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Final Copy of Case Study

LOCATION:
Ewing, NJ, US

ORGANIZATION:
State of California, Office of Technology Services

YEAR:
2011

ORGANIZATION URL:
http://www.dts.ca.gov/

STATUS:
Laureate

PROJECT NAME:
GO-Online

CATEGORY:
Environment

PROJECT OVERVIEW

The California Technology Agency, Office of Technology Services (OTech) serves the common technology needs of California Executive Branch agencies and other public entities through the use of scalable, reliable and secure information technology (IT) services. The OTech offers comprehensive, cost-effective mainframe and mid-range computing, statewide networking, electronic messaging and training solutions to benefit the people of California. The organization provides data on a choice of computer media to meet customer's business and program requirements. These media include hard copy paper print, computer output microfiche (COM) and tape as an input and/or an output media. In all cases, computer media output is physical in nature and requires manual handling and distribution methods which are resource intense, may be misfiled or lost resulting in privacy exposures and can consume a considerable amount of valuable data center floor space. In 2008, OTech processed nine million feet of print output equaling approximately 26 tons of paper annually. This equates to around 625 fully mature trees utilized for production annually. COM output was approximately 1.9 million microfiche tapes and tape output was approximately 10 thousand tapes per year. These astounding statistics resulted in the OTech embarking on the Green Output Online Project ("GO-Online" Project) in 2009. There were three significant drivers behind the project: 1) The Governor's Green Building Executive Order S-20-04 directing aggressive action in the area of energy efficiency and conservation 2) Support of the Technology Services Board (this is California's governance structure providing guidance to OTech for services, rates, and strategic planning) 3) The cost of physical output media, which continues to increase as economies of scale for this type of technology has peaked However, with print, COM and tape as the standard output mediums for many years, the project represented a massive cultural shift. To encourage customers throughout the state to reduce their usage of these traditional mediums, OTech developed a comprehensive campaign to emphasize the business value of the initiative, the rising cost of print services, security issues associated with traditional media and the need for compliance with the

Governor's Executive Order on "green" initiatives. In August 2009, a memorandum was sent to OTech customers to inform them that OTech would migrate its customers to the GO Online print viewing services effective November 1, 2009. By this time, most customers were already on board and with many already in transition to move away from hardcopy printouts. In total, 80 departments have migrated to online report viewing with more scheduled to take advantage of this service in the near future. As a result of the project, California state departments can choose to view output online using either a mainframe or web browser, while eliminating the need for computer output. The new service also offers customers the option of transferring computer files securely from the data center to a location of their designation for local viewing and/or manipulation. Both online viewing and secure file transfer enable customers to access their data without the need to first converting it to a media that must be physically transported or stored.

SOCIETAL BENEFITS
While reducing the State of California's environmental impact for the benefit of society as a whole, the ongoing cost savings achieved as a result of the project also help maximize the budget received from tax-payers, freeing up more funds and resources for the deliver of front-line services.

PROJECT BENEFIT EXAMPLE
The GO Online project has benefited all California departments. It has improved data security, reduced the volume of consumable resources, increased standardization, reduced dependency on manual processes performed by state staff and resulted in annual cost savings of $837,000. The reductions in traditional media are: • Print reduced from 938,000 pages to 384,000 pages per month; a 59% reduction in utilization • COM reduced from 157,000 frames to 28,283 frames per month; an 82% reduction in utilization • Tape utilization reduced by 30% Cost savings are continuing to accrue as more customers take advantage of viewing output online and avoiding the need to use physical media. One example of a department that has experienced significant benefits as a result of the project is the California Department of Developmental Services (DDS). This department provides services and support to Californians with developmental disabilities. In response to the statewide mandate to reduce printing costs, DDS engaged with OTech and participated in the Go Online project. With GO Online, DDS views data via its mainframe environment and online viewer, and as a result has drastically reduced the number of printed reports produced by their legacy applications. Reports generated by DDS' legacy applications are still produced, however, the content is deposited electronically into the online viewing database. Mike Monahan, IT Manager at DDS, comments, "The Go-Online Project has provided DDS the means to cut costs while giving our end users a very user-friendly way to view the reports and data they need to do their job without stacks of printed output. When DDS' end users can simply bring up their web browser and view a particular report online via their local desktop computers, this greatly reduces or eliminates the need to have a printed report. Ultimately, this saves money for the State of California."

IS THIS PROJECT AN INNOVATION, BEST PRACTICE? Yes

ADDITIONAL PROJECT INFORMATION
Encouraging cultural change was the biggest challenge experienced throughout the project. To address this issue and promote GO Online services, we developed: • GO Online logo • Marketing Brochure (see appendix 1) • GO Online video (see appendix 2) • Online training materials •

CA View and CA Deliver Web-browser procedures • Frequently Asked Questions • Quarterly Users Group Meetings The quarterly GO Online Users Group Meeting began in June 2010. The GO Online User Group is a partnership between state government customers to discuss issues and share GO Online information. These User meetings are part of our strategy to help change the culture statewide. Participation in this Users Group has proven to be an excellent, inexpensive way to share ideas, information and tips among peers. State CIOs, IT managers, departmental GO Online System Administrators and RACF Coordinators all attend regularly. Quarterly meeting participation averages around 65 attendees. Environmental impact The GO Online Project has significantly reduced the use of consumable resources and limited the impact of workplace practices on the environment. Environmental impact from the use of physical output media includes: COM • Silver halide used in emulsion - toxic to water supply • Oil (plastics) required oil to develop • Storage in controlled temperature and humidity requires electricity • Offsite contingency storage required plus fuel to transport PRINT • 625 trees utilized annually • Suspected carcinogens produced in pulp manufacturing process with adverse air quality as a result • Large fuel requirements for transport TAPE • Oil (plastics) required oil to develop • Storage issues - tapes must be recycled after prolonged use • Storage in controlled temperature and humidity requires electricity • Offsite contingency storage required plus fuel to transport