

AAR Business Services & Technology 2016 Business Plan

From: Business Services and Technology
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The following are programs, products, services and activities (PPSA's) with Business Services and Technology oversight.

BUSINESS SERVICES

AAR provides technology tools other than forms delivery as a member benefit only if AAR is in a unique position to provide the tool, or the tool create value statewide, or if the tool advances the real estate industry and the AAR vision.

Measurable Objectives	Status
Ensures that training materials for eSign and zipForm Plus are always accurate and current.	Ongoing
Conduct a user survey of AAR members on their use of Business Services applications by November 30, 2016.	Pending
Investigate and provide information on products and services that increase efficiency and profitability of member business operations.	Ongoing
Negotiate discounts for products and services that benefit members.	Ongoing
Maintain form security with forms licensees.	Ongoing

zipForm®

AAR negotiates discounts for products and services that benefit members.

Measurable Objectives	Status
Monitor and increase number of MLS Connect users	Pending update
Conduct monthly trainings	Twice monthly – ongoing
Maintain positive member response	Survey pending

Tech Support Helpline

AAR negotiates discounts for products and services that benefit members.

Measurable Objectives	Status
Monitor number of users (repeat/unique)	Pending
Market for member awareness	Ongoing
Maintain positive member response	Pending survey

AAR eSign

AAR negotiates discounts for products and services that benefit members.

Measurable Objectives	Status
Monitor usage and compare to historical usage	As of 12/7/15: 11,228 2015 YTD/13,394 overall
Conduct monthly trainings	Trainings are conducted twice monthly at AAR
Maintain positive member response	Survey pending

SOFTWARE DEVELOPMENT

AAR will develop and monitor software that will help members' access to AAR's forms as a member benefit and maintain data to better understand member needs, communicate more effectively with members and maximize adoption of AAR programs and services.

Measurable Objectives	Status
Develop Forms Server for licensee and member use by January 2016	Beta scheduled for release in 1Q16
Enhance data warehouse capabilities for "Enhanced Member Profile" initiative by June 2016	"Mandatory" login page in place
Develop data warehouse for "Enhanced Member Profile" integrations of website usage by July 2016	EMP capturing categories and tags on all website visits.

Enhanced Member Profile

AAR develops and maintains data, beginning with an enhanced member profile, to better understand member needs, communicate more effectively with members and maximize adoption of AAR programs and services.

Measurable Objectives	Status
Provide data analysis of AAROnline.com members logged-in.	Prior to "mandatory" login, NRDS contained data captured 15% of time.
Develop "Enhanced Member Profile" integrations of AMS by September 2016	New database structure for AMS anticipated in 2016;

IT RESOURCES AND SECURITY MANAGEMENT

AAR will develop and monitor software that will help members' access to AAR's forms as a member benefit (SP: 5.A) and maintain data to better understand member needs, communicate more effectively with members and maximize adoption of AAR programs and services (SP: 5.E).

Measurable Objectives	Status
Data and voice systems uptime is better than 99%, excluding planned maintenance periods	On target
Security exploits conducted against AAR receive urgent attention and appropriate measure taken to prevent reoccurrence	New firewalls expected in place in first ½ of 2016.
Build an effective disaster recovery infrastructure to allow immediate phone and email recovery by the end of August 2016	Second phase of Disaster Recovery Plan being implemented in first ½ of 2016.

Phone

AAR's Information Technology resources will ensure that phone communications are secure and reliable, allowing AAR to communicate more effectively with members (SP: 5.E).

Measurable Objectives	Status
Enhance disaster recovery infrastructure to maintain phone system in event of local physical failure	Phone network can be re-established off-site within hours of disaster to AAR building
Maintain phone uptime at 99%	Ongoing

Network

AAR's Information Technology resources will ensure that the network infrastructure is secure and reliable, allowing AAR to communicate more effectively with members and each other (SP: 5.E).

Measurable Objectives	Status
Establish disaster recovery infrastructure to maintain system in event of local physical failure	Network in place; data backup redundancy;
Maintenance	Ongoing
Vulnerability studies and remediation	Mid-year

BUSINESS SERVICES AND TECHNOLOGY SUPPORT

AAR's Business Services and Technology area will provide top notch technical and customer support to its members.

Measurable Objectives	Status
Staff and committee leadership review use of resources via monthly financials	Ongoing
At year-end, income and expense for this committee's overall budget are within 10%	Pending