

Memorandum



CITY OF DALLAS

DATE June 8, 2012

TO Honorable Members of the Quality of Life & Government Services Committee:
Sandy Greyson (Chair), Mónica R. Alonzo, Dwaine Caraway, Carolyn R. Davis

SUBJECT Renewal of Motorola Software Maintenance & Support Agreement and Upgrade to
PremierOne for 311

On Monday, June 11, 2012 the committee will be briefed on the Renewal of Motorola Software Maintenance & Support Agreement and Upgrade to PremierOne for 311. Briefing materials are attached for your review.

If you have any questions, or require additional information, please do not hesitate to contact me.

William Finck for Jill Jordan

Jill A. Jordan, P.E.
Assistant City Manager

cc: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
C. Victor Lander, Administrative Judge

A.C. Gonzalez, First Assistant City Manager
Ryan S. Evans, Assistant City Manager
Forest E. Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Stephanie Cooper, Assistant to the City Manager



RENEWAL OF MOTOROLA CRMS SOFTWARE MAINTENANCE & SUPPORT AGREEMENT AND UPGRADE TO PREMIERONE FOR 311

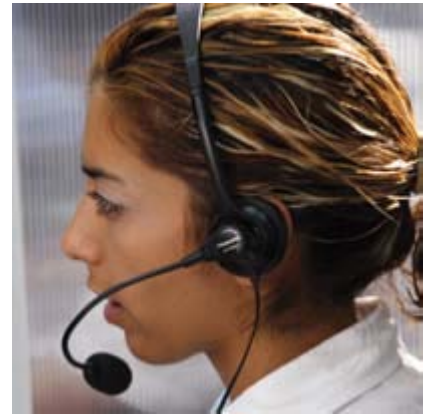
June 11, 2012

Overview

- 311
 - ▣ City of Dallas CRMS Software History and Usage
 - ▣ Motorola Citizen Request Management Software System (CRMS)
- Proposed City of Dallas Action



Motorola Citizen Request Management System



What is CRMS ?

- CRMS (Customer Request Management System) is a software system developed by Motorola and used by the City of Dallas' Customer Service Center.
- CRMS logs, documents, routes and tracks service requests for non-emergency services received when customers call 311 or submit a request online through the internet (www.dallascityhall.com).
- City of Dallas implemented Motorola CRMS in January 2002 and currently uses software version 3.10.



Customer Service Center

- 78 Customer Service Agents take calls for:

311

(for information and/or
service requests)

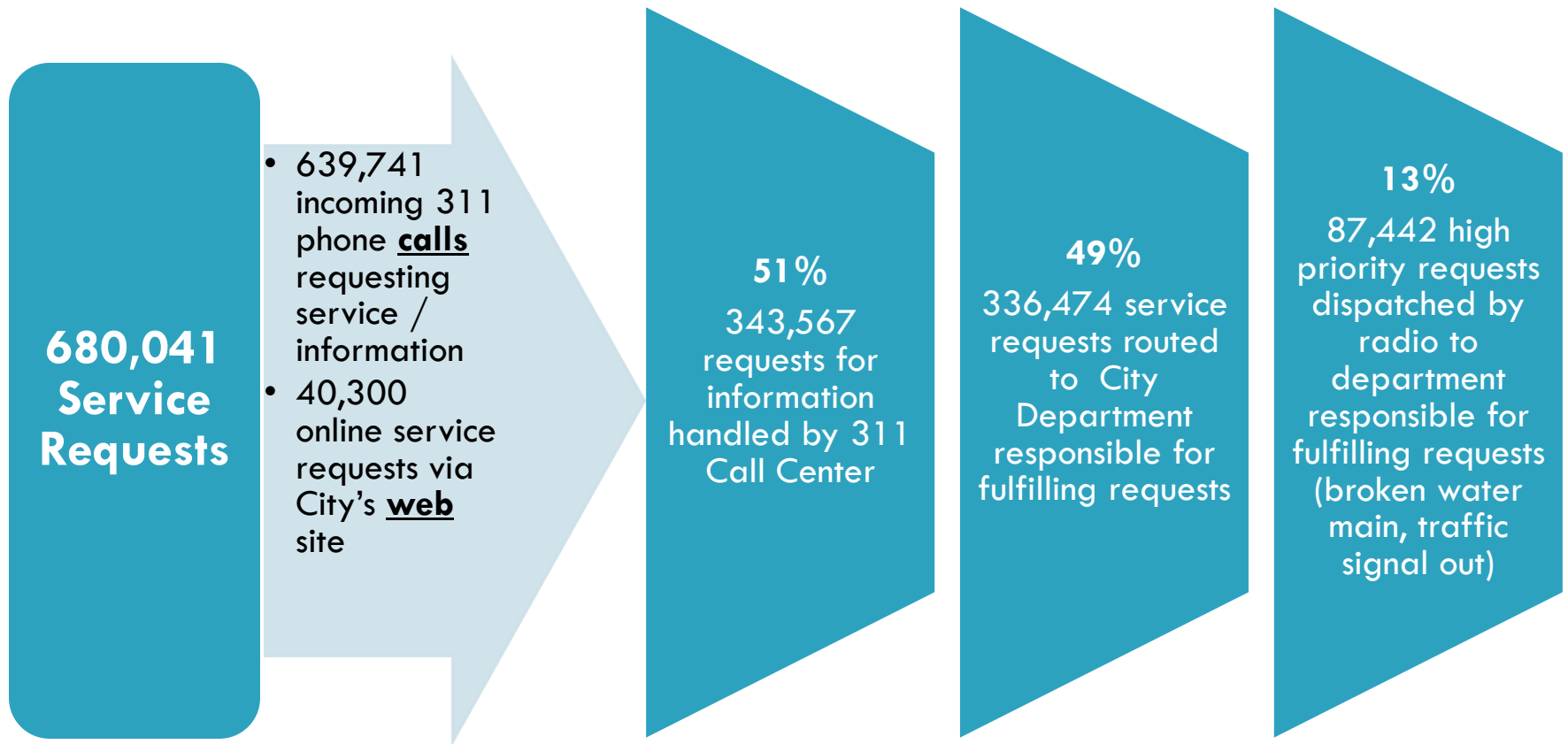
**Water Customer
Service**

Courts

- In 2011, Customer Service Center received 1,228,309 calls:
 - ▣ 311 Non-Emergency Service: 639,741 calls
 - ▣ Water: 460,896 calls
 - ▣ Courts: 127,672 calls



Service Requests Handled through CRMS for FY10-11



311 Service Areas

Service requests by area sent to departments in FY10-11



Service Area	Service Requests
Central	30,906
North Central	25,986
Northeast	43,180
Northwest	35,424
South Central	52,457
Southeast	70,435
Southwest	75,682
Unknown	2,404
Total	336,474



Motorola Citizen Request Management Systems (CRMS)

- Motorola developed the original CRMS specifically for the City of Chicago's 311 operations in 1998.
- Motorola's CRMS is used in 22 cities and counties in the United States and Canada including:
 - ▣ City of Chicago
 - ▣ City of Baltimore
 - ▣ Miami-Dade County
 - ▣ City of Austin
 - ▣ City of Calgary, Alberta (Canada)
- Motorola's CRMS is the only commercially available software developed *specifically* for 311 call center operations – continuously improved since 1998.
 - ▣ Other vendors have taken commercial contact management software and tailored it to 311 requirements.



Motorola Citizen Request Management Systems (CRMS)

- In May 2009 Motorola announced the introduction of their latest software, version 4 *aka* PremierOne, and they would no longer enhance prior versions of CRMS.
- To date, nine cities and counties have converted to Motorola's latest software PremierOne, and four more cities are in the process of converting.
- The City is currently up-to-date with its annual payment for software maintenance, and under the terms of the contract, is entitled from fees already paid to upgrade to Motorola's latest software (PremierOne). Had the software maintenance contract expired, the City would be obligated to purchase the new software (PremierOne) at a cost of \$1.1 million.



Customer Experience Improvements with PremierOne

- Support for SmartPhone and tablet devices like Apple's iOS, Google's Android, Microsoft's Windows Phone.
- Citizens from their SmartPhones can electronically submit service requests, which support features like attaching photographs, GPS location and time information and the ability to check service request status.
- Dallas will have the ability to create and publish City branded mobile applications for 311 that can be downloaded to SmartPhones.
- Messages announcing service outages are supported in PremierOne that can be sent via social media networks like Facebook and Twitter for incidents like a water main break, street closure, etc.
- Greater ease of use and transparency to 311 service requests will be available with PremierOne, which include key word searches, topical information displayed on maps for viewing service requests, and internet links to other City information.
- A large volume of 311 calls are information only; PremierOne will include an online knowledgebase that will allow people to look-up and retrieve a compilation of frequently asked questions and answers online.



Proposed City of Dallas Action



Proposed City of Dallas Action

- Strategic Customer Services and Communication and Information Services jointly recommend:
 - ▣ The City of Dallas renew the current CRMS Software Maintenance and Support Agreement for a five year term (subject to annual appropriations.)
 - Five Year total cost of \$1,105,947 for Software Maintenance

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- ▣ Under the terms of the new Software Agreement engage Motorola to assist for a one-time cost the migration and conversion of CRMS version 3.10 to PremierOne.
 - Motorola Professional Services cost for conversion assistance: \$729,706
 - Conversion to take place over nine month period
 - Includes training over 600 employees



Questions?



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Appendix: Prior Council Actions

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- June 27, 2001
 - City Council authorized the City Manager to enter into a contract with Motorola, Inc. for the purchase of a Citizen Request Management System (CRMS) System that included software and hardware, future acquisition of modules for permitting, licensing, case management, and advanced reporting capabilities (Business Objects), installation, training of City staff, maintenance for all hardware and software for a 36 month period, and the purchase of web hosting services for the 311 web application at a future date (Resolution No. 01-2031)
- February 13, 2002
 - City Council authorized modification of the contract for additional system administration and training support by Motorola, Inc. to ensure the continued development and functionality of the system (Resolution No. 02-0692)
- November 12, 2003
 - City Council authorized the purchase of 13 Oracle 9i enterprise edition software licenses, seven real time application cluster licenses, 60 months of product updates and telephone support, and 24 days (annually) of on-site support all from Oracle Corporation (Resolution No. 03-3077)



Appendix: Prior Council Actions

- June 23, 2004
 - City Council authorized modification of the contract for additional system support and services for the CRMS, the purchase of hardware, software licenses, maintenance, and the purchase of additional ORACLE database licenses and support (Resolution No. 04-2069)
- October 13, 2004
 - City Council authorized a 36 month service contract renewal of ongoing maintenance for the CRMS with Motorola, Inc. (Resolution No. 04-2919)
- December 13, 2006
 - City Council authorized a 36 month service contract renewal for the maintenance of the CRMS with Motorola, Inc. (Resolution No. 06-3387)
- September 23, 2009
 - City Council authorized a 36 month service contract renewal of ongoing maintenance for the CRMS with Motorola, Inc. (Resolution No. 09-2280)

