

Program: Relationship Management

The Information Services and Technology (IS&T) Relationship Management program was created and implemented to help establish strategic partnerships across the Institute and to assist customers in navigating the highly varied service offerings. This program provides the opportunity to have staff dedicated to working directly with clients on their overall IT needs. A key component of the program focuses on intra-IS&T communications to ensure bi-lateral communication across central IT as well as with the client. Relationship management also serves to augment existing relationships, but does not make decisions for the operational and service teams.

Relationship Management:

- Advises customers of available IS&T services and other options
- Brings the key IS&T individuals and customers to the table to explore options and identify solutions
- Identifies opportunities for future IS&T services
- Provides comprehensive management of the IS&T/client relationship by coordinating cross-functional IS&T activities for customer
- Learns about customers' IT initiatives to help influence their direction
- Is a resource for customers who don't know the appropriate contact for IS&T services
- Defers decision-making to the appropriate operational and service teams.

1. Accomplishments for Q1 2007

- a. Performed a SWOT analysis of the RM Program
- b. Presented an update on the RM Program to VP staff
- c. Completed the search process for two additional RM staff members
- d. Successfully oriented a new Relationship Manager (Darlene Fladager) in August 2006
- e. Began outreach to the Department of Undergraduate Education, the School of Architecture & Planning and the MIT Press
- f. Continued liaison work on the following construction projects: Sloan School, PDSI, NW35
- g. Began liaison work for construction of the Cancer Research Center and the new Media Lab
- h. Established Client – IS&T connections (examples)
 - i. Sloan School to advise on responding to a security audit, TSM reporting options, and the upcoming Vista rollout
 - ii. OCW for server collocation advice for next year
 - iii. DSL for identity management
 - iv. Represented RM perspective on the Security Focus Group
 - v. PDSI for VoIP pilot
 - vi. Hyperion / Business Intelligence
 - vii. The MIT Press for advice on server backup strategies and on hiring an IT manager
- i. Collaborated with IS&T Communications Team to update the IS&T Products and Services Brochure in preparation for the Vendor Fair.
- j. Facilitated the Broad SAP Project Review

2. Goals for Q2 2007
 - a. Finalize a model to assess and measure the stages of the IS&T relationships with existing clients
 - b. Promote awareness of IS&T services around the Eudora retirement
 - c. Expand the Relationship Management website to provide critical client information
 - d. Conduct a focus group to evaluate the maintenance and dissemination of client profile information
 - e. Establish one on one meetings with IS&T Directors beginning October 2006 to share RM successes and client information and to solicit feedback
 - f. Establish a Relationship/Account Management Community of Practice by October 2006 to enable continued collaboration among universities and industry programs. Engage at least 3 higher ed and 1 industry members by December 2006

3. Goals for the Remainder of FY 2007
 - a. Continue to manage established DLC relationships
 - b. Continue to work with clients and IS&T on existing and newly identified construction projects
 - c. Identify and establish new relationships with the Executive VP's Office (CAO, Procurement, etc.)
 - d. Assess existing client portfolios and outstanding client universe to determine opportunities for additional engagements by March 2007
 - e. Continue to facilitate strategic conversations between IS&T and DLCs as needed
 - f. Promote awareness of new IS&T services and projects to DLCs as they begin
 - g. Identify opportunities for affiliations with IS&T functional areas based on functional area need, RM expertise, knowledge and interest (e.g. Joanne's role in OIS) by January 2007
 - h. Continue integration of RM function within IS&T by holding a second focus group on maintenance and dissemination of client profile information
 - i. Continue supporting development of relevant IS&T resource materials as collateral