

**State of Wisconsin**  
**DEPARTMENT OF ADMINISTRATION**  
**2006 NASCIO Recognition Awards**

**Nomination Form**

**Part 1: Nominee Information**

Project Subject Title: IT Services Catalog and Web Site

(A copy of the IT Services Catalog is available as a PDF at the IT Services Web site:  
<http://itservices.wisconsin.gov/> )

**Name of Nominated Persons**

Jean Greene, Pam Hujanen, Eric Madsen, Bernie Mrazik, Dan Proud, Molly Pursain and Karen Rahmeier. All are with the Division of Enterprise Technology with the exception of Molly. She recently accepted a position with the Bureau of Personnel at DOA.

**Executive Summary**

The Division of Enterprise Technology (DET) is changing the way it does business to become a more customer focused organization. Previously the true costs of the many of the information technology (IT) services DET provided to state agencies were "embedded" in a single rate. In addition, there was no central repository of information where state agency customers could look up and price all of the IT services offered by DET.

With the advent of the IT Services Catalog and corresponding Web site, state agencies, as well as our local government customers, now have a single list of services and corresponding pricing. The 2006 edition of the catalog devotes one page to each IT service (e.g., data storage, document imaging, web hosting) DET provides, including a description, cost-drivers, pricing information, cost-saving tips and consumption trends. The Web site expands the description of each service and provides an online pricing tool to assist users in calculating the preliminary prices of the selected services.

The IT Services Catalog is a national model. The National Association of Chief Information Officers (NASCIO), Gartner Consulting, and the private sector companies (e.g., Wells Fargo Bank, West Bend Mutual Insurance and others) are using it as a prototype for similar publications.

**Customer and Market Focus**

The entire project was focused around customer needs. Underlying the creation of the catalog was the decision, based in part on customer requests, to go to service-based pricing. Previously agency customers paid a flat rate for their services from DET, which did not always correspondence directly to the amount or level of service they received.

DET involved customers early on with the design of the catalog. Selected agency business partners were asked to review the various drafts and their changes were incorporated into the final product.

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The physical catalog is user-friendly: a pocket size and spiral bound booklet. Its dimensions -- 3.5 inches by 9.5 inches -- are that of a folded highway map. <http://itservices.wisconsin.gov/>

Our customer focus does not end with the publication of the catalog or the Web site. A listserv has been created to notify our customers of new services, pricing options and updates to the catalog. The Web site has a feedback mechanism (i.e., e-mail box) that allows users to comment on both the existing catalog and Web site and offer suggestions for future improvements.

**Measurement, Analysis & Knowledge Management**

The IT services catalog empowers our agency customers with the information they need to make rational choices about the types of IT services they receive from DET.

Throughout the process of creating the catalog, DET was forced to examine its own data. In order to convey information on each service listed in the catalog (e.g., units of charge, cost drivers, consumption trends, etc.), DET needed to dissect its existing pricing mechanism and re-compile the data under separate services. Furthermore, the catalog presents this information to customers using easily understood language (i.e., no jargon or acronyms) and accompanied by simple, but effective graphics.

**Human Resource Focus**

This was a groundbreaking project on many levels. Service-based pricing, as well as a new format for presenting the information, (i.e., catalog) forced team members to think outside the box. Creativity was encouraged, and team members were constantly reminded to play the role of the customer.

The team worked directly with staff on many levels of the organization. Staff was empowered by their managers to make contributions based on staff's direct and in-depth knowledge of DET's IT services. For example, the information on the online report distribution service was obtained directly from the individuals who provide that service.

The IT Services Catalog is an entirely new product for DET, as well as our customers. The decision to present IT services and pricing information in a consistent, catalog format requires a great deal of organizational discipline. Now as new IT services become available to customers, DET examines the units of charge, identifies the major cost drivers and the price, predicts consumption trends, and recommends cost saving tips for each new service.

**Business Results**

The IT Services Catalog builds loyalty by making DET pricing transparent to our customers. Listed for each service is the unit of charge, the major cost drivers, the price tips for saving money and the consumption trends.

Not only are customers able to know the cost of the service receive from DET, but they are able to chose the level at which they wish to receive that service. In addition to a base level of service, users

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can choose (and pay for) additional features within that service (i.e., silver, gold and platinum tier service). Customers are now empowered with full information to make the decisions that are best for their own organization and, in turn, their own customers.