

Simplified NIF for GN4 Input

Purpose: This NIF form is to be used for the submission of New Ideas suggested for inclusion in the GN4 Phase1 and beyond proposals. Budget estimates, information about objectives, impact, benefits, etc. as well as scope must all be supplied.

Submit to: pmo@GÉANT.net by January 31st, 2014 with the subject label starting: GN4Input

Overview

Project Name: Joint Account Management Team

Project Proposer: Brian Bach Mortensen

Project Type: GN4 Phase1 or longer term

Phase 1 initialy

Duration proposed

Longer term if succesful

Estimated Project Costs (best effort!)

Manpower in person-months also identifying specific expertise required

Manpower for various tasks:
Management and Task Leading: 12MM

A primary key account manager per customer/use case. A secondary account manager should be attached to all accounts to cover on holidays leaves etc.

D12: 4MM

M3: 6MM

M6: 6MM

M9: 6MM

M12: 6MM

Total over phase 1: 40MM

Deliverables proposed (If any can be defined at this stage)

D12 – Documenting the benefits the customers have had from the relationship management and customer support due to the account management team.

Hardware and equipment:

None

<p>Milestones proposed (If any can be defined at this stage)</p>	<p>Furthermore describe the additional selling that may have occurred due to the relationship. Document the interaction with the service product managers and the benefits that both have achieved as a result.</p> <p>M3 – Describe the current open accounts and the possible outcome of the relationship building</p> <p>M6 – Describe the current open accounts and the possible outcome of the relationship building</p> <p>M9 – Describe the current open accounts and the possible outcome of the relationship building</p> <p>M12 – Describe the current open accounts and the possible outcome of the relationship building</p>	<p>Other costs</p>	<p>Team meetings and travel to use cases: 30000€</p>
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1 Background and Reasoning

Provide background information and the context of the project. Explain the reason for the project. What do you want to be different? What do you hope to improve? Why is the project needed? This should be the reason for the project, not the solution.

Consulting and negotiating with customers and users groups that are located in different countries and regional areas are a potential subject to confusion as a result of many stakeholders approaching at the same time. In order to coordinate the outreach it is proposed to establish a joint account management team that combines the account managers from NRENs participating in the Géant project. The account managers should provide customer support, selling and relationship management to the customers/use cases. The account management team should be the primary contact for the customers and may bring in technical expertise as needed from the

service and product teams. Feedback from customers should be made to product managers who are responsible for forming the services according to customer needs (not selling the services/products). By having a clear structure supported by NREs who decide to take part in the joint accounting team it is foreseen that less toe stepping will occur in the sales process. Furthermore, it will provide a single point of contact for customers that want to use the service offered jointly by the NREs in GÉANT.

The joint account management team should provide a primary and a backup key account manager for all use cases/customer. Combined with CRM systems this should give the team and the project managers an easy way of following progress while avoiding too much toe stepping.

2 Objectives, Impact and Benefits

Provide one or more bullet points to briefly describe the primary objective(s) of the project in terms of the desired outcomes. This should be expressed in the form: 'To ensure...', 'To implement...', 'To service...', 'To improve...', 'To innovate...', 'To optimize...', 'To save...', etc. For each objective mention the benefits to identified stakeholders (e.g. end-users, NRENs, large international research projects, industrial research partners, high level education, etc.) should be mentioned. A description of the expected overall impact must also be provided.

- To ensure single point of contact for multi domain production services.
- To avoid confusion between NRENs and users/customers.
- To ensure consistent feedback on inquiries/request
- To anchor key account management in one team with participants from multiple organisations.

3 Scope

Describe the areas expected to be covered or impacted by the proposed activity, such as organisational areas, systems, processes, resources.. i.e. what is 'in scope'. This is not a list of what will be done but identifying the services, areas or what, will be affected.

Also please enumerate specific items which although they could perhaps be related are intentionally not addressed by your proposal ("Out of Scope").

1. In Scope

- User/customer consultation
- Relationship building
- Selling of defined services
- Feedback to Product Managers and technical teams.

2. Out of Scope

- Product Management
- Development of new product/service

4 **General Information**

Outline any potential issues, risks, dependencies, assumptions, constraints and limitations or any other points that may be useful to help assess the proposal.

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