

AAR Business Services & Technology 2016 Business Plan

From: Business Services and Technology
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REALTOR® - The best prepared real estate professional with the highest standards.

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.

Brief description of how the PPSA contributes to achieving AAR's vision: AAR's Business Services provide tangible products members use every day in increasing their professionalism and providing a higher quality of service to consumers.

Importance of PPSA to the critical-to-serve customer: Business Services enhances member's professionalism and prepares them to better serve tomorrow's consumers.

Strategic Focus Points:

	1. AAR is a professional REALTOR® association that functions within a fluid operational structure and responsive governance model to accomplish its purpose and vision
	2. AAR communicates the right message to the right people in methods that reach out, inform and engage the membership.
	3. AAR is the most powerful and influential political force in Arizona.
	4. AAR provides members with unsurpassed risk management tools.
	5. To be the most trusted source and delivery partner of education and information resources for REALTOR® members and local REALTOR® associations.
X	6. AAR supports the success of REALTOR® members with business services.

Measurable Objectives	Status
Ensures that training materials for eSign and zipForm Plus are always accurate and current.	On target; materials available from website
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; a number of products and services have been introduced to BS&T Committee for consideration
Negotiate discounts for products and services that benefit members.	Ongoing
Maintain form security with forms licensees.	Ongoing

Recommendation: Continue basically as-is

zipForm®

AAR negotiates discounts for products and services that benefit members.

Brief description of how the PPSA contributes to achieving AAR’s vision: zipForm® controls the delivery of AAR’s forms and provides the delivery of AAR’s forms to the members as a member benefit.

Importance of PPSA to the critical-to-serve customer: zipForm® controls risk and enhances member’s professionalism, preparing them to better serve tomorrow’s consumers.

Strategic Focus Points:

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X	4. AAR provides members with unsurpassed risk management tools.
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Measurable Objectives	Status
Number of users	Reports from zipLogix® are pending
Conduct trainings	4 training sessions held over Jan & Feb
Positive member response	

Recommendation: Continue basically as-is

Tech Support Helpline

AAR negotiates discounts for products and services that benefit members.

Brief description of how the PPSA contributes to achieving AAR’s vision: Provides members with a source to minimize computer and device issues with a trusted REALTOR friendly resource.

Importance of PPSA to the critical-to-serve customer: Provides members with an inexpensive resource for computer and device technical assistance as a benefit.

Strategic Focus Points:

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Measurable Objectives	Status
Number of users	Jan – 206 unique users, Feb – 170 unique users
Market for member awareness	Ongoing; website, Voice, local association
Positive member response	Positive feedback; Facebook, personal contact

Recommendation: Contract with approved provider

AAR eSign

AAR negotiates discounts for products and services that benefit members.

Brief description of how the PPSA contributes to achieving AAR’s vision: AAR eSign provides members with a technology tool through AAR’s unique position to provide the tool. AAR eSign creates value statewide and advances the real estate industry.

Importance of PPSA to the critical-to-serve customer: zipForm® controls risk and enhances member’s professionalism, preparing them to better serve tomorrow’s consumers.

Strategic Focus Points: Indicate which focus point is addressed by the PPSA.

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Measurable Objectives	Status
Number of users	14,289 overall; 34% of membership
Conduct trainings	4 training sessions held over Jan & Feb
Positive member response	Positive feedback; Facebook, personal contact

Recommendation: Continue basically as-is

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.

Brief description of how the PPSA contributes to achieving AAR's vision: AAR's Business Services provide tangible products members use every day in increasing their professionalism and providing a higher quality of service to consumers.

Importance of PPSA to the critical-to-serve customer: Applications provided by AAR allow members to work effectively and efficiently.

Strategic Focus Points: Indicate which focus point is addressed by the PPSA.

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Measurable Objectives	Status
Develop Forms Server for licensee and member use by January 2016	Architecture in place; finishing details for late 1Q16 beta
Enhance data warehouse capabilities for "Enhanced Member Profile" initiative by June 2016	Pending
Develop data warehouse for "Enhanced Member Profile" integrations of website usage by July 2016	Pending

Recommendation: Continue with modifications detailed below.

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.

Brief description of how the PPSA contributes to achieving AAR's vision: The Enhanced Member Profile provides the tools to communicate the right message to the right people in methods that reach out, inform and engage the membership.

Importance of PPSA to the critical-to-serve customer: The Enhanced Member Profile is a necessary tool to provide information on members to effectively communicate and coordinate information.

Measurable Objectives	Status
Provide data analysis of AAROnline.com members logged-in.	Ongoing

Develop “Enhanced Member Profile” integrations of Rapattoni and RegOnline by July 2016	Rapattoni data captured; RegOnline on hold due to update to AMS system
Invest	
Build	Architecture completed; data collection in progress

Recommendation: Continue with proposed initiative

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).

Brief description of how the PPSA contributes to achieving AAR’s vision: This program contains basic support items for the network and communications infrastructure of the association.

Importance of PPSA to the critical-to-serve customer: This is an “enabling” program that provides for development and delivery of essential customer benefits.

Strategic Focus Points: Indicate which focus point is addressed by the PPSA.

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Measurable Objectives	Status
Data and voice systems uptime is better than 99%, excluding planned maintenance periods	Meeting standards
Security exploits conducted against AAR receive urgent attention and appropriate measure taken to prevent reoccurrence	Ongoing
Build an effective disaster recovery infrastructure to allow immediate phone and email recovery by the end of August 2015	In place; efforts to improve security appliances – CheckPoint firewalls

Recommendation: Continue with modifications detailed below.

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).

Brief description of how the PPSA contributes to achieving AAR’s vision: The phone system is an integral part necessary to communicate with members. The system is essential to each area of AAR, providing a direct link to/from members, ensuring AAR’s ability to fulfilling its vision.

Importance of PPSA to the critical-to-serve customer: The phone system is a necessary tool to provide members with a channel to effectively communicate and coordinate information.

Strategic Focus Points: Indicate which focus point is addressed by the PPSA.

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Measurable Objectives	Status
Enhance disaster recovery infrastructure to maintain phone system in event of local physical failure	DRP in place; extra phones at CoLo with ability to switch service within 2 hours
Maintain	Ongoing
Troubleshoot	Ongoing

Recommendation: Continue with the following modifications; 1) enhance phone servers at secure colocation with backup power and near-instantaneous network failovers, 2) add equipment to allow call distribution to mobile network, and 3) increase network speed between off-site location and local servers.

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).

Brief description of how the PPSA contributes to achieving AAR’s vision: Provide resources which support the entire network and infrastructure of the association. A major part of this is securing AAR’s networks against unauthorized access, physical damage/failure and providing for restoring the infrastructure in the event of a major disaster. Components of this program include AAR’s Internet connections, data backup and restoration, maintenance of Internet firewalls and switches, support for our membership system, and consulting fees for technology and security issues.

Importance of PPSA to the critical-to-serve customer: This program provides resources that enable nearly all programs within AAR.

Measurable Objectives	Status
Establish disaster recovery infrastructure to maintain phone system in event of local physical failure	DRP in place; CoLo contains physical servers and copies of data backups
Maintenance	Ongoing
Vulnerability studies and remediation	Completed – waiting for final reports

Recommendation: Continue with the following modifications; 1) establish data backup redundancy at colocation with backup power and network failovers, 2) add equipment to replace aged core infrastructure equipment, and 3) increase network “backbone” speed to server efficiency.

BUSINESS SERVICES AND TECHNOLOGY SUPPORT

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

Brief description of how the PPSA contributes to achieving AAR’s vision: This program contains basic support items for other programs within this committee, as well as programs in other areas. Included are things such as copying, postage, subscriptions and supplies. It supports the vision indirectly by providing resources critical to accomplishing the goals of other programs, products, services, and activities. Specialized training/continuing education of staff and travel of staff to meetings and conferences are included in this budget.

Importance of PPSA to the critical-to-serve customer: This is an “enabling” program that provides for development and delivery of essential customer benefits.

Strategic Focus Points: Indicate which focus point is addressed by the PPSA.

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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%	In compliance with the exception of budgeted funds for zipForm® Plus – estimated surplus in 2016 in excess of \$350,000

Recommendation: Continue basically as-is.