IU INDIANA UNIVERSITY

6 – Leveraging Partnerships

Action Item Template Response

General Action Item Information

Lead Division/Office: Communications and Support
Action Item Number: 6
Action Item Short Name: Leveraging Partnerships
Dependencies with other EP Action Items: 17d
Implementation leader (name & email): Todd Herring (therring@iupui.edu) and Mark Lynch (lynch@indiana.edu), on behalf of Sue Workman (sbworkma@indiana.edu)

I. DESCRIBE YOUR PLANS FOR IMPLEMENTING THIS ACTION.

Indiana University is widely recognized as a leader in forging new, groundbreaking agreements with industry partners. IU was the first university to establish software site license partnerships with Microsoft and Adobe and it will continue this leadership in innovating and expanding agreements in key areas of technology. To accomplish this, IU will:

1. Ensure the greatest possible awareness and optimal use of current resources and agreements to maximize the value of existing partnerships, while seeking ways of extending and expanding them.

2. Enhance and refine mechanisms for reporting, tracking, analyzing, and evaluating current or prospective partnerships and make the information easily accessible to the IU community, while encouraging the broadest possible participation.

3. Construct new methods of identifying both large and small needs so new opportunities for leverage can be quickly identified and pursued. Partnerships need not be enterprise-wide. Considerable value can be achieved by discovering opportunities to leverage smaller partnerships for special tools and services that fill specialty niches at IU.

4. Anticipate future hardware, software, and service needs, especially in light of new trends such as virtualization, mobile, and small form factor / handheld devices, and collectively create leverage for these future needs so we can quickly establish partnerships early to avoid unnecessary spending and speed up empowerment.

6.1. Foster Current Partnerships and Pursue Opportunities for New or Expanded Agreements

This project formalizes the ongoing need to maintain current partnerships while exploring ways to improve or expand them. It also recognizes the need to build and maintain relationships that can foster opportunities for new agreements. By building strong relationships, capitalizing on past success, and reaching out to potential new partners, IU will try to create these circumstances and be ready to actively pursue opportunities when they become available.

This project does not include a budget for agreements or making IUware community-source. Each one will be evaluated on its own merits and those that offer significant value to IU will be vigorously pursued.

- **Collaborate with the Office of Procurement Services and Stakeholders**. Coordinate closely with the Office of Procurement Services and participating schools/departments to renew existing contracts and support outreach to potential new partners.

- **Active Partnering.** Work closely with current industry partners to maximize the benefits to IU and the partners. This includes providing front-line support, training, publicity, promotion, and the provision of data, reporting, and analysis to our partners. It also means frequent discussions and assessment of current agreements to monitor the level of success, make adjustments, try new things, and identify opportunities for changes. This can lead to new or expanded agreements. IU's willingness to earnestly seek ways to provide value to the partner makes the institution an attractive place for businesses to try new agreements and presents IU as a target for innovation. Active partnering changes simple financial transactions into true partnerships.

- **Test and Evaluate Products**. Expand the value of collaborative relationships by testing and evaluating new products. IU is a significant partner for many software vendors, and can aid the IU community and its vendor partners by routinely being involved in testing new versions of software.

- **Vendor-supported Research and Development Partnerships**. IU can play a significant role in collaborative research and development with hardware and software vendors through vendor-supported research. A key factor in such research is that results should always be disseminated openly and with peer review. Done with traditional academic rigor, such research can be valuable to the university community, to IU and its and its vendor partners, and to IT communities as a whole.

- **Leverage Consortia**. Consortia sometimes act as vendors. IU is already a member of several, e.g.: Kuali, MOAB, and HUBZero. This involvement should continue. IU will look into other such consortia and, where appropriate, consider joining and leveraging the available tools and opportunities. UITS will also seek out partnerships to leverage the development of new or enhanced tools for support, including the IU Knowledge Base and IUware. Specifically, IU will pursue making IUware a community source software package through the Kuali Foundation, and will work on developing partners to assist with funding.

- **Identify and Facilitate Opportunities**. When appropriate, facilitate opportunities for new partnerships. This involves several activities: identifying opportunities and participants, bringing the parties together, providing analysis to help evaluate potential agreements, and providing brokering or logistics services to help implement the agreements.

6.2. Maximize Value of Existing Partnerships

The focus of this project is on the mechanisms that support sound, well-advised decision-making. There are various ways of buying software, hardware, or services. Without adequate knowledge of opportunities and agreements IU has created, decision makers can make purchasing decisions that miss opportunities to realize potential savings, or that are otherwise less than optimal.

To help eliminate this problem, decision-makers need a clear reference point for university contracts, special offers, and discounts. Much of this need is addressed by the Office of Procurement Services web site and the advice offered by the staff. However, UITS can add significant value by partnering with Procurement Services and other stakeholders to highlight and augment this information for IT-related resources. UITS can also promote student awareness of

the tools and services available at IU.

- **Empower Decision Makers.** UITS will capitalize on the familiar name of "IUware" and use its popularity to present a comprehensive collection of IT-related resources available to the IU community. IUware will be redesigned and integrated, closely or loosely, with other UITS and Procurement Services websites to serve as a focal point for the acquisition of software, hardware and services. This will aid decision-makers in quickly identifying the best opportunity to acquire the products or services they need.

- **Increase Awareness.** Lack of awareness is a barrier to optimal decision-making. IUware can serve as a tool to build awareness. It is visited thousands of times each day, and by just about every student, faculty, and staff member at IU. Leveraging the popularity of IUware, where information on IU's partnerships and agreements is consolidated, can serve to expose large numbers of IU students, faculty, and staff to current and optimal purchasing information.

- **Focus on Leveraged Partnerships.** As a software distribution service IUware has a long history of delivering software products obtained through leveraged partnerships. Building on this foundation, we can expand IUware to include information about other software products, hardware, and IT services for institutional and individual constituents, and still maintain its essential focus. The emphasis of IUware will remain on acquisition and utilization.

- **Using IUware as a Hub for a Contract Library.** One possible area of leverage is to use IUware as a hub for a comprehensive contract library. UITS will partner with Procurement Services to augment its IT contract listings to include additional information or features desired by stakeholders. Access for some information could be restricted to specific individuals or groups in Procurement Services and to the OVPIT cabinet and delegates.

6.3. Measure Value of Existing Partnerships - Software Utilization Within IU

The recent implementation of Action Item 17D.23 now provides a mechanism for measuring the number of installations of software products currently deployed in IU schools and departments. Knowing how many instances are installed will help measure the value provided by the various contracts and help to highlight opportunities for new agreements.

"Secunia" is the software tool for patch management that provides notification of software that needs to be patched along with summary reports of the software installed on participating systems. Installing Secunia is voluntary, so the challenge will be to get the tool deployed on as many systems as possible. The accuracy of the software value reported will depend on the extent to which IU management units participate. But even if adoption is incomplete, these reports will provide more data on the installed software base than is currently available from any single location.
Eventually, virtual applications and desktops will transform the traditional means of measurement and allow for improved ways of measuring usage and determining value.

- **Software Inventory Reports.** To more accurately report the institutional use of particular software products, summary reports will be generated using the tool acquired for patch management in Action Item 17d.23: Program Gap Analysis - Third-Party Software Patch Management.

- **Reporting of Virtual Application Usage**. As virtual applications and desktops become available, additional and more detailed reporting will be provided to measure software utilization. See Action Item 22b: Virtual Servers and Desktops

6.4. Identify Current and Future Needs

In order to identify popular vendors, products, trends, and opportunities for leverage, UITS and Procurement Services will work together to provide a forum for inquiry and expression that will help enable IU stakeholders to find information, identify appropriate products, or consolidate purchases with other interested individuals or groups.

People may search IUware or other IU websites and not find what they need. Is it because IU doesn't have an agreement in place for the item? Did IU ever consider it but rule it out for some reason? Maybe the product is so new that use isn't yet widespread, but it has outstanding potential. Imagine a department interested in some highly specialized software. Are others at IU interested? Is anyone evaluating it? What if you are not sure what you need? You may have identified the functionality, but how do you find out which products offer it, or which are the best for your particular needs? When a vendor approaches IU with an excellent leveraged offer for a product, and the product has no purchase history, how does IU measure the need or demand? What if a department or campus wants to get a quantity discount on a product and wants to know if anyone else is interested?

- Find New Opportunities. To address these issues, and to provide a method of identifying new opportunities for leveraged partnerships of all sizes, UITS will build and moderate an easy-to-navigate searchable site that allows authenticated users to post their plans and current needs, and seek feedback from the IU community about IT software, hardware and services. As an extension of IUware, the site will provide a forum for interaction and dialogue and for polling demand for products or services. Ideally, the site will be a resource for other sites that target communities of interest, communities of practice, and formal entities that are seeking input from other parts of IU.

- Tools in a Virtualized Environment. As virtualization becomes more pervasive, software, hardware, and services will merge and strategies for providing them will evolve. IU will take this dynamic into account as it pursues new leveraged partnerships.

ACCOMPLISHMENTS

New as of January 2012

- IU has developed and extended partnerships with numerous companies such as Adobe, Microsoft, Corel, Lynda, Bomgar, Numara, Symantec, Survey Monkey, Identity Finder, AT&T, RIM, Dell, HP, Four Winds (display software), and more. In addition, IU signed a deal with HP to also provide discounts for students and we are hosting multiple venues for the IU community to learn about mobile application development.
- An "IU inventory" has been created for software products that will include an IUware link to show you if IU has a special agreement for software you may desire and how to obtain it. This will also have a forum for discussion, posting questions, etc. A process was established for posting IU applications to both Apple and Google App Stores.
- A number of very successful partnership agreements have been established, some small, some large: Citrix, Adobe ELA, Adobe expansion/extension, Microsoft expansion/extension, Bomgar (remote support), FootPrints (contact tracking), Identity Finder, Survey Monkey, HP computers, Dell extension, Symantec, Lynda
- 25% more Adobe products were distributed this year than last.

- An IU software guide was created for software products. The "Departmental Software" link on IUware indicates whether IU has any special agreement for a particular software product, information about the product, and how to obtain it.

- In partnership with Procurement Services a formal process was established for posting IU applications to Apple and Google App Stores.
- Established both Windows and Apple local update servers, which are especially useful for updating systems on our private network.
- Apple Lion purchases are being brokered on Aug 5th so all departments can take advantage of the quantity discount.
- The Adobe contract was extended an additional year. The enterprise Digital Publishing Suite and 250K downloads per year were added for the 3 years at no additional cost.
- IUware has a new interface that integrates training references with the software distribution and makes software easier to find.
- IU has joined a group of schools (Berkeley, IL, Carnegie Melon, Michigan, Notre Dame, and Stanford) on a pilot deal through Internet2 NET+ services for an enterprise Box.net deployment.

New (selected) as of spring 2011

IU has developed and extended partnerships with numerous companies such as Adobe, Microsoft, Corel, Lynda, Bomgar, Numara, Symantec, Survey Monkey, Identity Finder, AT&T, RIM, Dell, HP, Four Winds (display software), and more. In addition, IU also signed a deal with HP to provide discounts for students. There will be multiple venues for the IU community to learn about mobile application development.

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II. WHAT ARE THE POLICY AND PRACTICE IMPLICATIONS OF YOUR PLANS?

The deliverables will provide more information but will not have policy implications.

III. IDENTIFY STAKEHOLDERS.

- IU faculty, staff, and students
- IU schools and departments
- Procurement Services
- Committee of Data Steward
- UITS