

Improvements in SGI's Electronic Support

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CRInform: Consolidation History



- Assembled Team to Begin Consolidation:
 - Mike Sand: Project Manager
- Identified Critical Paths to Support Consolidation:
 - Validated Back-office Applications (Crystal)
 - Established Web Interface (build versus buy)
- Maintained Existing Production Site:
 - Corporate branding
 - Site Content



Consolidation: Status Update

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- Roadmap for Consolidation Project Completed
- Prototype of End User System Completed
- System Development Underway
- Release Date for Consolidated Site: Sept. 99



Electronic Services: Strategic Direction

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Goal: “Best in Class” Rating in the Service Industry

- **Predictive/Proactive capabilities**
- **Optimal customer experience**
- **Sophisticated customer database**
- **Customer self-servicing**



Electronic Services: Strategic Direction



Predictive/Proactive Initiative:

- Embedded Diagnostic Tools for Internal staff
- Embedded Diagnostic Tools for End Users
- “Remote” Diagnostic Information Exchange
 - *Data Captured at the local site*
 - *Data Exchanged via Secured Links*
 - *Data Exchanged via Phone-Home/Internet Links*



Electronic Services: Strategic Direction



Sophisticated customer database Initiative:

- **Common repository for problem reporting**
- **Asset/Site Information Administration**
- **Development of Solutions Database**
 - *Capture Knowledge During Problem Resolution*
 - *Validate Information for Re-use by Others*
 - *Facilitate Electronic Discussion on New Issues*



S&I Electronic Services Strategic Roadmap



Emerging



Mature



Best-in-Class

Today

FY00

FY01+

- **Reactive**
- **Viewed as cost center**
- **Transaction focused**
- **Measurements exclude customer satisfaction**

- + **Proactive**
- **Viewed as value add**
- + **Customer focused**
- + **Problem resolution focused**
- **Customer driven measures**
- **Capture customer information**

- **Predictive**
- * **Viewed as strategic**
- * **Customer driven strategies**
- * **Manage the customer experience**
- * **Sophisticated customer database**
- * **Customer self-servicing**

Reference Sources

- TSC Analysis
- Baldrige Reports
- AQPC Benchmark Studies

- Gartner Group Research
- Purdue University Center for Customer Driven Quality
- Harvard Business School

Legend:

- **Current**
- + **Next Phase (12 months)**
- * **Future Phases (+12 months)**

Consolidation: Planned Features

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- Single login for service-related information - all products
- User-maintained profile information
- Ability to add and delete system serial numbers to sites
- User-driven registration process



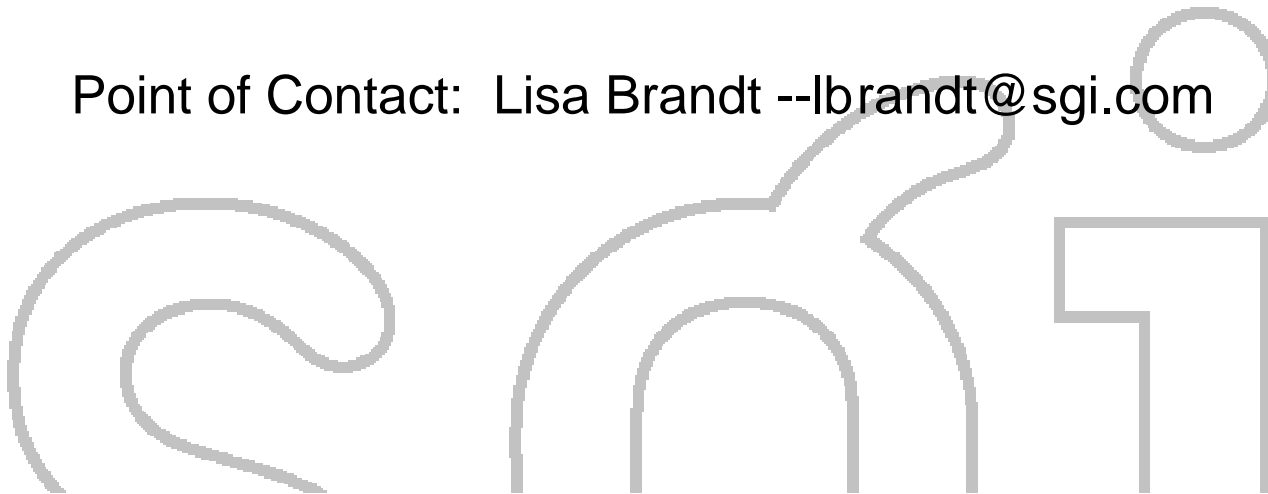
Consolidation: Beta Program



Goal: Ensure Consolidated Site Meets Expectations

- Participation from Internal Marketing Staff
- Participation from Current CRInform Users
- Participation from Current Supportfolio Users

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Consolidation: Next Steps...

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- Continue Development Cycle Ongoing
- Identify Beta Customers July 99
- Launch Beta Cycle August 99
- Roll-Out Consolidated Site Sept. 99

