

IAITAM ACE

KICKIN' ASSETS
SINCE 2002

3 Steps to Creating a Digital Strategy

Maggie Layfield, Vice President
NetSupport Inc



NASHVILLE, TN
MAY 9TH - 11TH

CONNECT WITH US



FACEBOOK

NetSupport



@LayfieldMaggie

TWITTER

@NetSupportInc



INSTAGRAM

@NetSupportGroup



IAITAM ACE
KICKIN' ASSETS
SINCE 2002

IAITAM.org | ACE 2023 | Nashville TN



NetSupport

Objectives and Outcomes

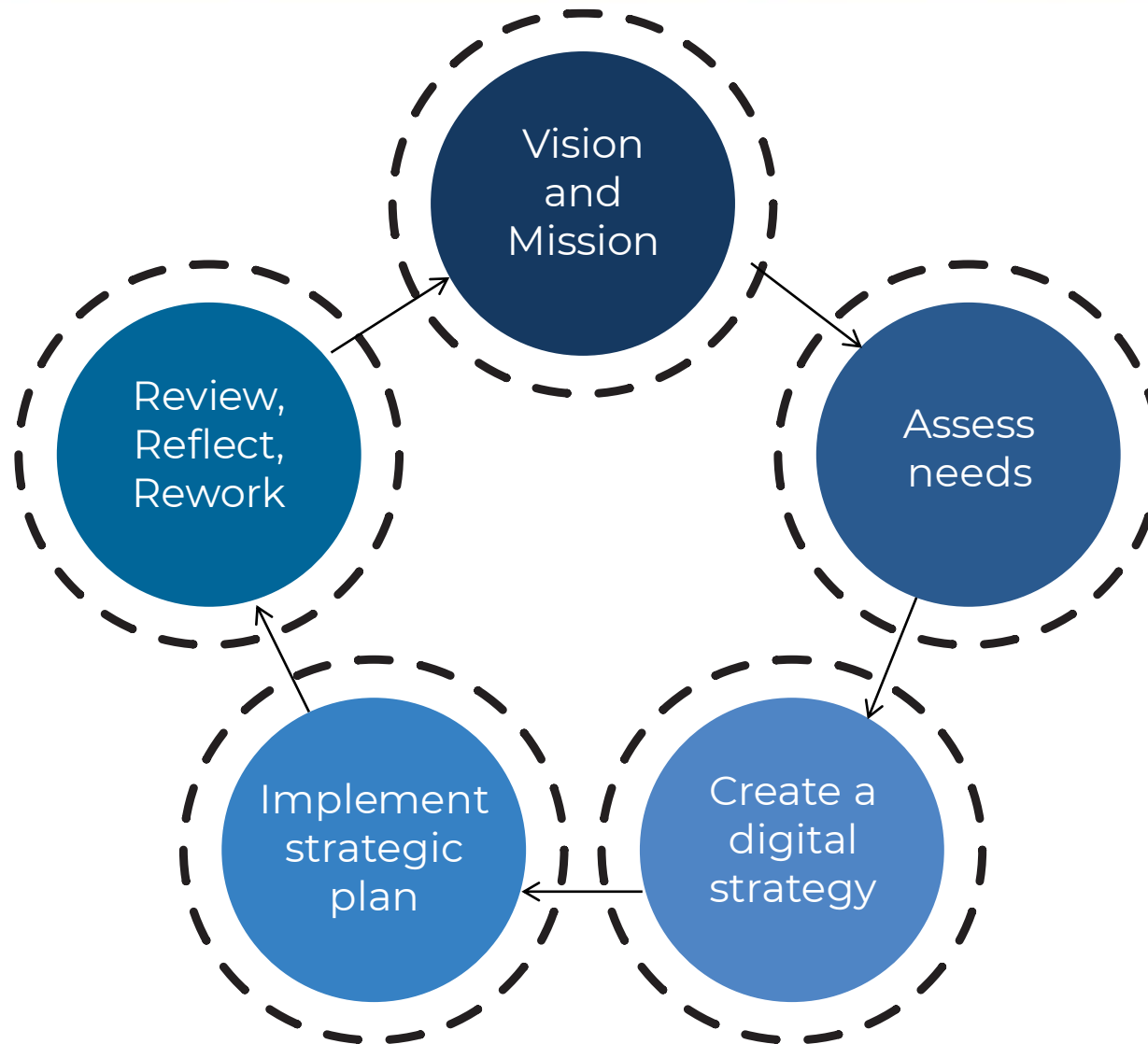
How developing a digital strategy fits into the larger picture of creating a path to continuous improvement

Identifying digital co-producers and creating ways to remove barriers to staff involvement

Creating a framework for a digital rubric to effectively evaluate solutions/tools prior to purchase



Path to Continuous Improvement



Looking Backwards to Move Forwards

- Who bought it/who is using it
- What is it
- Where (dept, location, devices) is it being used
- When does it get used
- Why do we own it



5 W's:

- **Who**
- **What**
- **Where**
- **When**
- **Why**



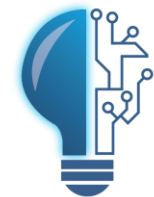
IAITAM ACE
KICKIN' ASSETS
SINCE 2002



Voices Around the Table



IAITAM ACE
KICKIN' ASSETS
SINCE 2002



Removing Barriers to Staff Involvement

Staff-Led Roundtables

Bring In a Third Party/Consultant

Anonymous Surveys

Technology Rankings

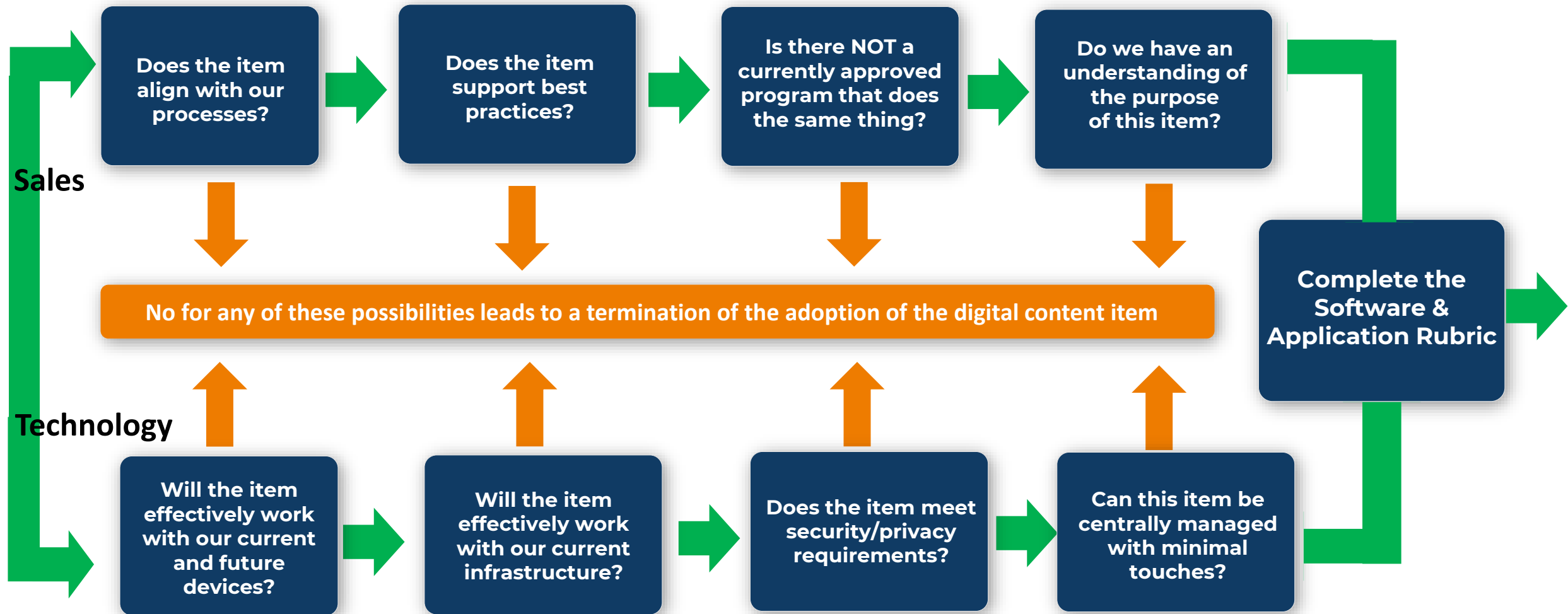


Developing a Digital Rubric for Consistency



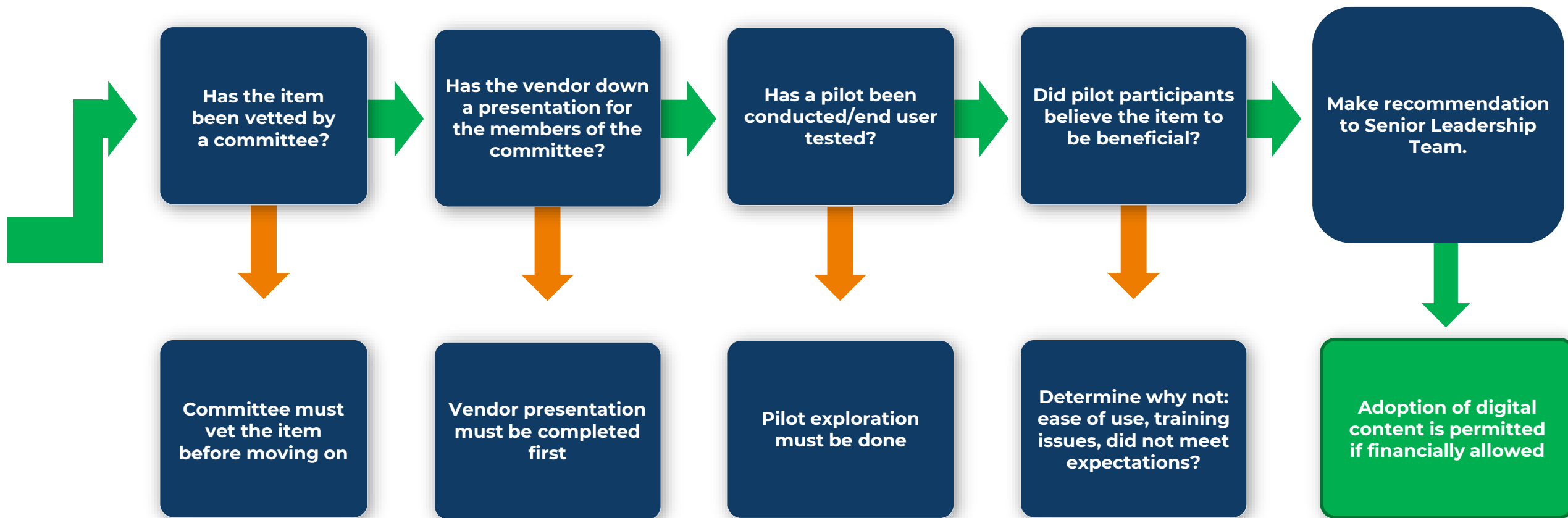
IAITAM.org | ACE 2023 | Nashville TN





IAITAM ACE
KICKIN' ASSETS
SINCE 2002





IAITAM ACE
KICKIN' ASSETS
SINCE 2002

IAITAM.org | ACE 2023 | Nashville TN



NetSupport

Top Tips for Rubrics

- Create a core rubric
- Limit your criteria
- Align criteria with objectives and requirements
- Provide clear definitions for rankings for each criteria
- Continuously evaluate existing solutions, not just new



Top Tips for Rubrics

Provide clear definitions for rankings for each criteria

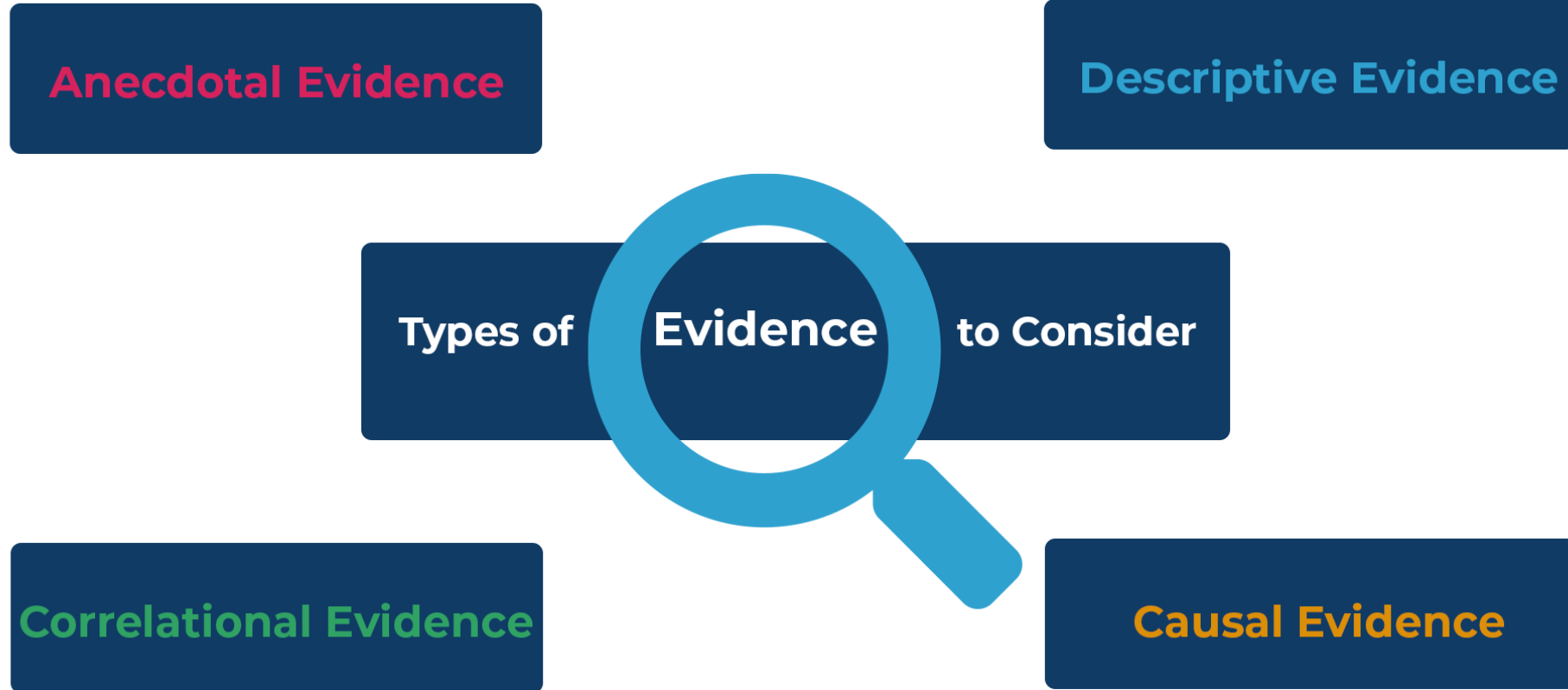
Criteria: Data Encryption and Security

Poor, Fair, Good, Excellent

1	2	3
Data is not safe in transit (received grade of D or F) --STOP--	Data is protected, but the key exchange is weak (grade of C)	Data is completely Encrypted in transit (grade of A or B)



Measuring Impact



Ask the Hard Questions

Before

- What research is available to show the efficacy of this solution?
- **What are the flaws of this tool?**
- What is the average adoption time?
- How much training is needed?
- What training is available (free and paid)?
- **Explain your support process**
- Provide 2-3 use cases where this solution has produced effective results

After

- What evidence can we provide to show the efficacy in our environment?
- What flaws have we uncovered?
- What continued training is needed?
- How many instances have required support (internal and external)?
- How quickly were support incidents resolved?



Rewind

Prioritize Digital Co-Production

- Build your DEI with Voices Around the Table
- Remove barriers to staff involvement

Develop a Digital Rubric

- Identify your “must” requirements
- Keep it simple, make it clear

Measure Impact

- Rely on more than one type of evidence
- Ask the hard questions



Q&A



IAITAM.org | ACE 2023 | Nashville TN



Connect with Maggie



m.layfield@netsupport-inc.com



@LayfieldMaggie



www.netsupport-inc.com/maggie-layfield/



Check out our
corporate resources!

