

"A good plan executed today is better than a perfect plan executed at some indefinite point in the future."

-General George S. Patton, Jr.



# US Small Business Administration IT Success Story CIO Council Agenda January 20, 2010

- What are the initiatives?
- Why are they considered successes?
- Why does it matter to you?
- Q&A

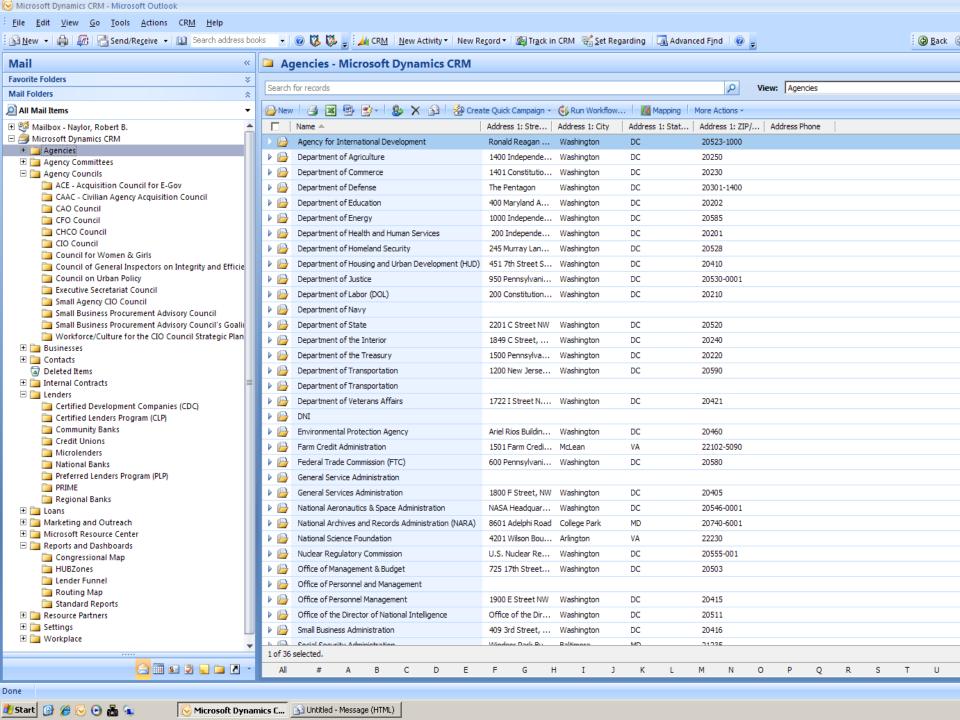
# What are they?

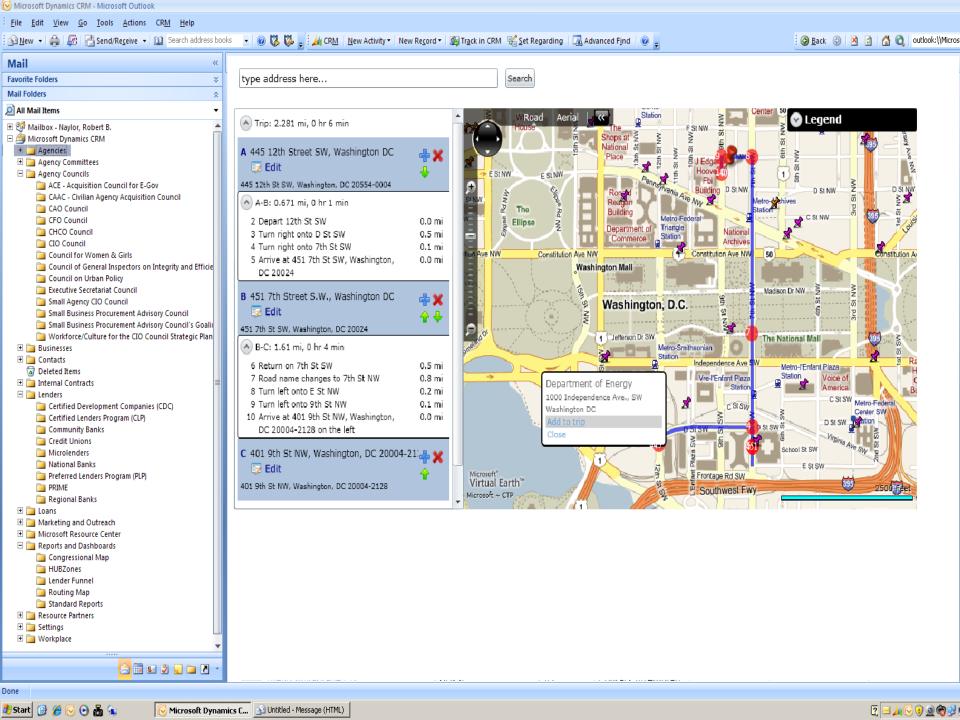
- Customer Relationship Manager (CRM) "The Window"
- Executive Secretariat Correspondence Management
- Audit Tracking, Visibility and Accountability

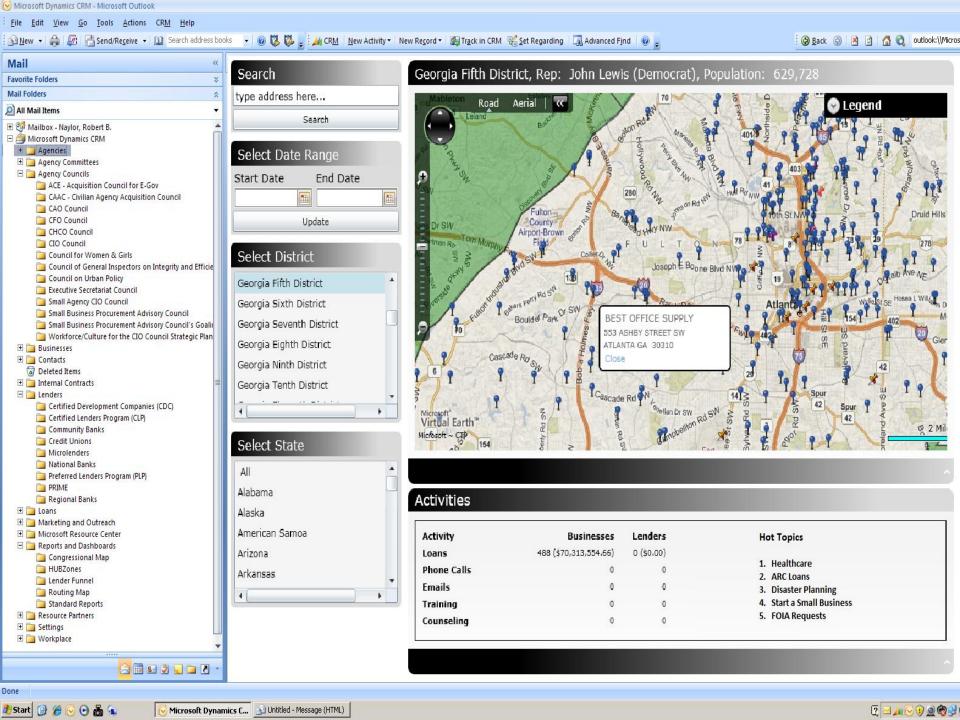
## Why are they successes?

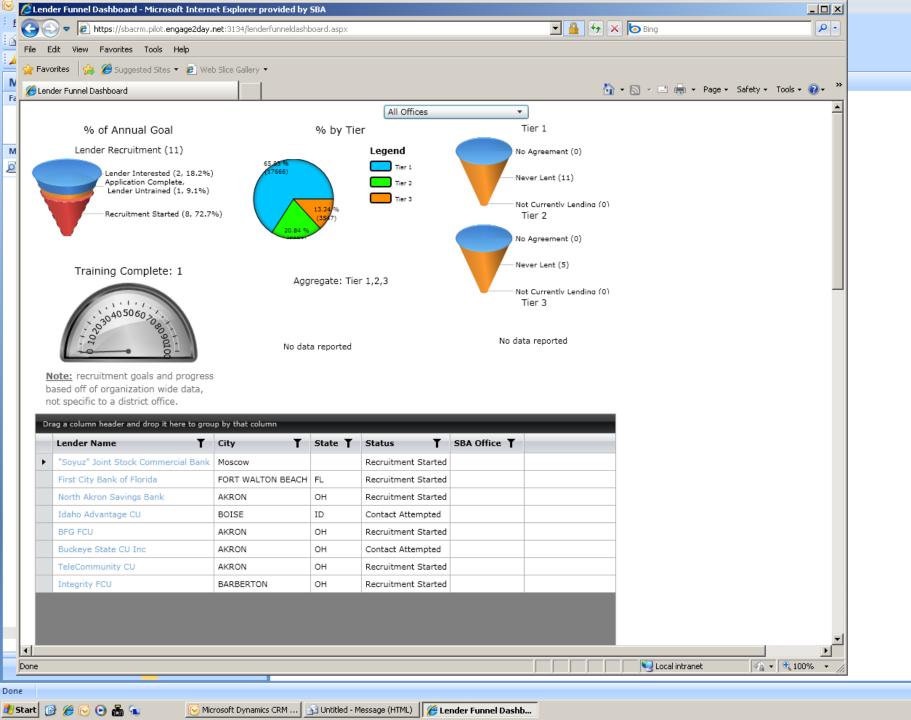
- CRM "Customer Service" Relationship Management Focused
  - Game changing technology that aligns with the Administration's and SBA's mission to support small businesses, foster collaboration and increase transparency
  - Rapid Delivery using Recovery Stimulus Funding (ARRA)
    - 5 Months from market research to deployment within PMO governance requirements
  - Initial Field Operations Deployment
    - 1,100 Users to 66 Field Offices Including Puerto Rico, Alaska, Hawaii, Guam, and American Samoa
  - Private Cloud Implementation
  - True Commercial Off The Shelf (COTS) Approach
    - Clearly defined Proof of Concept/Vision
    - "The good should not be the enemy of the perfect" Deployed basic functionality with key value added enhancements
    - Using Social Media Tools to Collaborate
      - Enhancement Requests
      - User Best Practices and Content Wikis
      - Feedback / Dialogue with User Community and Management

- CRM (continued)
  - Elimination/reduction of data and functional silos/stove pipes
    - SBA Navigation Structure Based on Agency Function
  - Transparency
    - Statistics/Analytics drill down to the Congressional District Level for Congressional Inquiries and future "public self-serve" for lender and business activities
    - Over 150 Operational Goal Metrics "out of the box"
  - Inter-Agency Communications and Document Management (Agencies, Councils, and Committees)
  - Ease of Use/Training Outlook Tree Structure Based Configuration
  - ROI = Reuse of Investment; Do more with less Buy once, use multiple times
  - Using technology change to help drive OCIO culture change
    - · "Be a part of the success" and get to the "Yes we can attitude"
    - New Technology = New Skills Required = New Staff Excitement = New Contractors = New Culture Opportunity
  - Leveraged Experience from 2 Small Certified Businesses
    - 8a Asian Woman Owned
    - SBA Guarantee Loan Recipient & HUBZone
  - Created 20 New Jobs in Small Businesses using Recovery Funding (ARRA)









#### Community Server Enterprise Pilot



My Page

People

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GENERIC CONTENT

The Community serves as a "workplace" for SBA employees who use The Window CRM system. The Community provides a professional and fun environment for you to collaborate, share, archive and reference best practices and help your follow colleagues optimize the value delivered by SBA's CRM application. Plus, you can showcase your own expertise and willingness to help others!

#### Collaborate and Participate

- Ask technical and user-related questions and get answers from your peers-fast!
- . Answer questions, help others and showcase your expertise.
- · Post best practices for using The Window.
- . Find frequently asked questions (FAQs) regarding The Window.
- . Use The Community as your first destination for getting technical and user help.
- . Join forum discussions on the topics that interest you.
- · Create sub-groups to work with others.

Contact Engage today to learn more.



**NEWS** 

#### SBA - Blog About the CRM Community

The CRM Community portal is managed by ths SBA Office of Communication and Public Liaison in partnership with the Office of Chief Information Officer and Office of Field Operations. The purpose of this site is to facilitate discussion about the CRM tool ...

01-14-2010 2:54 PM by Steve Morris 0 Comments

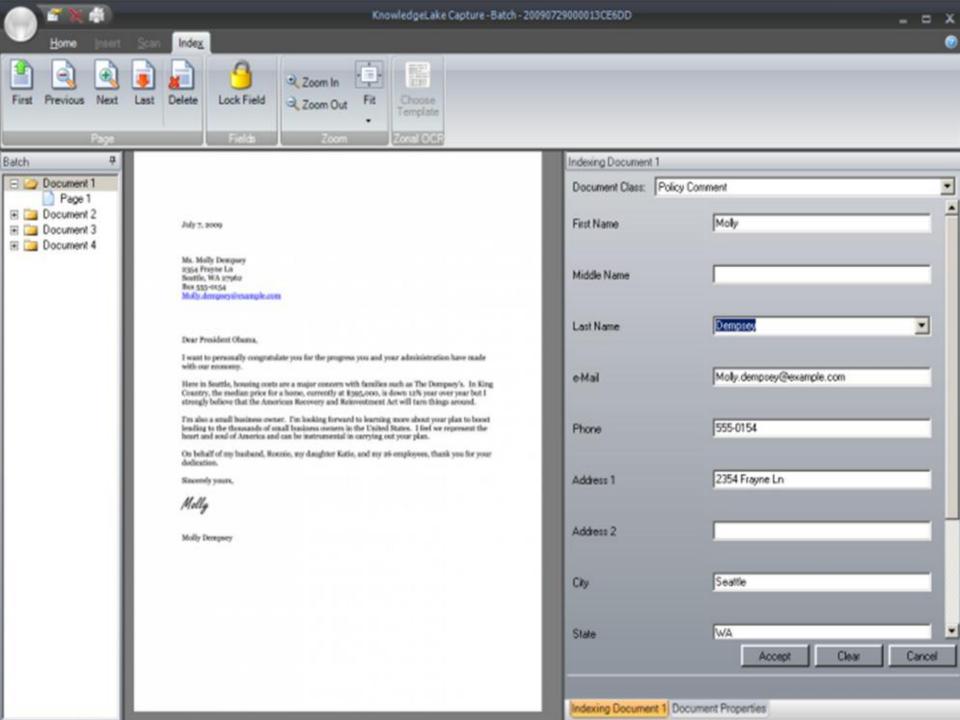
SITE ACTIVITY What are you working on? Post People & Groups Messages My Activity 12-15-2009 RBNaylor joined SBA Community. 12-15-2009 4:45 PM Delete

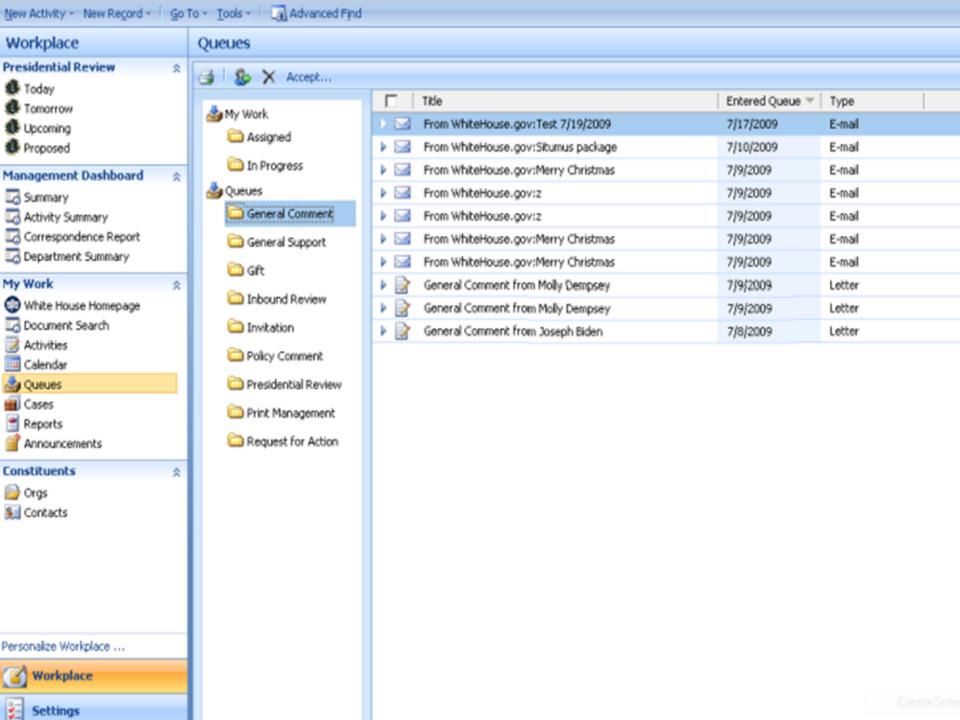


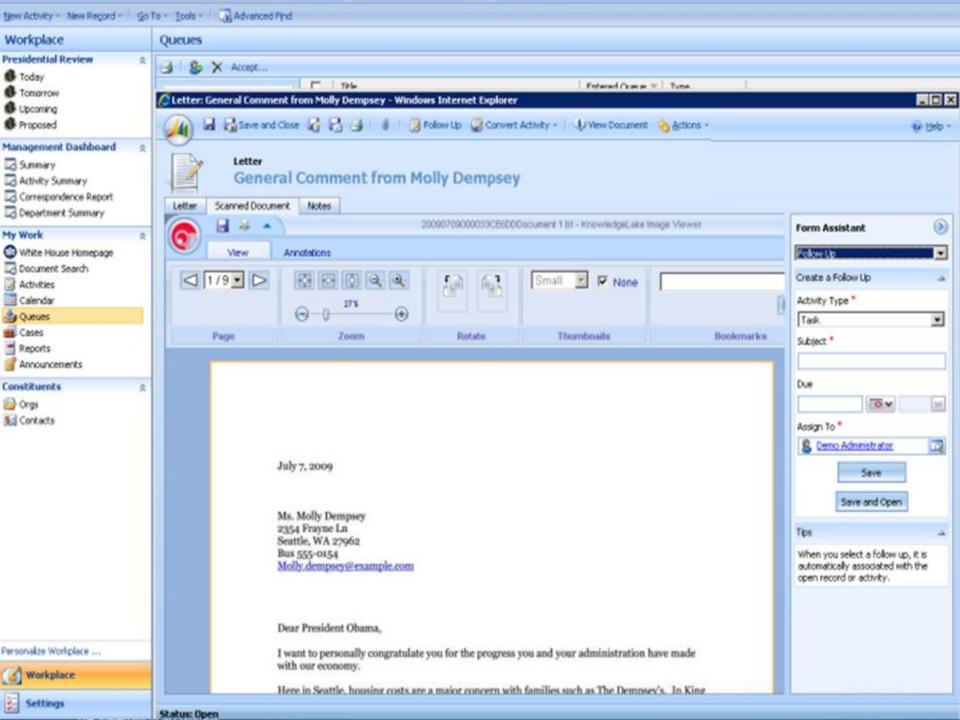




- Correspondence Management Knocking Down the First Application Silo
  - Native to CRM ("BUILT-IN")
    - Correspondence Management Core Functionality
    - Help Desk/Answer Desk/Knowledge Base/Case Management
    - Leveraging Investment in SharePoint and CRM foundation
  - ROI "Reuse" of Investment Real Cost Savings!
    - No Additional Licenses
    - No Additional Hardware/Infrastructure
    - No Additional Vendors
    - No Additional Software Maintenance
    - No Additional Technical Support Staff
    - No Additional Integration
    - No Additional Contract/Procurement Process (Task Order)
    - No Additional Project Management/Government Investment Management Governance
  - Available Enterprise-wide, leveraging metrics, reporting, dashboards, etc.







- Audit Tracking, Visibility and Accountability
  - Single Enterprise-wide Audit Management System
    - By User
    - By Audit Source (OIG, GAO, OMB...)
    - By Audit Type (IT, Financial, Management Challenges...)
    - By Recommendation
    - Metrics Specifically Level of Effort in Days per Audit/Source
    - Elimination of "fence tossing" of activities
  - Leveraging Investment in SharePoint Infrastructure No new costs!
  - Brings transparency to auditing and addresses Agency/Department "pain points"
  - Templates available "out of the box" to other Agencies/Departments

### Programs and services to help you start, grow and succeed.

**Audit Home** 

Dashboard My Tasks

Print Reports

My Recommendations

New Recommendations

Recommendations

Search

Recom	mendations						
Title	Risk Category	Audit Report Number	Recommendation Number	Owner	Recommendation Status	Expected Completion Date	Details Link
Audit Sour	ce : GAO (7)						
Audit Sour	ce : Grid (2)						
Audit Sour	ce : Kearney (9)						
Audit Sour	ce : <b>OCFO</b> (4)						
Audit Sour	ce : OIG (43)						
Audit Sour	ce : OMB (17)						
Audit Sour	ce : OTHER (6)						
Audit Cour	ce : SBA MGMT (2)						



Audit Home Recommendations

System Access By Contractors Without Security Clearances

Technology

09-07

5

McCauley,

Closed

7/16/2009

Go to

SBA MGMT FOIA GAO Grid Kearney **KPMG OCFO OMB** Other OIG Dashboard Recommendations My Tasks Owner My Recommendations Audit Report Number Recommendation Number Title Risk Category Recommendation Status Expected Completion Date Details Link Print Reports SBA's Implementation Of An HSPD-12 Card Issuance System Technology 09-01 05 Matthews, Closed 9/17/2009 Go to Systems Ethel M. Recommendation **New Recommendations** Selected SBA General Support Operating Systems 13 10/30/2009 Technology 04-41 McCauley, Closed Go to David L. Recommendation Systems SBA's Information System Controls for FY 2004 Technology 05-12 21 12/15/2009 Go to McCauley, Closed Systems David L. Recommendation Vulnerability Technology Security Assessment Technology 07-16 7 Farmer, Closed 9/16/2009 Go to Systems Darryl A. Recommendation Planning for the Loan Management and Accounting System Technology 08-13 2 Whalen, At Risk 2/12/2010 Go to Modernization and Development Effort Systems Ronald D. Recommendation Planning for the Loan Management and Accounting System Technology 08-13 3 Francis, Chet Closed 12/15/2009 Go to Recommendation Modernization and Development Effort Systems C. Audit of SBA's 2008 Financial Statements 09-03 1 McCauley, At Risk 10/20/2009 Go to Technology Systems David L. Recommendation Audit of SBA's 2008 Financial Statements 09-03 02 McCauley, At Risk 11/10/2009 Go to Technology Systems David L. Recommendation Audit of SBA's 2008 Financial Statements Technology 09-03 03 McCauley, At Risk 11/10/2009 Go to Recommendation Systems David L. Audit of SBA's 2008 Financial Statements 04 Technology 09-03 McCauley, Closed 9/23/2009 Go to Systems David L. Recommendation Audit of SBA's 2008 Financial Statements Technology 09 09-03 Christy, Paul Closed 12/1/2009 Go to T. Recommendation Systems Audit of SBA's 2008 Financial Statements Technology 09-03 11 Christy, Paul 8/28/2009 Go to Closed Systems T. Recommendation Audit of SBA's 2008 Financial Statements Technology 09-03 13 McCauley, Closed 11/17/2009 Go to Systems David L. Recommendation System Access By Contractors Without Security Clearances Technology 09-07 1 Closed 9/23/2009 Go to McCauley, Systems David L. Recommendation System Access By Contractors Without Security Clearances Technology 09-07 3 McCauley, Closed 9/19/2009 Go to Systems David L. Recommendation System Access By Contractors Without Security Clearances Technology 09-07 4 McCauley, Closed 9/23/2009 Go to Recommendation Systems David L. Audit of SBA's 2008 Financial Statements Technology 09-03 06 Christy, Paul Closed 7/15/2009 Go to T. Recommendation Systems SBA's Information System Controls for FY 2004 4C Technology 05-12 Farmer, Closed 8/12/2009 Go to Systems Darryl A. Recommendation

#### Small Business Administration > Audit > OCIO > **OIG-09-01-05**

#### Documents

Tasks

Calendar

Contacts

#### **Recommendation Details**

,	Audit Group#:	OIG	Audit Report#:	09-01
	Audit Source:	OIG	Recommendation Status:	Closed
	Recommendation#:	05	Actual-Human Resource Effort In Days:	97
	Date Received:	9/11/2008 12:00:00 AM	Remaining Effort in Days:	0
	Due Date:	6/30/2009 12:00:00 AM	Original Estimate-Human Resource Effort In Days:	149
	Functional Responsibility	: OCIO	Current Estimate-Human Resource Effort in Days:	97

SBA's Implementation Of An HSPD-12 Card Issuance System Title:

Recommend the CIO complete an Exhibit 300, Capital Asset Plan and Business Case, for IDMS to establish a baseline plan for accomplishment of the project's objectives, and submit it to Recommendations:

9/17/2009; 300 was completed by the HSPD-12 team and submitted to PES.

Matthews, Ethel M. Request to Reassign Recommendation Owner:

#### **Recommendation Task**

Ū	Title	Assigned To	Task Status	Due Date	Description	Remarks	Modified	Remaining Effort In Days
	Submit draft HSPD-12 Exh 300	Christian, Trisha	Completed	6/30/2009	On 3/25/2009 the draft 300 was submitted to IT Security.	The new due date is 9/30/2009	12/4/2009 9:25 AM	
	Award contract for HSPD- 12	Christian, Trisha	Completed		The contract was awarded on 8/31/2009.	Working with M&A	12/4/2009 9:26 AM	
	Send HSPD-12 300 to M&A for final approval	Etheridge, Kenneth T.	Completed	9/21/2009	Awaiting approval from M & A.	9/14/09-Awaiting approval from M & A.  9/21/09 - Coordinated the Exhibit 300 with the HSPD-12 team, finalized the report and forwarded it to PES on Thursday, 9/17/09.	1/12/2010 10:15 AM	

■ Add new item

#### **Supporting Documents**

Туре	Name	O Modified By
	GFAX_2009-11-20_16_27_00_427	Wise, Anthony L. (Contractor)
W	No comments - Draft Small_Business_Administration_HSPD12_Implementation_Planv2	Payton, Ravoyne J.
3	E300_Budget_WorkbookPKI_SME_Services	Payton, Ravoyne J.
3	E300_Budget_WorkbookPost_Implementation_Review_Services	Payton, Ravoyne J.
3	E300_Budget_WorkbookProgram_Management_Office	Payton, Ravoyne J.
3	E300_Budget_WorkbookSecurity_Accreditation_Services	Payton, Ravoyne J.
57	5200 Rudget Markhook - Marking Craup and Tigor Toam Coordina	Payton, Payoyno 1

Search( Audit Home Recommendations

10

Overvie	w Tren	d by Source	Trend by	Owner Det	ails			
Tren	d Analysi	s Summa	ry					
Status	This Week	Last Week	Two Weeks Ago	Three Weeks Ago	Four Weeks Ago	Five Weeks Ago	Six Weeks Ago	Seven Weeks Ago
At Risk	10	10	9	9	10	11	15	16
Closed	55	53	50	49	47	39	34	32
On Hold	0	0	0	0	0	0	0	1
On Track		24	27	29	24	22	11	12
Submitte	1 2	1	4	3	4	4	6	6
Histo	rical Trei	nd by Ow	ner					•
Status	This Week	Last Week	Two Weeks Ago	Three Weeks Ago	Four Weeks Ago	Five Weeks Ago	Six Weeks Ago	Seven Weeks Ago
∃ Name :	Bennett, Steve	n (Contractor)	(1)					
On Tra	ıck	0	0	0 (	)	0 (	) (	) 0
3 Name :	Christian, Trish	a (4)						
Closed			4	4	4	4 3	3 :	3 3
On Tra	ick	0	1	1 :	1	1 1	. (	) 0
At Risk	c c	1	0	0 (	)	0 0	) (	) 0
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3 Name :	Christy, Paul T.	(4)						
Closed		5	5	5 !	5	5 2	2 7	2 2
On Tra	ek	1	1	1	2	2 (	) :	. 1
At Risk	t	0	0	0 (	)	0 (	) (	) 0
Submit	ted	1	0	1 (	0	0 :	L (	0
∃ Name :	Farmer, Darryl	<b>A.</b> (1)						
Closed		2	2	2 :	2	2 7	2 7	2
3 Name :	Francis, Chet C	(5)						
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At Risk	i.	0	0	0 (	)	1 1	l i	1
On Hol				0 (	0	0 0		
Closed		4	4	2	2	1 1	1 (	0
∃ Name :	Gupta, Gautan	(Contractor)	(1)					
At Risk	t	0	0	0 (	)	0 (	) (	) 1
∃ Name :	Hill, Sherry C. (	1)						
On Tra	ick	1	1	1 :	1	1 1	l :	. 1
∃ Name :	Lewis, Joyce A	(3)						
Closed		0	0	0 (	)	0 (	) (	) 0
On Tra	ıck	0	0	0 (	)	0 0	) (	) 0
At Risk		0	0	0 (	)	0 (	) (	) 0

On Track 0 0 0 0 0 0

Week	TimeStamp
his Week	1/13/2010 2:00 AM
ast Week	1/6/2010 2:00 AM
wa Weeks Aga	12/30/2009 2:00 AM
Pree Weeks Ago	12/23/2009 2:00 AM
our Weeks Ago	12/16/2009 2:00 AM
ive Weeks Ago	12/9/2009 2:00 AM
ix Weeks Ago	12/2/2009 2:00 AM
even Weeks Ago	11/25/2009 2:00 AM

■ Name : Matthews, Ethel M. (3) Closed

At Risk ■ Name : McCauley, David L. (5) Recommendations

Overview Trend by Source Trend by Owner My Tasks Overdue Tasks

Recommendations By Due Date

Print Reports

Start Date Assigned To Recommendation Link Disaster IPv6 Equipment Installation Close Out Meeting 2009-12-18 Hill, Sherry C. Go to 00:00:00 Recommendation Update Status for SLA Language 2009-09-01 Go to 00:00:00 Recommendation 2009-12-03 McCauley, David Go to 00:00:00 Recommendation 2009-09-01 Follow Up participation in Web 2.0 Security Working Group McCauley, David Go to 00:00:00 Recommendation 2009-09-14 Francis, Chet C. Go to Review of allegations concerning how the loan management and accounting system modernization project is being managed Recommendation Update Status for SLA Language 2009-09-01 00:00:00 Recommendation Update 9-03 13 2009-09-01 Go to Recommendation 00:00:00 Initiate a datacall to SBA Program offices 2009-12-02 Christian, Trisha Go to OCIO Director's Review 2010-01-13 Christian, Trisha Go to 00:00:00 Recommendation OIG Follow up 2010-01-06 Farmer, Darryl A. Go to Recommendation

Expected Completion Date Recommendation Due Date SBA's Implementation Of An HSPD-12 Card Issuance System Matthews, Ethel M. 9/17/2009 6/30/2009 Selected SBA General Support Operating Systems McCauley, David L. 10/30/2009 11/20/2009 SBA's Information System Controls for FY 2004 McCauley, David L. 12/15/2009 4/15/2006 Vulnerability Technology Security Assessment Farmer, Darryl A. 9/16/2009 Planning for the Loan Management and Accounting System Modernization and Development Effort Whalen, Ronald D. 2/12/2010 4/24/2009 Planning for the Loan Management and Accounting System Modernization and Development Effort Francis, Chet C. 12/15/2009 4/30/2009 Audit of SBA's 2008 Financial Statements McCauley, David L. 10/20/2009 7/30/2009

1-7 ≯

⊞ Add new item

Recommendations By Owner And Status Title Audit Report Number Recommendation Number

Dwner: Christian, Trisha (5)

Dwner: Christy, Paul T. (7)

**⊞ Owner: Farmer, Darryl A.** (2)

**⊞ Owner: Francis, Chet C.** (4)

**⊞ Owner: Hill, Sherry C.** (1)

**⊞ Owner: Matthews, Ethel M.** (6)

☐ Owner: McCauley, David L. (47)

III Recommendation Status : At Risk (5)

III Recommendation Status : Closed (24)

H Recommendation Status: On Track (17) ⊞ Recommendation Status : Submitted (1)

**■ Owner: Pickens, Rusty D.** (1)

**⊞ Owner: Ray, Jacqueline** (7)

Downer: Shan, Yen H. (2)

Recommendations By Source And Status

Title Audit Report Number Recommendation Number Recommendation Due Date

Recommendation Due Date

Recommendation Status

Recommendation Status

Details Link

Details Link

H Audit Source : GAO (7)

H Audit Source : Grid (2)

■ Audit Source : Keamey (9)

■ Audit Source : OCFO (4)

⊞ Audit Source ; OIG (43)

# Audit Source : OMB (17)

■ Audit Source : OTHER (6)

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Trend by Source Trend by Owner Details

Date Range

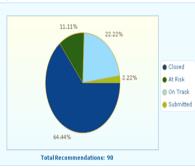
1/19/2010

Note: The filter will be applied to the Recommendation Received Date.

Filter

Recommendations by Status

Modify Selection



#### Recommendations by Source

Modify Selection



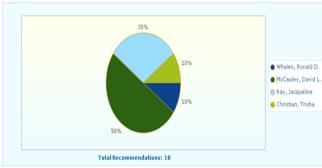
#### Human Resource Effort in Days by Source

Modify Selection



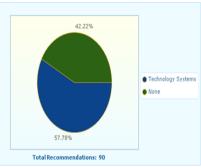
#### Recommendations by Owner

Modify Selection



#### Recommendations by Risk Category

Modify Selection



# Why does it matter to you?

- CRM Visually Map Your Agency/Department Functional Areas
- Executive Secretariat Correspondence Management "Built-in"
- Audit Tracking, Visibility and Accountability Templates Available
- Accelerated "Speed to Market"
  - Leverage SBA's Experience and Configuration
  - Small Business Set Asides 8a/HUBZone/Veteran... Reduced Procurement Time 23% Small Business Goal
  - Maximizing existing technology investment (Outlook, SQL Server, SharePoint, etc.)
- Rapid COTS Deployment Model
- Low Risk / High Value
- Knock Down Functional/Data Silos or Stove Pipes
- Reduce Rogue Systems
- Actually able to "do more with less" and accomplish transparency, collaboration, and efficiency
- Using Technology to help DRIVE Change Culture



# Questions & Answers



# Thank you!