

Strategic Plan for the Special Committee on AASHTOWare

As approved by the Strategic Management Committee, September 22, 2018

Goals and Objectives - with Actions

1. Optimize time needed by DOTs to implement AASHTOWare

1.1. Consider ways to improve the collaborative development and implementation process and ensure it is sustainable.

- Hire a consultant to examine the current collaborative model and software development methodologies, identify the underlying causes of long development and implementation cycles, and recommend streamlining strategies. Include examination of collaborative volunteer team approach to decision-making and ensure sustainability. [2019]

1.2. Move towards Software as a Service (SaaS) and cloud solutions to reduce IT overhead and increase mobility for customers.

- Expand the use of software in the cloud for Alpha and Beta testing. [2018 and beyond]
- Conduct the solicitation for AASHTOWare Project Data Analytics that includes a SaaS solution.

1.3. Identify and develop licensing models or methods and/or work plan processes that sustainably fund new development, enhancements and maintenance to reduce the frequent need for solicitations

- Hire consultant to perform license fee and agreement analysis and make recommendations. [2019]

2. Provide innovative products

2.1. Use the Program Development Pool to perform strategic research.

- Evaluate and select research proposals [On-going]
- Implement and continue to refine the Research Innovation and Product Improvement Program to ensure that the AASHTOWare products remain competitive [On-going]

2.2. Leverage private sector partner's expertise.

- Hire independent third-party to perform analysis of options for moving Safety Analyst into a current technical architecture
- Other -- To be determined at September 2018 SCOA Meeting.

2.3. Encourage third-party development. -- TBD September 2018 SCOA Mtg.

- Promote open access to AASHTOWare products and foster the development of value-added components that complements existing core functionality [On-going]

2.4. Move towards a flexible and quick responding web services based architecture through establishment of a framework to publish IT-related standards in support of both AASHTOWare products and overall integration with state transportation IT systems.

- Publish an AASHTOWare aggregate data dictionary in a readable form to a central repository for access by the transportation community. [2018 and beyond]
- Incorporate spatial data in AASHTOWare products that contain asset information. The objective is to support Transportation Agency asset management, data governance and business intelligence initiatives. [2019 and beyond]
- Support and participate in the National Information Exchange Model (NIEM) for Surface Transportation. [2020 and beyond]
- Investigate setting standard application architecture and technology stack across all new development and major enhancement work for AASHTOWare products. [2020]
- Develop SaaS application architecture and technology stack standards as soon as possible. [2020 and beyond]

2.5. Deliver an open architecture along with supporting documentation that will enable integration with DOT systems, mobile development and promote data sharing across a DOT enterprise.

- Influence the AASHTOWare application architecture and the technology stacks across the product line through standards and guidelines. [2020]
- Adopt the results of the NIEM effort, as appropriate, to establish a common vocabulary and follow the definition of information exchange packages and/or a common interface plane for all AASHTOWare products. [2020 and beyond]

3. **Communicate the value of AASHTOWare**

3.1. Leverage all internal AASHTO channels to remind current customers and inform potential new customers about the value of AASHTOWare

- Place AASHTOWare announcements into the AASHTO Journal when appropriate
- Utilize ad space in the AASHTO Journal and the Daily Transportation Update to promote new features, products, or value-added components of software
- Utilize AASHTO home page banner ads (transportation.org) to advertise AASHTOWare
- Package all AASHTOWare news and updates into social media posts for AASHTO main account to send out (Twitter, Facebook, and LinkedIn)

- Launch a digital marketing campaign via social media networks (LinkedIn and Facebook)
- Constantly update the AASHTOWare website with any and all news by creating a general “AASHTOWare News” page

3.2. Utilize a more grassroots approach in promoting AASHTOWare by focusing on quality over output

- Develop a strategy for AASHTOWare pitch to incoming CEOs, separate from full introductory AASHTO discussion
- Grow the AASHTOWare Champions program to foster a network of advocates
- Instead of focusing on booths at other meetings (such as regional meetings), develop a speaking proposal to get in front of sessions

3.3. Develop a new set of marketing collateral to communicate the value of AASHTOWare

- Update value proposition for a quick “elevator pitch” to potential customers
- Create a new product brochure with current suite of products
- Reshape messaging in “New CEO Welcome Book” distributed by AASHTO Executive Director
- Sponsor AASHTO Annual Meeting through branding of meeting giveaways
- Strategically choose new AASHTOWare giveaways (or “swag”) for meetings and speaking opportunities
- Update and reinvigorate AASHTOWare newsletters