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Writing Samples
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Global Intranet Article

On behalf of Visa Internal Employee Communications

Title: Canada Tax Agency Takes Debit

Summary: Canada Revenue Agency now accepts Visa Debit for payments made online.

On March 8th, the Canada Revenue Agency, the government agency that administers tax laws for Canada, announced it will now accept Visa Debit for payments made online. For the first time, Canadians can pay taxes using Visa Debit.

“We are thrilled that Canadians can now use Visa Debit to pay their taxes directly from their bank accounts,” said [Brian Weiner](#), Head of Product & Innovation, Visa Canada. “Our goal is to offer cardholders convenient and secure payments wherever they want to pay. We are very pleased that the Canada Revenue Agency will be accepting Visa Debit just in time for tax season.”

Interac and debit transactions in Canada

Until 2010, Visa Debit did not exist in Canada. The Interac Association, a national debit network system, processed all debit transactions and ATM cards. When Visa Debit entered the market, the Canadian government introduced a Code of Conduct which precluded competitive debits from being offered on the same debit card. Because of the Code, Visa Debit was not accepted at point of sale (POS) in Canada.

Visa’s solution was simple: create a dual-branded card bearing both the Interac and Visa Debit marks. Interac’s network processes point-of-sale transactions in Canada, and Visa Debit processes in card-not-present and international POS transactions – greatly expanding the purchasing landscape.

The Code of Conduct also stipulated that merchants who accepted Visa credit were not obligated to accept Visa Debit – so Visa had to **build merchant acceptance from the ground up, one merchant at a time.**

Despite these challenging beginnings, Visa Debit usage continues to grow after five years in market, and millions of cardholders make purchases with Visa Debit. The four biggest Canadian banks issue Visa Debit, and more than 44,000 domestic eCommerce merchants – including Amazon.ca, Apple, Rogers, Google, Uber and Air Canada – accept Visa Debit. In fact, usage for Canadian card-not-present continues to increase, now representing more than 50 per cent of purchase volume.

The Canada Revenue Agency’s acceptance is poised to have a significant effect on Visa Debit volume in Canada, yielding material volume growth and resolving a key pain point for our financial institution clients and their customers.

Article: Company Spotlight on TCHO Chocolate

On behalf of The Trium Group

Client: Eli Lilly

TCHO Knows Chocolate

October 2011 | SAN FRANCISCO

TCHO (pronounced “cho”) is an innovative chocolate company founded in 2007 that combines a high-tech start-up approach with a California foodie aesthetic. It’s no coincidence that TCHO is the brainchild of a chocolate-loving technology guru—taking direction from a software analysis model, TCHO uses the “beta-testing” technique with its customers to refine and develop its flavors. This method has not only yielded a better tasting chocolate—it has engaged a loyal consumer base that feels connected to the process as much as the product.

TCHO also challenges convention by reimagining the way we taste chocolate: it’s about flavor, not just premium ingredients. Unlike other artisanal brands that distinguish their chocolate by region and percentage of cocoa to distinguish themselves, TCHO uses a six-piece “flavor wheel” to describe taste in basic, tangible ways: “chocolatey,” “fruity,” “nutty,” “citrus,” “earthy” and “floral.” TCHO’s founder, Timothy Childs, has created new technologies to reveal the complex flavors of chocolate in production, much like the way a winemaker would develop a new vintage with carefully selected varietals. Similarly, TCHO controls every step of the process from fermentation and roasting through molding and packaging with cocoa beans sourced directly from farmers. They have their own waterfront store in San Francisco, and provide chocolate to over 300 specialty retailer accounts, most notably Starbucks and Whole Foods.

TCHO prides itself in bringing new thinking to an ancient food to create an “exquisitely modern and uniquely American” experience. This approach is reflected holistically throughout their brand, not only in the way they make their chocolate, but the way they sell it. TCHO chocolate is wrapped in bright, simple packaging that is more like Apple Computer than the familiar foil-wrapped chocolates of more traditional brands. They have also developed other unique ways of packaging chocolate for consumers: their “TCHO-a-day” product line mirrors daily-dosage prescription drug bottles, and they use a brown-paper wrapper for their “Beta” products.

TCHO’s novel approach to chocolate making is rooted in a passion for chocolate and the kind of entrepreneurial vision that you usually find in software start-ups. They have challenged the conventions of traditional chocolate making through innovative production methods and breakthrough brand identity. Their packaging is just as well designed as their product, and TCHO has proven that there is always another way to look at something as beloved as chocolate.

Email Blast

On behalf of Kaiser Permanente- Infrastructure Headquarters (IHQ)

Audience: Kaiser Permanente IT

New to IHQ? Nice to meet you.

IHQ (Infrastructure Headquarters) is a web-based platform designed to help you learn about and connect to infrastructure services such as application hosting, mobile devices, remote access and more.



What can I do on IHQ?

- **Explore** your [mobile phone](#) options
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- **Order** a [new laptop](#)
- **Set up** your home office with [remote access](#)
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<https://ihq.kp.org>

Press Release

On behalf of The Trium Group

Client: Genentech

The Trium Group Equips Leading Biotech Company with Tools to Transform its Quality Organization

Elite consultancy partners with senior leaders in bringing shared purpose to their business goals

San Francisco, CA, 11.11.2011 - The Trium Group recently completed another phase of work in helping leaders of one of the world's largest biotech companies fully realize their vision within the Quality organization.

Working closely with the organization's leadership, Trium brought clarity and shared meaning to their business strategy by exploring the types of mindsets that cause real transformation. Furthermore, Trium partnered with the leaders to develop personal action plans with the intention of producing tangible and immediate results. Trium and the Quality organization extended their reach by involving key business partnerships in the conversation. For purposes of confidentiality, Trium at this time will not disclose the client's name nor details that would identify it.

"This organization has an ambitious vision for their future that can only be realized by a shared understanding of what it means to fully embrace quality standards in everything they do, from product development to production," said Andrew Blum, Trium CEO and Managing Partner. "If the leaders can embrace accountable, proactive mindsets with passion and conviction, the results will provide enormous value to operating and production costs, as well as a sustained commitment to the organization's larger purpose of producing life-changing drugs for patients." The global pharmaceutical industry today faces an array of challenges in which leading players are faced with rigorous audits and inspections, and ever-changing developments in technology and consumer demands. This world-class organization is constantly at the forefront of developing groundbreaking drugs, yet the costs associated with their development and production continues to rise.

Trium partner Monica Chi lead this engagement with a close-knit team of Trium consultants. "The leaders of this organization are increasingly confronted with evolving regulations within the pharmaceutical landscape, as well as resource demands and accelerated timelines," Chi said. "The mindset work they have adopted into their business strategy is the only real way to create real and lasting organizational transformation."

About The Trium Group

The Trium Group is a boutique management consulting firm that helps leaders align, equip and mobilize their organizations to solve complex business problems and execute multi-dimensional strategies. The firm specializes in large-scale transformation, new business and operating model development, roadmapping restructuring and turnarounds, and the capability-building and culture change that must accompany each of these efforts. Trium clients have included such renowned companies as AXA, Barclays Global Investors, Cisco, Gap Inc., Genentech, McKesson, Nokia and SAP. Founded in 1998, Trium is headquartered in San Francisco, CA.

Presentation

Twitter and the Millennials—a report
On behalf of Kaiser Permanente

Creative Brief

Client: Eli Lilly

On behalf of The Trium Group

Marketing Roadmap Creative Brief

November 18, 2010

Background

In order to align the worldwide Marketing community around a set of common goals, a team of Marketing leaders has developed a statement of Marketing's purpose within the organization, as well as a milestone-driven "Roadmap" for what will be accomplished over the next three years. This Roadmap was launched to the broader marketing organization in late August.

Subsequently, individual business units and affiliates within the organization were tasked with creating their own one-year Roadmaps that would help drive the larger Marketing purpose, as well as encourage them to articulate milestones which are uniquely relevant to their own organizations.

In a meeting in early November, these global marketing leaders convened to share their Roadmaps, and had the opportunity to make connections with other business partners by interacting with large-scale posters of the combined Roadmaps in every unit. The experience of being able to visually connect their own work to their peers elicited a mutual sense of purpose and highlighted meaningful opportunities for knowledge sharing and collaboration.

Moving forward, the Marketing leaders will publish a Scorecard on a quarterly basis that tracks progress in achieving each of that quarter's milestones. This process ensures ongoing accountability and visibility and will allow for the celebration of great successes and proactive problem-solving in areas of underperformance. This Scorecard will launch at the beginning of 2011.

Our intention is to create an interactive electronic Roadmap that will allow us to do the following:

1. Share the goals / milestones for all of the geographies and business units in one easy-to-use tool
2. Show progress over time in delivering against the milestones (reflecting the Scorecard)
3. Input new milestones on an annual basis as roadmaps are revised

Creative Brief

Assignment	Web-based interface that is both a database of all Roadmap content for the entire Marketing organization, but also a compelling tool that inspires Roadmap owners to chart their progress, and engage with the progress of others in a meaningful way.
Target Audience	All Marketers (across business units, geographies, and lifecycle)
Desired Response	Marketers see an ongoing commitment to the accomplishment of the Marketing Roadmap and can track progress through a transparent and fun-to-use tool. This allows them to better connect and commit to the Marketing Purpose, so much so that they take ownership to accelerate its fulfillment as evidenced by

	their behaviors.
Insight	Historically, [our company] has been much more effective at launching initiatives than in seeing them through to completion. This tool is part of a broader intention to visibly drive the achievement of the Marketing purpose over the next three + years. The tool is an important signaling device.
Benefit	"I'm inspired and energized by my role as a Marketer. I can see, through these milestones, the tangible contribution that we are making to [our company] overall."
Reason to Believe	Marketing Purpose, Roadmap Milestones & Change Initiatives
Tone / Personality	Accountable, transparent, follow-through and celebratory
Marketing Purpose	Marketing is the catalyst for delivering unparalleled customer experiences.

Operational Requirements:

Our purpose is to develop an interactive tool that allows the end user to have access to the content of all roadmaps, and the ability to view Roadmaps simultaneously so that they can make important connections between their own work and other efforts across the organization. The content should be easily accessible, downloadable, shared and viewed by all users.

Own Now Update

ENGAGING WITH MILLENNIALS

JULY 2014

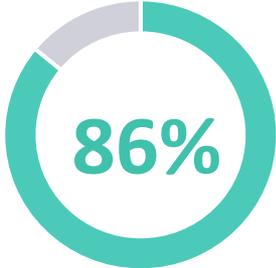
INTEGRATED MARKETING

Research since our last meeting

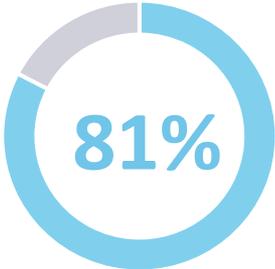
- Millennial focus groups (Maslansky)
- Millennial baseline study (Schireson)
- Initial metrics on content publishing

- Sources:
 - *Contently*, “A Crisis of Confidence: The State of Content Marketing Measurement,” May 2014
 - *Crowdtap*, “Social Influence; Marketing’s New Frontier” in partnership with Ipsos MediaCT and the Social Media Advertising Consortium, March 2014
 - *Kaiser Family Foundation*, “Health Tracking Poll,” August 2013
 - Victoria Petrock, *eMarketer*, “Healthcare Marketing to Millennials: Reaching Digital Natives in the Age of the Affordable Care Act,” July 2014
 - *Prophet*, “2014 Consumer Healthcare Exchange Survey: Lessons and Opportunities,” June 2014

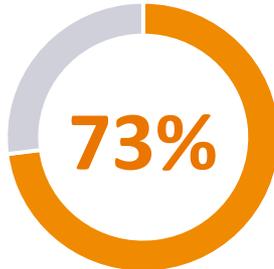
Millennials know that health care is important, but they don't want to prioritize it



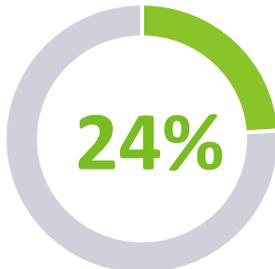
somewhat or strongly agree that it is **important to have health insurance coverage***



are likely to **trust health insurance companies** to do the right thing**



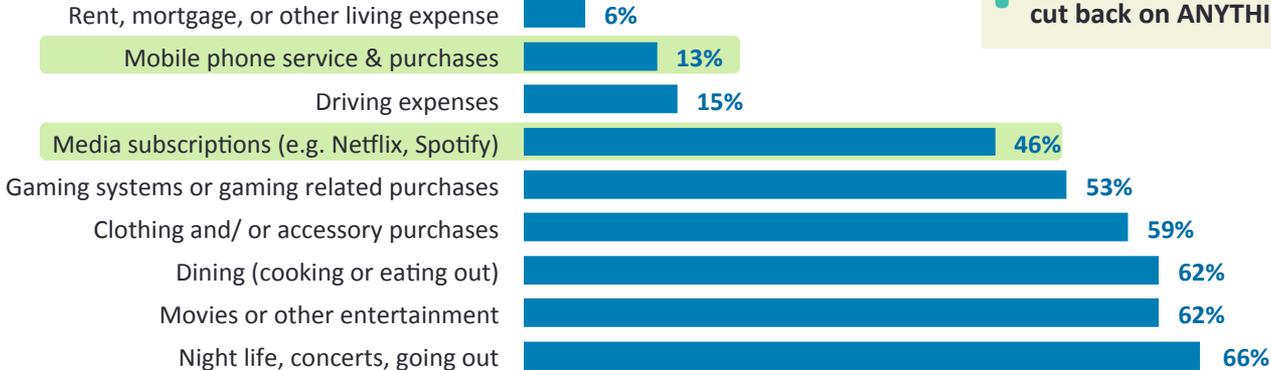
are willing to **give up network access for quality****



Don't want to spend money on health insurance**

Millennials view certain "luxuries" as more important than maintaining their current level of health coverage*

Which of the following would you be willing to cut back on to keep your current quality and level of health coverage?



An additional **12%** say they would **NOT** cut back on **ANYTHING**

*KP National Market Research, July 2014.

** In response to the Affordable Health Care Act. Source: Prophet, "2014 Consumer Healthcare Exchange Survey: Lessons and Opportunities," June 2014.

Own Now Goals

Engage in existing social conversations about **“total health”** with Millennials

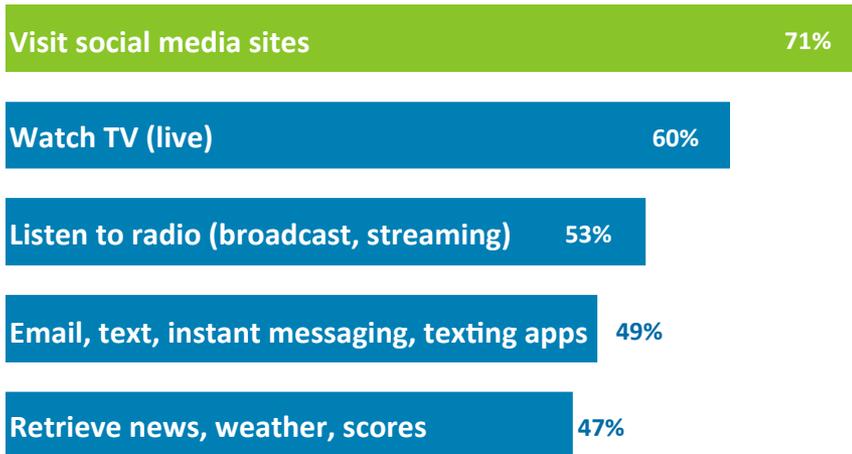
Be a **public advocate** to make sure Millennials secure health care for themselves

Increase **KP brand awareness** and consideration with Millennials

Why social media?

Millennials are more likely to be motivated by endorsements within their social network than by traditional advertising

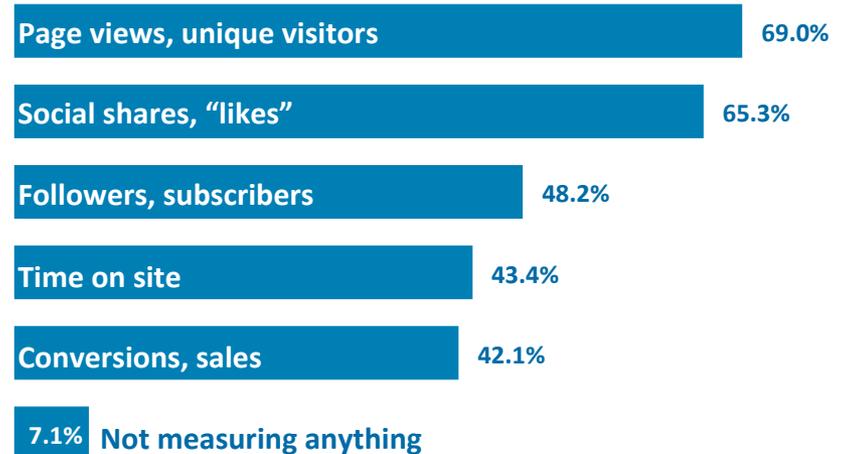
Daily media activities conducted by U.S. Millennial internet users, Jan. 2014 (Top 5)
% of respondents



Source: CrowdTap, "Social Influence; Marketing's New Frontier" in partnership with Ipsos MediaCT and the Social Media Advertising Consortium, March 2014.

U.S. marketers are watching social media to gauge content marketing success

Metrics used to measure content marketing success according to U.S. marketers, May 2014
% of respondents



Source: Contently, "A Crisis of Confidence: The State of Content Marketing Measurement," May 2014.

 **40%** of Millennials heard about the ACA on social media

Source: Kaiser Family Foundation, "Health Tracking Poll," August 2013.

Four major values identified as specific to the Millennial target group

- Discussion topics seen more frequently than the average Twitter user



How to measure success:

- ✓ Number of people who view your posts is increasing
- ✓ Your audience is growing
- ✓ They are choosing to view you regularly (i.e. “likes”)
- ✓ They are posting comments/having conversations
- ✓ They forward your content to others

2014 Own Now Appearances

Stephen Curry

Southland Mall

Jan. 22



- Cooking demo (turkey chili) with Chef Nikki Shaw
- More than 100 Millennials attended
- 2.6 million Twitter impressions, 272 retweets, 256 contributors

Chris Paul

Crenshaw YMCA

Feb. 27



- Chris co-led a fitness demo with KP physicians, and did a cooking demo with Chef Seong
- More than 100 millennials attended
- @kpownnow followers doubled in the week before and after event
- 8.4 million Twitter impressions, 468 retweets, 276 contributors

Chris Paul

Bardot Hollywood

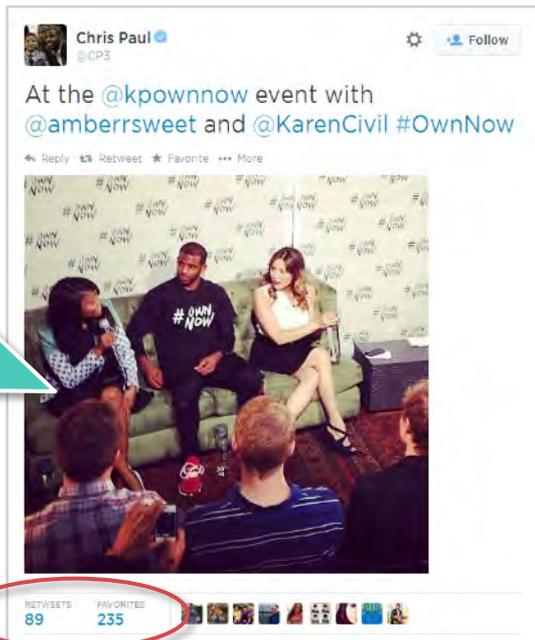
Mar. 20



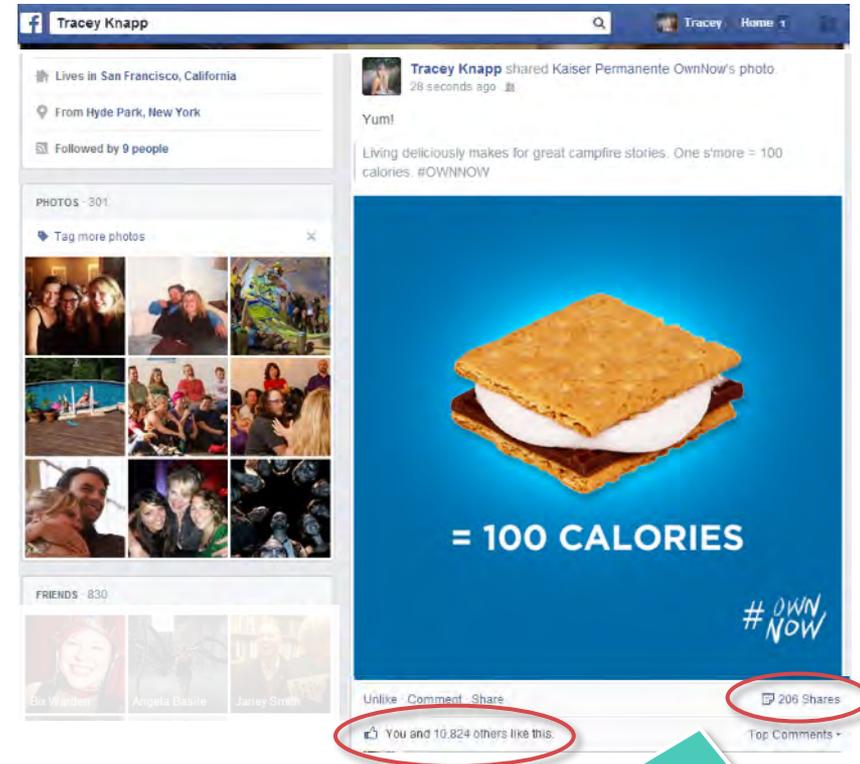
- Chris participated in a panel and discussed how he worked to accomplish his dreams
- Adding influencers recruited by Translation and SCAL public affairs added significantly to audience: 15.8 million Twitter impressions, 686 retweets, 492 contributors

June 2014 Social Media Publishing

- Kaiser Permanente OwnNow pages established on Twitter and Facebook
- Starting June 1, both pages publish content daily to people who **like** or **follow** the page
- Additionally, we have placed paid posts on Facebook to gain more followers



Twitter users can identify their **favorite** posts, share them with their followers by **retweeting**, or **reply** to the post with a message



Facebook users can **like** favorite posts, **share** them with their friends, or **comment** on the post

2014 Social Media Engagement Metrics

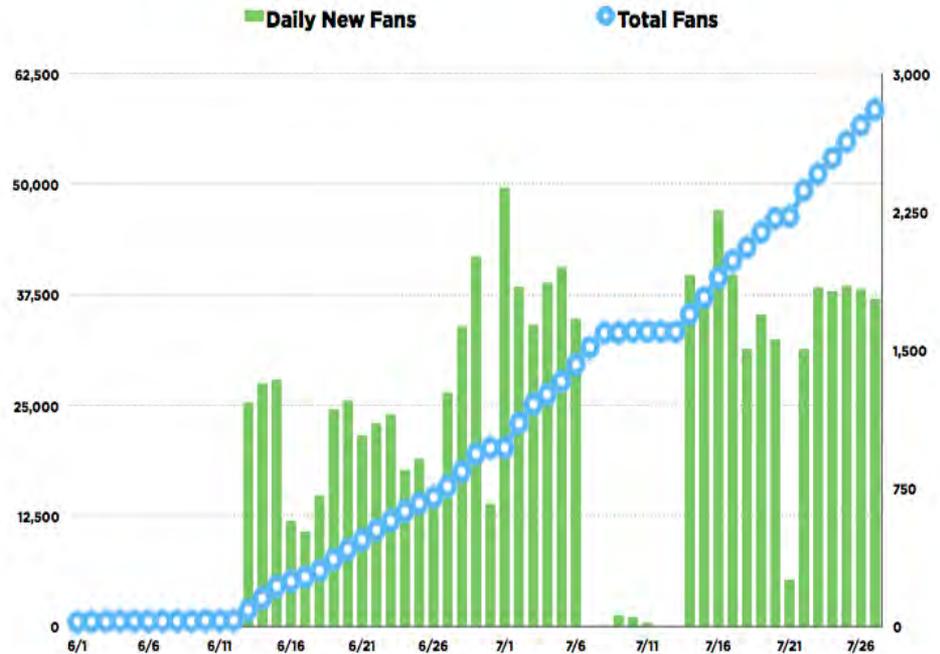
Facebook page

- Has increased from **250 followers to over 60,000** today since launch on June 1st
 - Cost per follower: \$0.18

Promoted posts

- Over **35.5 million Facebook users** viewed OwnNow posts since June 1 launch
- 625k** Facebook users clicked on one of our posts
 - Cost per click has decreased from \$0.34 to \$0.08 in 5 weeks

FAN PAGE FOLLOWER GROWTH



Posts by topic

Topic

30:00

SUN, 6/1



Likes: 20

Sunday brunch can still be forgiving. Here are a few healthy recipes you can whip up in 30 minutes or less.

PRESS PLAY

WED, 7/23



Likes: 1,198

Perfect beach weather deserves the perfect playlist. Don't forget the sunscreen! <http://bit.ly/1jgDDh1>

100 CALORIES

Mon, 7/14



Likes: 10,825

Living deliciously makes for great campfire stories. One s'more = 100 calories. #OWNNOW

Topic

NUTRITION IQ

THU, 7/19

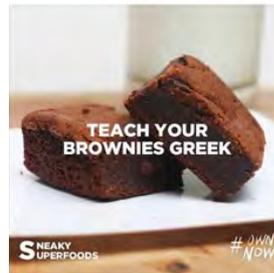


Likes: 425

Sweet shelf life, bro.

SNEAKY SUPERFOODS

MON, 7/7

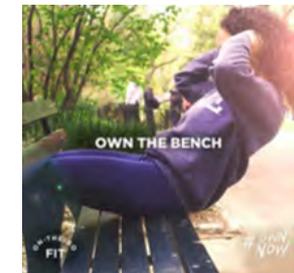


Likes: 2,275

Celebrate Chocolate day with protein and add some greek yogurt to the mix. Check out this recipe here: <http://trib.al/xfna25Y>

ON THE GO FIT

SAT, 6/28



Likes: 72

You don't need a gym to get your abs right this summer. Next time you see a park bench, [#OWNNOW](#)

2015 Goals and planning: Extend & leverage current programs

GOALS

- Increase follower or fan audience and number of Millennials reached
- Increase engagement (i.e., liking, sharing, commenting)
- Increase User Generated Content (UGC)
 - UGC is social media content created by fans and followers that aligns with OwnNow
- Use athletes in contests to generate content and engagement

LEVERAGE APPEARANCES

Stephen Curry

- 2 in season
- 2 out of season

Chris Paul

- 24 hours at up to 6 events

Leverage future KP events:

- Special Olympics, Rose Bowl, Warriors' games, etc.

MANAGE COMMUNITY

- Respond to fan/follower comments as necessary
- Red flag any issues for KP to handle
- Keep watch on CNA intrusions

PUBLISH OWN NOW SOCIAL CONTENT

- Monthly editorial calendar with KP articles and PR/Marketing initiatives included
 - Daily social posts
 - Copy and artwork
 - In collaboration with KP on content

ANALYZE & OPTIMIZE

- Identify promoted posts and ads using SocialFlow
- Track engagement statistics of promoted posts and ads
- Optimize graphics & content based on feedback
- Optimize cadence & day parts based on feedback

CURRENT 2015 PLAN

Kaiser Permanente IT Business Information Office Roadshow (selected slides)

Audience: Kaiser Permanente IT employees

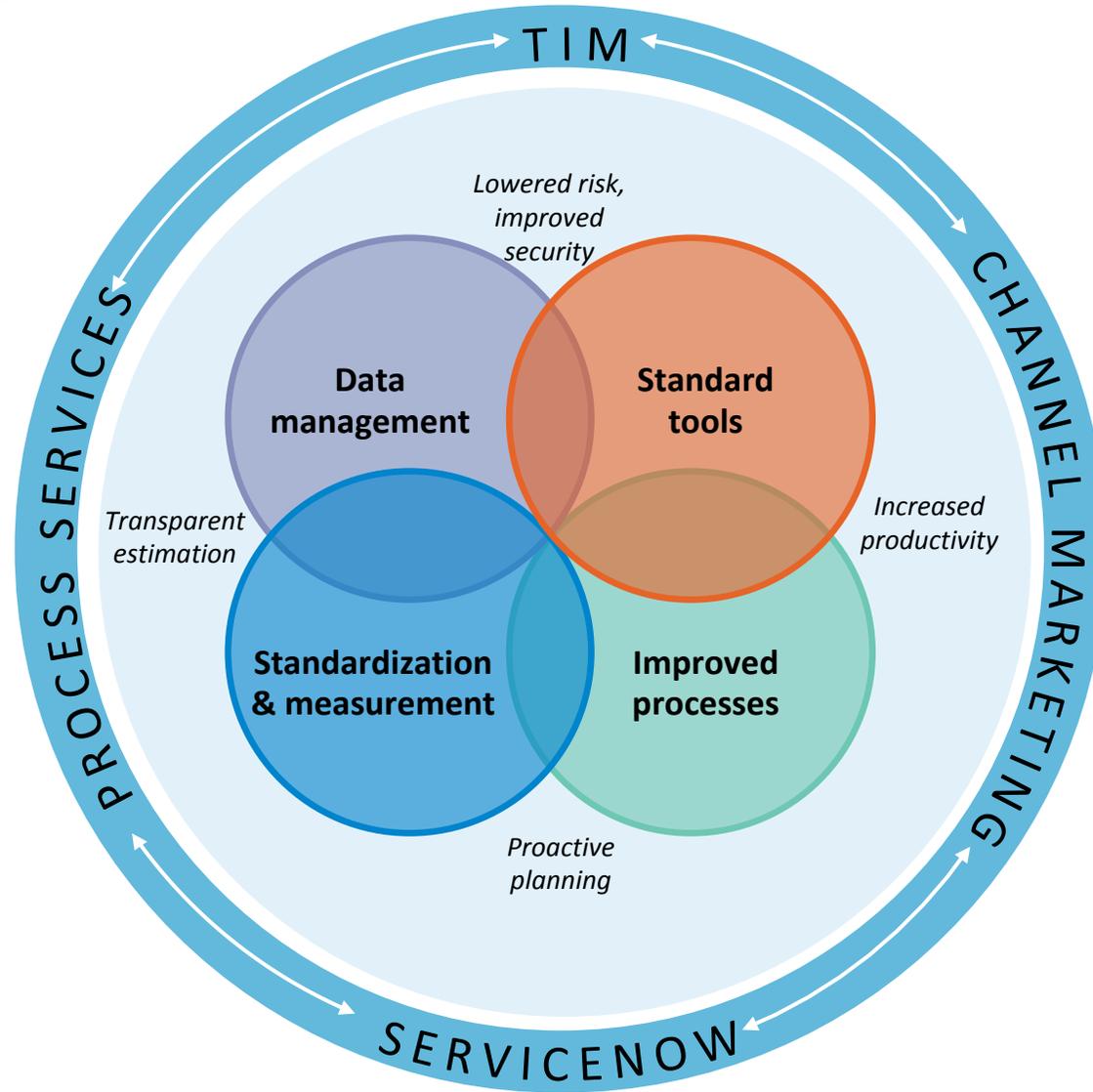
On behalf of Kaiser Permanente- IT Business Information Office (IT BIO)

IT BIO Roadshow

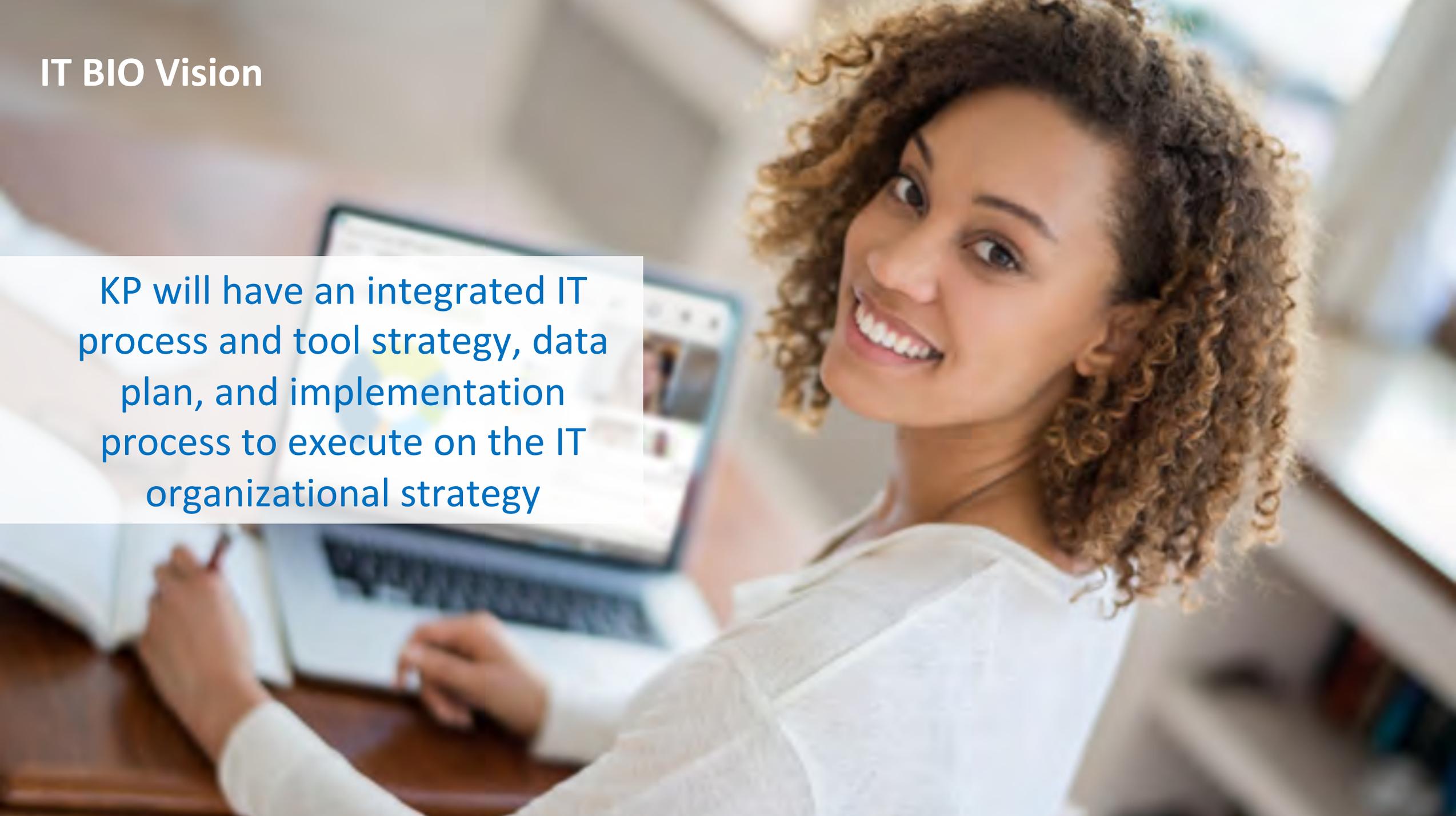
April 2018

IT BIO: Who Are We?

IT BIO **strengthens** and **evolves** our IT **processes & data** and automates work with **standard tools** to support the KPIT strategy.



IT BIO Vision

A young woman with voluminous, curly brown hair is smiling warmly at the camera. She is wearing a white, long-sleeved top. She is seated at a wooden desk in an office environment. In front of her is a laptop displaying a website with a grid of images. To her left, another person's hands are visible, holding a pen and writing in a notebook. The background is softly blurred, showing office shelves and bright lighting.

KP will have an integrated IT process and tool strategy, data plan, and implementation process to execute on the IT organizational strategy

Our Teams

Technology Inventory Management (TIM)	ServiceNow (ITSM)	Process Services	Channel Marketing
<i>Jim Gruher, Senior Director</i>	<i>Dave Katter, Senior Director</i>	<i>Terri Schoenrock, Executive Director</i>	<i>Jackie Saltzer-Lamb, Senior Director</i>
TIM catalogs KP's technology assets so we can better understand our environment.	ServiceNow provides KPIT with the ability to support infrastructure/operations and deliver IT services.	Process Services provides financial planning to address risks for applications and infrastructure.	Channel Marketing drives marketing activities to support and promote engagement around customer-impacting IT BIO services.

Technology Inventory Management (TIM): Our Value

TIM catalogs KP's technology assets so we can better understand our environment.



MORE SECURE

Gaining visibility into tech assets such as applications and servers helps us respond quickly to security threats and outages.



LESS EXPENSIVE

Retiring several legacy data/technology management systems, including AIMS and Troux, will save the company money.



MORE PRODUCTIVE

Efficient management of tech assets means less effort associated with accessing and reconciling servers and applications.

POLICY

We're working on a program-wide policy to ensure KP's technology resources are **registered** and the associated data is **current**. It will provide a holistic view of what is connected to our environment.

DATA QUALITY

Data quality refers to the condition of a set of values of qualitative or quantitative variables. We look at three indicators of quality:

- **Completeness:** Does each data element have a value?
- **Accuracy:** Is the value confirmed by an authoritative source?
- **Validity:** Does the data align to an acceptable set of values?

GOAL Provide highly accurate asset inventory and key configuration data to support KP's technical operations & security needs.

ServiceNow: Our Value

The new ITSM solution, ServiceNow, offers the highest industry analyst rated ITSM solution on a proven Software-as-a-Service (SaaS) platform.



What is ITSM?

Information Technology Service Management (ITSM) tools provide capabilities to enable IT organizations to support infrastructure/operations and deliver IT services, from major business issues such as resolving a kp.org critical incident to an employee adding software to a laptop.

Support ends for the current ITSM tool, Remedy, in December.

Benefits of ServiceNow:

- **High availability architecture** ensures that the incident system supporting our overall IT production environment will always be available
- **Standardized workflows** and flexible platform
- Vendor driven, **manageable upgrades** with incremental versions every 9 months (core funded)
- Fully functional **service catalog**, with mobile capability, that can become a single platform for all of IT
- Supports **integration with ATLAS**

Using ServiceNow will:

- ✓ Allow IT to **reduce support costs**
- ✓ **Scale** faster
- ✓ Keep pace with technology **upgrades**
- ✓ Increase **productivity**

The software is designed for interoperability, and will increase productivity and effectiveness for the IT workforce.

GOAL

Updated, high-availability, ITSM platform supporting our digital workforce & industry-standard processes. Improved workflow automation, modern Service Catalog, & full mobile capability.

ServiceNow: Your Experience

Provides improved experiences for both customer and fulfiller through intuitive design, robust knowledgebase and increase in efficiency.

FOR THE CUSTOMER:

The customer uses ServiceNow to manage their service requests and learn more about available IT services.

ServiceNow includes:

- Service Catalog
- Knowledgebase
- Service requests and incident status
- Question or comment functionality



FOR THE FULFILLER:

The fulfiller receives and processes service requests within the ServiceNow tool.

ServiceNow includes:

- Customized work queues and dashboards
- Integrated Knowledgebase
- Communication with customers
- Mobile app
- ServiceNow reports



We expect ITSM users to be **significantly more efficient** in time spent on a task when using ServiceNow.

Process Services Group: Our Value

Process Services provides the services to improve IT process blueprints and performance

1. Process Consulting

- Process governance
- Lean Six Sigma tools and process pathway
- Metrics architecture
- Sustained process adherence

2. Application Lifecycle Management

- Application and infrastructure lifecycle mgmt.
- Risk acceptance for lifecycle funding
- Unsupported technology

3. Portals & Reporting

- Process information portals (SDLC, ALM, IT Process, Task Standards)
- Process reporting and analytics
- Optimized data warehouses and marts

4. Project Delivery

- mySDLC Delivery Framework: integrated project delivery standards and tools
- RPM Project and Program Management (PPM)
- Labor task standards

Organization Change Management

GOAL

Improve efficiency and effectiveness with standard process frameworks, metrics, tools and automation, and sustained organizational change.

Process Services Group: Your Experience

Process Services drives operational efficiencies and value realization through sustained standard processes



PRODUCTS & SERVICES

- ✓ Solution Delivery Life Cycle (SDLC)
- ✓ RPM (Project Mgmt. and Task Standards)
- ✓ Application Lifecycle Management
- ✓ Organization Change Management services
- ✓ Process portals
- ✓ Metrics architecture, reporting and analytics
- ✓ Certified process consultants (Six Sigma)

USER EXPERIENCE

- ✓ Well-defined IT products and services
- ✓ Affordable IT services
- ✓ Reduced risk and exposure
- ✓ Service cost transparency
- ✓ Operational effectiveness and efficiency

RESULTS

- ✓ Reduced variation
- ✓ Predictable outcomes
- ✓ Meaningful measurements
- ✓ Improved quality
- ✓ Faster delivery time
- ✓ Increased automation
- ✓ Sustained organizational change

GOAL

Improve efficiency and effectiveness with standard process frameworks, metrics, tools and automation, and sustained organizational change.

Channel Marketing: Our Value

Channel Marketing drives marketing activities to support and promote engagement around customer-impacting IT BIO services.

What We Have to Offer

Channel Marketing:

- ✓ Tailors messaging and collateral to drive the right user experience at the right time to the right audience
- ✓ Understands how to translate the details into something that is accessible and impactful
- ✓ Provides online portal development and support
- ✓ Leverages end-to-end user behavior metrics to deliver analytics-based marketing efforts

GOAL Aligned messaging and marketing activities across key “channels” will enable the IT BIO to increase effectiveness of its services and **drive customer satisfaction/engagement.**



How we deliver

- 1. Key Messaging Platform** – Core services, strengths, and selling points
- 2. Content Marketing** – Engaging and relevant information by audience
- 3. Online Presence** – Anytime, anywhere access to messaging and marketing
- 4. Consistent Look and Feel** – Recognizable, unifying, high-quality experience across all messaging and marketing
- 5. Analytics** – Maximum effectiveness via closed loop marketing discipline

Channel Marketing: Your Experience

Modernizing the IT user experience for Kaiser Permanente.

OUR EXPERTISE	VALUE + BENEFITS
User Experience (UX)	Ensure every touch-point is consistent, timely and valuable
User Interface	Optimize the interaction between users and systems
Information + Graphic Design	Practical, creative designs that empower users (consumers and fulfillers)
Web Development + Operations	Consumer-grade CMS with defined processes for managing content
Communications	Consumer facing IT product and service messaging
Marketing	Promote the adoption of IT products/services, leveraging brand standards
Analytics	Metrics to track ROI and user behavior to improve UI/UX
Quality Assurance	Comprehensive reviews and testing
Project Management	Plan and manage UEE stakeholder engagements
Platform Management	Enterprise-grade platform, leveraging KPIT standards (KP Cloud, Prod/Dev/Sandbox environments, appropriate Class of Service)

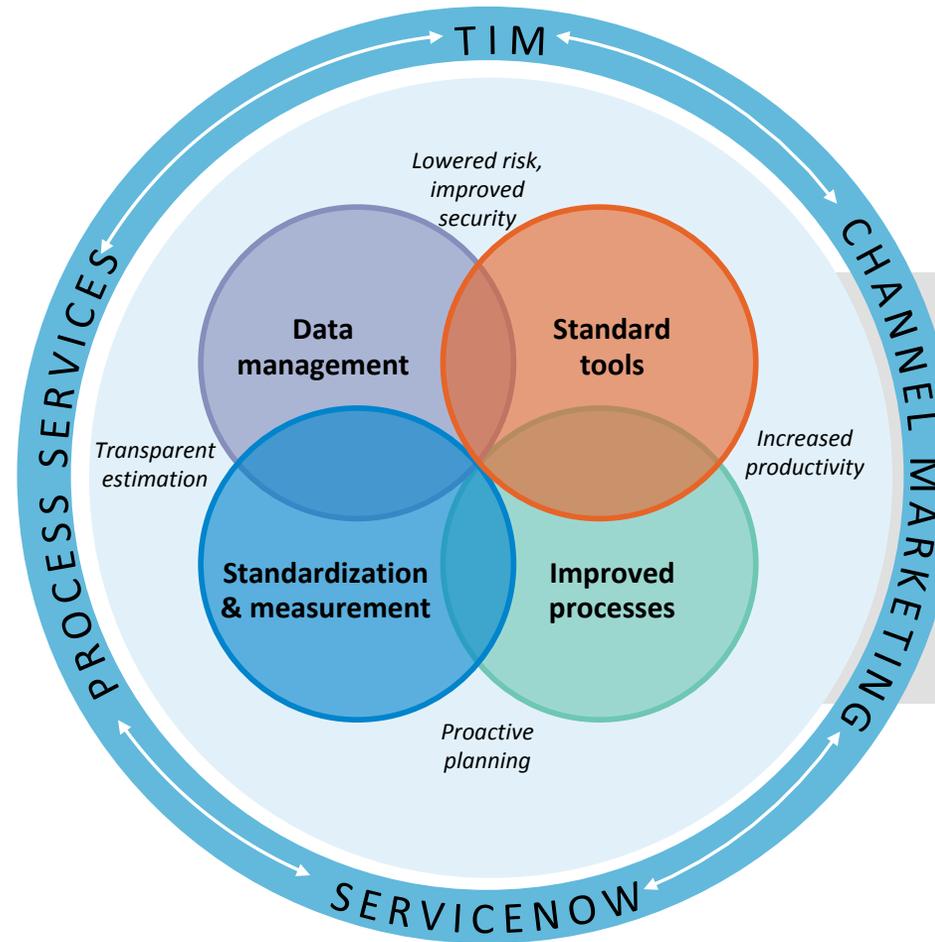
Final Thoughts

IT BIO is dedicated to:

- Partnership within the organization to best deliver our efforts in data management, standardization, and improved processes
- Coordinated initiatives resulting in increased productivity, better planning and improved security across all of KPIT
- Providing expertise to reduce risk, improve productivity, and lower cost

Next steps

- Expect to hear more from each function within IT BIO to learn about how we can partner with you and add value to your organization



- ✓ Partnership
- ✓ Expertise
- ✓ Coordination

Internal Communications (email & intranet)

Employer: Kaiser Permanente

Audience: Technical IT employees

Introducing ATLAS!

Application and Technology Lifecycle Analysis System



What You Need to Know

In 2017, Kaiser Permanente Information Technology (KPIT) launched the Technology Inventory Management (TIM) program to support effective management of IT assets. By ensuring that application and server technology asset information is safe, secure, up to date and accurate, KP can respond quickly and effectively in the possibility of a security threat. TIM will ensure that we truly know our environment by improving asset data quality through new and improved processes.

ATLAS (Application and Technology Lifecycle Analysis System)

TIM is working on a new technology system to provide better visibility to all applications, software, and servers running on the KP network. The ATLAS system will improve data accuracy and completeness benefitting downstream functions – including asset life cycle management, incident management, operations, security, compliance, finance, and disaster recovery.

ATLAS will replace the following systems:

- Application Inventory Management System (AIMS) - the current system of record for applications
- Troux - previously used for technology standards management (migrated January 2018)
- Data Center Availability & Continuity (DCAC) - supports Infrastructure Management Group (IMG) chargeback

Effective Date

ATLAS will go live in the second quarter of 2018, but we'll have updates and information for you along the way. Stay tuned for details!

What You Need to Do

Application Data Cleanup

We need your help in cleaning up application data to ensure ATLAS is an effective and accurate asset management system. Data in AIMS should be verified and updated as soon as possible.

To log on to AIMS, follow this [link](#). Everyone in KP has guest access to AIMS. If you need to update data in AIMS but do not have access, please follow your current process as identified in your organization. Work with your Application Portfolio Managers to resolve any issues or concerns. If you aren't sure who that is, please contact AIMS@kp.org.

Training

We will be reaching out with details about training soon. In the meantime, check out [TIM.kp.org](https://tim.kp.org) for information about the role-based training to understand ATLAS as a system and the end-to-end processes involved.

Data Validation + Business Capability Mapping

You may be contacted to validate migrated data and assist with business capability mapping.

For More Information

For updates on TIM and ATLAS, visit [TIM.kp.org](https://tim.kp.org). If you have any immediate questions or concerns, contact ATLAS-Support@kp.org.

If there is someone in your organization who manages your applications and servers, please forward this message to them. In addition, provide their name and email to ATLAS-Support@kp.org to ensure they are included in all future communications.