**Strategy Statement:** To improve the customer experience, CSS Offers software licensing to provide customers with a cost effective and efficient solution for software acquisition.

**Vision:** Customers can easily and seamlessly learn about and obtain software titles. Software licensing is transparent, responsive, and informed by broad-based input and governance.

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<tr>
<th>Change Drivers</th>
<th>Initiatives</th>
<th>Outcomes</th>
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<tbody>
<tr>
<td>Vendor management</td>
<td><strong>Initiatives</strong>&lt;br&gt;Align license renewals with the UW budget planning cycle.&lt;br&gt;Close examination of current and future licenses to determine when central administration adds value.&lt;br&gt;Cultivating vendor relationships in order to negotiate contracts with better options and pricing.</td>
<td><strong>Outcomes</strong>&lt;br&gt;We are strategically positioned to negotiate licenses as it aligns with our budget and academic cycles. Internal administrative efficiency realized by a single annual vendor negotiation period.</td>
</tr>
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<td>Customers want contract negotiations managed in a centralized manner to provide enterprise agreements that benefit campus</td>
<td><strong>Initiatives</strong>&lt;br&gt;Redesign the UWare website.</td>
<td><strong>Outcomes</strong>&lt;br&gt;Increased visibility of products and purchase process.</td>
</tr>
<tr>
<td>Customers want competitive pricing while vendors are increasing costs. Centrally managed licenses adds overhead in order to recover administrative costs.</td>
<td><strong>Initiatives</strong>&lt;br&gt;Educate customers on license compliance terms.</td>
<td><strong>Outcomes</strong>&lt;br&gt;Customer awareness of compliance requirements reduces audit risks.</td>
</tr>
<tr>
<td>Customers want simple transactions similar to other online shopping experiences.</td>
<td><strong>Initiatives</strong>&lt;br&gt;Redesign the UWare website.</td>
<td><strong>Outcomes</strong>&lt;br&gt;Increased visibility of products and purchase process.</td>
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**Risk Management**<br>**Initiatives**<br>Educate customers on license compliance terms. | **Outcomes**<br>Customer awareness of compliance requirements reduces audit risks. |
**Strategy Statement:** By optimizing the delivery of support, UW-IT uses organizational resources efficiently and provides a consistent experience to customers.

**Vision:** UW-IT delivers a reliable and positive experience to our customers.

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| Need to handle rapidly increasing volume and complexity of services we support with no new resources. | Process and Tool Improvements for the Enterprise Service Desk (ESD) (FY18)  
Machine learning (FY17)  
Support Plans for each Service Supported by the ESD (Future) | Increased efficiency and reduced cost for support provided by the ESD.  
Increased support provided by ESD returns capacity to UW-IT units and to UW units served by the ESD.  
UW Connect records are routed with fewer dedicated staff hours, returning capacity to the ESD.  
Defined and documented responsibilities and roles results in improved consistency of support provided and reduced number of incidents for services. |
| Customers expect consistency and reliability in their interactions with UW-IT. | Enabling IT Services During Employee Onboarding and Offboarding (FY17-18)  
Service Catalog Restructure (FY17)  
Change UW Connect Request Prioritization Project (FY17) | UW-IT delivers a streamlined experience to customers; they can contact UW-IT once to set up multiple services, rather than sending in multiple requests.  
Increased knowledge and information about UW-IT service offerings leads to more customer self service.  
Increased consistency and response times for UW-IT customers. |
| Increased desire by decision-makers to understand how peers pursue strategic initiatives and realize outcomes. | Peer Benchmarking (FY18) | Useful information provided to decision-makers on how UW compares with peers. |
| Customer needs and expectations are evolving at an accelerated pace. | Self Service: Customer Journey Discovery (FY17)  
ITSM Reporting Enhancements: Performance analytics (FY17–co-sponsored with Service Management)  
CSI effort to improve UW Connect surveys (FY18–in collaboration with Service Management) | Understanding customer needs and experiences helps UW-IT consistently deliver quality services and support.  
Understanding changes in support volume allows better resource planning and proactive support.  
Increased access to data allows all staff in UW-IT to monitor achievement of established response and/or resolution standards.  
Greater access to high-quality data about customer experience to decision makers. |