a Payment	0.30%				0%	Enhanced functionality
Autopay Setup/Stop			3%		3%	Enhanced functionality
Request Refund Credit			18%	16.40%	34%	Net new functionality
Budget Billing Setup/Stop		11.60%	15%		27%	Net new functionality
Verify Payment/Reconnect - Dunning Related		16%	6%		22%	Net new functionality
Payment Arragngements		6.40%	3.4%		10%	Enhanced functionality
Add Authorized User to an Account			30%		30%	Net new functionality
Start Service			7%		7%	Enhanced functionality
Transfer Service			13%		13%	Enhanced functionality
Stop Service		6%			6%	Enhanced functionality

#### Self-Service increase for functionality not tied to distinct transactions

Answer General Bill Questions		increase		
Request Bill - None Received		increase		
Check Due Date/Account Balance			increase	
Request Information about a Prior Obligation	increase			
Update email address, password, mailing address		increase		
Reset forgotten password		increase		
General website support		increase		

Exhibit B – GTZ CI Sub-Program Bottoms Up Benefit Forecast

### February 2018 Change Summary:

Scope:

The scope has not changed since the January 2018 update.

**Budget:** 

This CSA update highlights the forecast change which aligns with the 2018 1 and 11 enterprise financial forecast. The changes include the following 2018 forecast update:

- Eliminated 10% contingency at the individual project level because contingency will be managed at the GTZ Program Level.
- The monthly forecast for PSE labor was adjusted to reflect the trended actuals on a monthly basis.

Capital = \$28,519,131 and 2018 O&M = \$1,101,014

Schedule:	The schedule has not changed since the January 2018 update.
Risk:	The Risk profile has not changed since the January 2018 update.

## **January 2018:**

Request for Steering Committee approval to formally move project to Design phase. Approved on 2/6/18

### **GTZ CI Sub-program Portfolio of Projects Update:**

The GTZ CI Sub-program portfolio of projects have evolved from the original roadmap budget identified in November, 2016 at the end of the Initiation Phase. There was consolidation of costs from the Super 5 Realization roadmap line items into the Web project. The IVR work including the three 2017 Quick Win releases were consolidated into a single project for ease of management and reduced administrative overhead. In August, 2017 the decision to defer the CI Customer 360 project to 2019 was made by GTZ Leadership due to budget constraints in 2018 across the entire GTZ portfolio of projects. In addition, the Social project was potentially going to be deferred but was brought back into the portfolio for deployment in 2017/2018. The Micro-Services and SAP Multi-channel Foundation are two projects that introduce the integration layer technology required to support the consistent digital cross-channel self-service customer experience and establishes the future for a sophisticated technology architecture. When the final Micro-Services analysis was completed at the end of October, 2017 the cost was more in line with the original roadmap budget. The Mobile App was originally included in the Web project but due to the delay in the decision and a different release schedule this is now a separate project.

Overall the 2017/2018 GTZ CI Subprogram portfolio of approved projects capital has increased by \$8.3M since the end of the Initiation Phase and \$4.3M capital has been deferred to 2019. After finalizing the planning phase activities in September, 2017 and completing approximately 40-50% of the design work as of November, 2017 the CI Subprogram has increased capital by \$6.6M since the 2017 8&4 Forecast, which is the official 2018 Budget. The table below provides project level cost information for the end of the Initiation, Planning and 40-50% design completion with a brief explanation of change.

Exhibit C represents the entirety of the CI 2017/2018 scope and is included to represent the financial forecast changes between each of the projects:

				A			В			С		
			Origi	nal Roadmap Bu	dget	8 & 4 F	orecast or Septemi	er CSA's	Dec 2017 Act	uals and 11 & 1 2	2018 Forecast	D
			Ini	tiation Completion			Planning Completion			0% Design Compl		Explanation as of Jan, 2018
ID	GTZ CI Sub-Program Portfolio	Phase *	2017	2018	Total	2017	2018	Total	2017 - Actuals	2018 - 11&1	Total	
1	K.10012.01.02.04 - CI-SAP MULTICHANNEL FOUNDATION	Design	1,821,516	815,169	2,636,684	1,528,342	341,384	1,869,726	483,957	481,000	964,957	The cost and scope was reduced, only includes MCF.
												The cost for the IVR program increased and various IVR
												projects (QW and Long Term) consolidated into a single
2	K.10012.01.02.06 - CI - IVR Enhan- Predct & Natural Voice	Design	3,883,946	490,038	4,373,984	4,344,959	5,354,448	9,699,407	3,010,435	9,161,263	12,171,698	
												In addition to the original scope the cost for centralized
												digital cross-channel project deliverables (functional
3	K 40043 04 03 00 CL C C-1 0 D N N	Desire.	10.681.874	4.000.934	14.682.808	5.000.361	9.607.921	14.608.282	4,990,208	11.519.646		designs, testing, process, and training) were consolidated to this project.
Ť	K.10012.01.02.09 - CI - Comm Gateway & Proactive Notif	Design	.,,.	4,000,934	14,082,808	.,,	9,007,921	, , .	,,	11,519,646		
4	K.10012.01.02.10 - CI-START/STOP/TRANSFER	Close-out	-	-		951,250		951,250	(10,851)	-	(10,851)	Close-out ?? Final Costs Under review ??
												The cost for the Mobile App was removed.  The original roadmap super 5 realization costs were
5			15.516.302	15.650.817	31.167.119	16.781.465	20.977.192	37,758,657	15.445.698	15.369.080		consolidated to this project.
Ť	K.10012.01.02.11 - CI-WEB, MOBILE APP & CONTENT MA	Design	.,,	15,050,817	31,167,119	., . ,	20,977,192		., .,	.,,		·
6	K.10012.01.02.01 - CI-CRM-CSR GUIDED EXPERNCE W/3	BPCC Transfer	-	-	-	24,640		24,640	53,620	-		Transferred to the BPCC project.
7	K.10012.01.02.03 - CI-CROSS CHANNEL DESIGN EXP	Close-out	-	-	-	29,857	-	29,857	29,857	-	29,857	Close-out
8	K.10012.01.02.14 - CI-CLOUD ENABLEMENT PHASE II	Execute	-	-	-	-			93,737		93,737	Cloud Enablement 2018 will transfer from Web Project
												Quick Win projects were consolidated to the single IVR
9	K.10012.01.02.07 - CI-IVR IMPROVEMENTS	Consolidated	-	-	-	(109,550)	-	(109,550)	(109,550)	-	(109,550)	
												Consolidated to the single IVR project and the cost for
10	K.10012.01.02.08 - CI-AUTO-CATEGORIZATION CUSTOME	Consolidated	-	-		119,778		119,778	98,946		98,946	Nexidia increased.
11	K.10012.01.02.12 - CI- Customer 360	Deferred	3,735,121	603,806	4,338,927	287,865		287,865	287,865	-	287,865	Deferred to 2019
												In Aug 2017 this was going to be deferred and then in
12	K.10012.01.02.02 - CI - Social Media	Planning	-	693,957	693,957	228,774		228,774	184,781	438,290	623,071	Oct 2017 it was approved to move forward.
												The scope and cost was reduced in early 2017 and then
					7 00 4 05 4					7		increased once scope was identified in Oct/Nov 2017
13	K.10012.01.02.05 - CI-ESB MICRO SERVICES TRANSPORT	Planning	7,024,354	-	7,024,354	1,114,453		1,114,453	660,715	7,633,616	8,294,331	
14	K.10012.01.02.15 - CI-Mobile Application Implementation	Planning	-	-	-			-	26,984	3,353,989	3,380,974	Transferred from the Web Project
15	GTZ CI Program Capital Totals		\$ 42,663,113	\$ 22,254,721	\$ 64,917,834	\$ 30,302,194	\$ 36,280,945	66,583,139	\$ 25,246,403	\$ 47,956,885	\$ 73,203,288	
16	K.10012.02.02.99 - GTZ CI - O&M Totals	Design	\$ 2,441,602	\$ 2,187,538	\$ 4,629,140	\$ 904,940	\$ 1,534,798 \$	2,439,738	\$ 2,621,966	\$ 3,745,773	\$ 6,367,739	
17	Total CI Project Portfolio		\$ 45,104,715	\$ 24,442,259	\$ 69,546,974	\$ 31,207,134	\$ 37,815,743 \$	69,022,877	\$ 27,868,369	\$ 51,702,658	\$ 79,571,027	

 ${\sf Exhibit}\ {\sf C-GTZ}\ {\sf CI}\ {\sf Sub-Program}\ {\sf Portfolio}\ {\sf of}\ {\sf Projects}\ {\sf Phase}\ {\sf Gate}\ {\sf Financials}\ {\sf Forecast}$ 

Scope:

There was a minor change to the scope to expose service order information to customers. This was deferred to a later release due to the accuracy of the asset data and is dependent on the deliverables of the IWM sub-program. The microsites <a href="https://www.pugetenergy.com">www.pugetenergy.com</a> and <a href="https://www.pugetenergy.com">www.psefoundation.org</a> are out of scope as they need to remain independent from PSE.com. The activities (functional designs, testing, OCM, training and releases management) which support the cross channel digital deliverables are centrally manged from the Communication Gateway project.

**Budget:** 

The estimated capital budget for this project is \$30.3Million as of the December, 2017 11&1 forecast period. Subsequent to 9/8/17 when the SOW was signed with Accenture the itemized forecasted costs for the CI Sub-Program were re-allocated to the various projects, Mobile App forecast \$2Million was removed to a separate project, and annual update to the 2017 and 2018 allocation resulting in this financial forecast update. The forecast has decreased by \$7.5Million and this was due to itemized costs allocated to appropriate projects, Mobile App moved, and reduced AWS.

Capital = \$30,814,778 and O&M = \$1,485,733

**Schedule:** 

The original schedule to deliver in August, 2018 is still maintained. The official target completion of the design phase has moved to February 28, 2018 from January 31, 2018 to accommodate the design phase gate deliverable review and approval.

**Risk Profile:** 

The CI Sub-Program has a moderate risk profile score, which includes a major risk due to technology resource availability. The Amazon Web Services and SAP MCF availability risks have been mitigated since September, 2017.

### September 2017:

Scope:

The scope has been increased since the planning phase gate to include the business identified requirements along with the new digital architecture landscape. The customer interface requirements, as-is and to-be business processes across the "Super 5", which are the most frequent categories of customer calls to PSE: I need you to explain my bill; I want to pay my bill; I need financial assistance; I'm having a service interruption; and I have a planned service event, have been identified along with business priority. There were approximately 1,250 business requirements identified and there are 650 that are included in this project. The balance of the requirements will be addressed in future releases in 2019-2021. The requirement scope includes creating and leveraging the cross-channel backend SAP transactions to facilitate self-service preference center. The scope includes digital architecture landscape that provides a SaaS solution in the Cloud, which enhances the content management capabilities and customer activity reporting. The mobile app is no longer part of the scope and will be a separate project.

**Budget:** 

The last 8 months have been spent in the planning phase with Accenture to refine the scope, schedule and costs. The budget has increased by \$25.2 Million due to additional scope and completing the detailed requirements along with understanding the complexity. The design phase includes the cost for the System Integrator, Software, Infrastructure, Internal PSE Labor and External Consulting labor through project close-out

Capital = \$37,758,657 and O&M = \$1,485,733

Schedule:

The schedule has been established to deliver on August 2018, which is approximately 2 months later than the planning phase submission.

**Risk Profile:** 

The CI Sub-Program has a moderate risk profile score, which includes a major risk due to technology resource availability.

### **III. Key Schedule and Financial Information**

You may copy/paste this section from the Initiation Proposal form. Be sure to update each section as applicable.

Proposed Budget Year(s): 2017-2018
Expected In-Service Date: 09/01/2018

Initial Estimate: Capital: \$14,058,526

O&M: \$1,226,379

**Cost Estimate Maturity Score:** 

Score: Class 3 - Baseline Budget Ready

### **Cost Estimation Classification Document:**



### **Updated Estimate for Total Project Cost:**

Phase Name:	Execute	C	ontingency %		0%		
Cost Type	Capital		OMRC		Opex**		Total
Cost (without contingency)	\$ 29,437,045					\$	29,437,045
Contingency (auto-calculated)*	\$ -	\$	-	\$	-	\$	1
Total (auto-calculated)	\$ 29,437,045	\$	-	\$	-	\$	29,437,045
TOTAL ANNUAL CASH BENEFIT	\$ 503,101	IF	APPLICABLE	C		-	
PAYBACK IN YEARS (auto-calculat	58.51	IF	APPLICABLE	C			

<sup>\*</sup> Contingency is carried at the sub-program level

**Note 1**: The target forecast for the annual call deflection is 59,398 calls at \$8.47 per Customer Contact Center Call Costs.

### **Estimated Five Year Allocation:**

Category:	2017	2018	2019	2020	2021
Capital (incl. contingency)	\$15,445,698	\$ 13,991,347	\$0,000.00	\$0,000.00	\$0,000.00
OMRC	\$550,677	\$0.00	\$0,000.00	\$0,000.00	\$0,000.00
Opex	\$0,000.00	\$0,000.00	\$0,000.00	\$0,000.00	\$0,000.00
Cash O&M Benefits	\$0,000.00	\$0,000.00	\$503,101	\$503,101	\$503,101

### **Cash Benefits by Department:**

<b>Department Name</b>	2017	2018	2019	2020	2021
CCC	\$0,000.00	\$0,000.00	\$503,101	\$503,101	\$503,101

### Ongoing Annual O&M by Department: (e.g., maintenance, FTEs, cloud storage, etc.)

Category	2017	2018	2019	2020	2021
IT	\$0,000.00	\$0,000.00	\$0,000.00	\$0,000.00	\$0,000.00

<sup>\*\*</sup> O&M is carried at the GTZ Program level by the PMT

# Non-Cash Benefits / Future Cost Avoidance:

- Increased Self-Service Adoption
- Customer Engagement Positive Perception of PSE
- CSR Training Efficiency
- Operational Efficiency
- IT Decommission of current Web Site Infrastructure

Cash on Cash Single Payback: .0187

### IV. Project Description and Objectives

### **Project Description:**

- This project will implement Sitecore Experience Platform as PSE's new digital content management platform to support customer-facing digital interactions utilizing PSE's Cross-Channel Experience Guidelines. This project will redesign and build a new PSE.com, a new MyPSE.com, and the five (5) microsites listed below. The implementation will include real-time integration with backend systems of record to enable self-serve transactions, real-time notifications, integration with PSE's Communication Gateway solution.
  - Redesigned websites using responsive web design and following PSE Cross-Channel Experience Guidelines:
    - o www.pse.com
    - o www.mypse.com
    - 5 Microsites: www.intolight.com, www.pugetenergy.com, www.psefoundation.org, www.tacomacleaning.com, and www.psebainbridge.com
  - Self-service transactions supported :
    - o Report outage
    - View bill
    - o Pay bill
    - o Check usage
    - Update account profile
    - o Manage communication preferences
    - o Start Stop Transfer
    - o Make payment arrangements
  - Sitecore Capabilities:
    - o Content Management
    - o Campaign management
    - o Sitecore Engagement Value Scores
    - A/B/Multivariate Testing
    - o Personalization
    - o Analytics Reporting
  - Design Services:
    - o Experience Design (XD)
    - Digital Strategy
    - o Information Architecture (IA)
    - o User Experience (UX)
    - o Creative Design
  - Integration:
    - Integration to PSE Integration Services
    - o Integration to PSE Communications Gateway solution

### Out of Scope:

• Mobile App -will be added to CI sub-program scope via separate project once the recommendation and decision has been completed.

## **ISP Alignment:**

ISP Objectives,	Strategy	Benefit Description
Mandatory and/or	Abbreviated ISP strategy descriptions	Benefit, measurement and/or scorecard affected
Corporate Risk		
Financial	Five-Year Strategic Plan	Monetization of:
	☐ Maximize long-term value	Call Reduction
	Grow core business	Self-Service Operational Savings
	Grow new business	Non-Call Operational Savings
Customer	Execute the Customer Experience	Introduce customer self-service transactions in the Web
	Intent Statement	ultimately driving ideal customer behavior and meet
	Recognition of PSE role in community	customer expectations for self-service.
	Customer preparedness & safety	1
	☐ Ideal customer behaviors	
	Listen & dialogue with customers	
Process and Tools	Streamline processes to drive	Improve call deflection to the Customer Care Center and
	effectiveness and efficiency	leverage the investment in the SAP core CIS system.
	System reliability and integrity	
	Safety and security of systems,	
	information and assets	
	Extract and leverage value from	
	existing technology and assets	
	Optimize product/service portfolio	
	consistent with long-term strategy	
People	Develop/Retain best employees	
	Ownership, innovation and continuous	
	improvement	
Safety	Educate and train employees on	
	effective safety and wellness strategies	

## **Project Objectives and Deliverables:**

Refer to the Accenture phase 2 SOW for details regarding the project objectives and deliverables

Objective	Outcomes / Deliverables	KPIs – Describe; Indicated	KPI Data Sources
		Leading/Lagging	
Implement re-designed	Go-Live by August 31, 2018		
Website with the			
identified scope.			
Implement OCM	Business Units are knowlegable		
including training	about the change, they have the		
	ability to implment required		
	skills and behaviors and positive		
	re-enforcement to sustain the		
	change surveys are trending in		
	the correct direction.		
Implement Successful	No Defect Severity 1 or 2 upon		
Testing	UAT Completion		
Successful Go-Live	Impacted business units are		
Readiness for:	adequately trained, prepared and		
<ul> <li>PSE Business</li> </ul>	communicated with regarding		
Units	the go-live.		
<ul> <li>Customers</li> </ul>	Customers are communicated		
	with and the new website is		
	available by the go-live date		
	Customer adoption of the new		

Objective	Outcomes / Deliverables	KPIs – Describe; Indicated Leading/Lagging	KPI Data Sources
	self-service capabilities increases		

**Project Alternatives Assessment:** 

Alternative	Pros	Cons	Cost	Duration
CI Digital RFP and Alternative Information				

# V. Risk Management

Risk	Likelihood	Impact of	How Monitored	Mitigation
		Occurrence		
Creation and availability of the PSE supported Cloud based Amazon Web Services that meets the Sitecore requirements in time for the development team to begin work on 10/15/17.	Medium	Medium	Weekly Sub-Program Risk Meeting and ongoing Cloud AWS project meetings.	If the implementation plan is not confirmed by 09/30/17 then there are 3 <sup>rd</sup> parties that can provide the Cloud Services which may be explored.
The availability of productive environments for development, test, QA and pre-prod while coordinating around the Data Center Move and the Enhancement Pack 8 SAP Upgrade	Medium	Medium	Weekly Sub-Program Risk Meeting and the IT organization is working to integrate the CI environment requirements	There are 3 <sup>rd</sup> parties that can provide pre-production environments and/or PSE can create separate pre-prod environments to support the project activities which may be explored.
The availability of the SAP Multi-Channel Foundation for SAP development by 10/15/17	Medium	Medium	Weekly Sub-Program Risk Meeting and there is a CI project to complete the pre-prod upgrade of SAP MCF.	The short term solution is to share the development environment with the FTIP 2 project.

Risk Register: Risk Register

# VI. High Level Schedule

_																
Line	Line Lifecylce Phase	Start Finish –	Finish	2016				2017				2018				2019
#	Eljecylce Phase		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	
1	Initiation	1/1/2016	12/30/2016													
2	Planning	1/2/2017	9/8/2017													
3	Design	9/11/2017	10/25/2017													
4	Execution	3/1/2018	8/17/2018													
5	Close-out	9/3/2018	10/2/2018													

## VII. Supporting Documentation

Cost Estimating and Budget: Web Capital Forecast is the working file or the 2017 11&1 Forecast in BPC

Business Needs and Alternatives: Business Requirements and Technology Architecture and Digital RFP

**Alternatives** 

**Benefits Realization Plan:** CI Benefits Analysis

**Project Audit Checklist:** 

OCM Sizing Worksheet: <u>DCI-1 Worksheet</u>

VIII. Original CSA Approvals:

VIII Oliginai Obli il pi ovaibi								
I. Prepared By	Title	Role	Date	Signature				
Tina Valdez	Business Delivery	Program Manager	01/26/17					
	Manager							

Approved By	Title	Role	Date	Signature
CI Steering Committee:	Salman Aladin Will Einstein Brian Fellon Matt Marcelia Grant Ringel Jennifer Tada Greg Zeller	Director Sponsors	01/26/17	
Carol Wallace		Day to Day	01/26/17	
Josh Jacobs		Program Directors		
David Mills		Sponsoring Officer	01/26/17	
David Mills	Sponsoring Officer	Sponsors	09/08/17	SOW signed and CSA
Josh Jacobs	Director			reviewed
Carol Wallace	Director			
Josh Jacobs	Salman Aladin	Sponsors and SC	01/17/18	2/6/18 Approved by SC
Carol Wallace	Brian Fellon			Members
GTZ Steering	Harry Shapiro			
Committee:	Jennifer Tada			
	Greg Zeller			

Acknowledgements	Title	Role	Date	Signature
CI Steering	Salman Aladin		09/08/17	September version
Committee:	Will Einstein			Distributed via Email
	Brian Fellon			
	Matt Marcelia			
	Grant Ringel			
	Jennifer Tada			
	Greg Zeller			
		IT		
		Benefit Owner*		

<sup>\*</sup>Benefit Owners must be added to the Approved By section during Execution Phase/Gate.