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Service Focused Government:
Mission Simplified

February 26, 2020
Renaissance Hotel
Washington, D.C.

MeriTalk



Bethany Allaway



LMI ServiceNow Practice Lead

- Leads and manages LMI's ServiceNow consulting team
- Responsible for growth and maintenance of partnership with ServiceNow
- Assists with marketing and outreach to existing and potential clients
- Over 7 years of hands-on ServiceNow technical experience
- Over 10 years leading and growing teams
- Master's in Management and Leadership and Bachelor's in Information Systems
- Previous work experience at ServiceNow consulting firms such as Accenture and Cloud Sherpas
- Previous roles as ServiceNow Solutions Architect, Sr. Developer, and Trainer
- Consulted with LMI to help set up their internal ServiceNow system before taking over the external practice

Tom McConnell



Operations Lead, SMART Program

- Manages SMART operations and teams across all functional areas (program administration, finance, outreach and IT)
- Leads SMART's digital transformation, automation, and process improvement efforts
- Serves as the Product Owner for SMART web application, including all internal and external portals
- Previously served as SMART's Data Team Lead
- Master's in public policy and a bachelor's in government and politics from the University of Maryland
- Previous work experience at multiple strategic advisory firms as well as the Department of Interior

Session outline

- Welcome and intro (ServiceNow)
- The STEM challenge
- DoD's Scholarship for Service (SMART)
- The SMART program
- Digital transformation
- Results and benefits
- The LMI story
- LMI's support of SMART
- SMART demo

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SMART

The SMART Story

MeriTalk



The STEM challenge



**Technology
is a Force
Multiplier**



**STEM Talent
is critical and
competitive**



**Bachelor's Master's
PhD: Education
is expensive**



ARL Army
Research
Lab

**U.S. NAVAL
RESEARCH
LABORATORY**

**Retention
is mission
critical**

The Scholarship-for-Service program



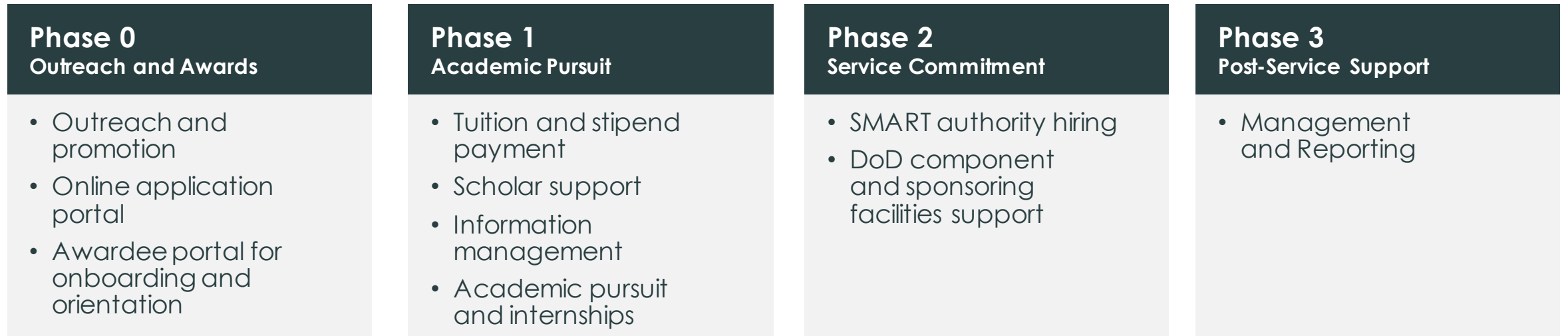
- Goal is to produce the next generation of DoD science and technology leaders and support the warfighter
- Provides scholarships and career placement for top STEM talent
- Civilian service commitment with DoD, in exchange for up to 5 years of degree funding
- LMI and partners manage all aspects of the SMART program for the DoD
- Overview: <https://youtu.be/TkQxNGJ0L8M>

The SMART program

SMART Award Cycle



SMART Scholar—Program Cycle



The SMART Program



Program Administration

- Support administrative tasks
- Administer award cycle
- Scholar support
- Sponsoring facility support
- Programmatic help desk



Outreach and Promotions

- General promotional activities
- Print media campaigns
- Social media campaigns
- In-person and virtual outreach events
- University/interest group relations



Program Finance

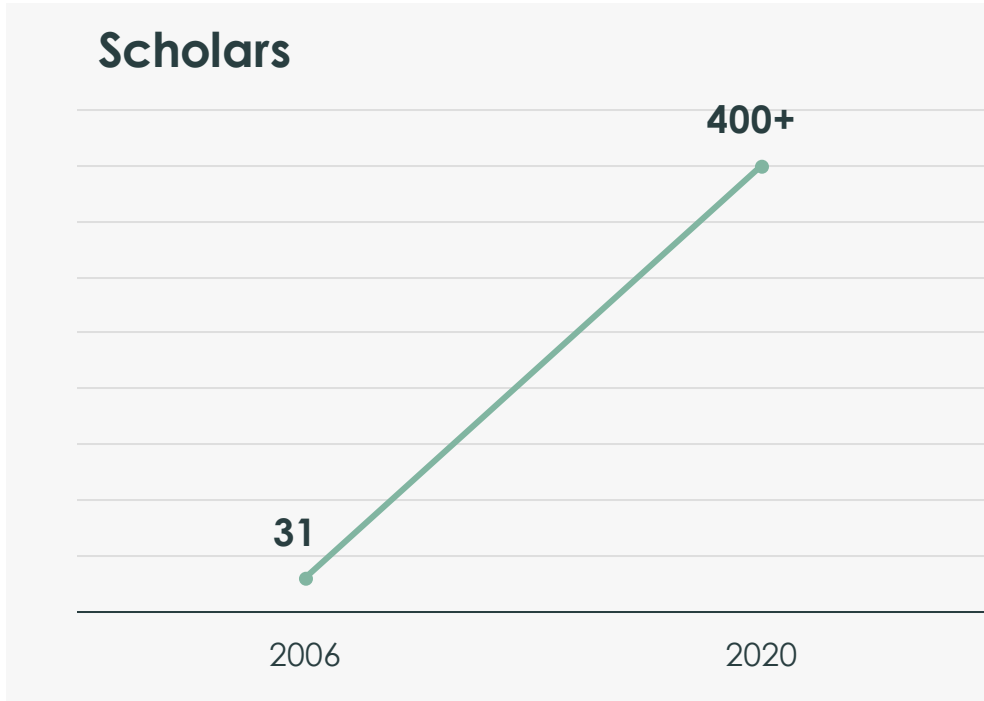
- Scholar stipends and allowances
- Academic tuition payments
- Panelist stipend payments
- Reporting and analysis



Information Technology

- SMART Information Management System (SIMS)
- Data architecture and database mgmt.
- Digitized processes and workflows
- SMART website
- Technical support desk

Manual process was not scaling



3,000+

\$42M



- Applications
- Awardees
- Evaluators
- Scholar Tasks
- Financial Process

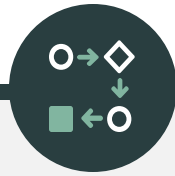
- Customer Service
- Data Integrity
- Insight
- Accountability

The New Way: Automated Digital Workflows and User Dashboards



Portals

- Public
- Application
- Evaluation
- Selection
- Awards
- Scholar
- Admin



Workflows/Tasks

- Evaluation workflow
- Selection workflow
- Awardee tasks
- Scholar tasks
- PDF form-fill
- Administrative tasks
- Scholar, evaluator, university payments



Tools

- Admin portal
- Trackers
- Virtual agent
- Task/approval dashboards
- Program data dashboards
- Automated email notifications/reminders

Results and benefits

SMART Information Management System (SIMS)—Efficiency Impacts on Operations

Chat Bots	1,500+	SIMS virtual agent has had over 1,500 interactions since October 2019, saving over 40 hours of work for the Scholar Coordinators, and providing stakeholders with requested information
Submitted Applications	+26%	A streamlined, user-friendly application, combined with automated reminder emails, led to an increase in submitted applications of 26% from 2018 to 2019
Transcripts	2,600	Automated transcript retrieval, coversheet population, renaming and uploading will save 433 hours per year
Trackers	11	Eleven custom trackers have been built, allowing shared and dynamic access to data for program administrators. Trackers are integrated into workflows, triggering email notifications, tracking approvals, and kicking-off actions
Internship Requests and Reports	400	Automating tracking and reminder emails and shifting submission workflows into SIMS saves 66 hours per year and enhances data capture
Phase Letters	500	Automation of Phase Letters saves the team 40 hours per year
Employment Documents	500	Automating 250 Hiring Memos and 250 SF50s per year saves 40 hours per year and reduces the risk of PII spillage

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LMI

The LMI Story

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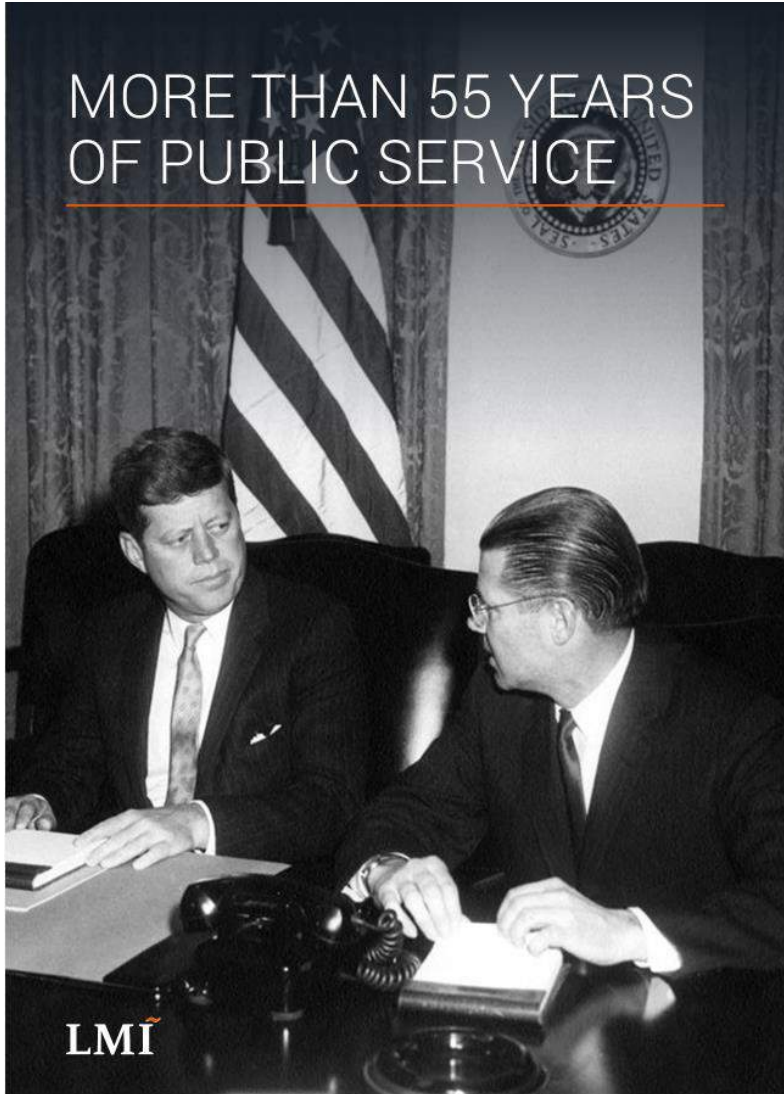
More than 55 years of Public Service



Founded in 1961 under the Kennedy administration **“to bring the best minds to bear on solving our government’s most complex management problems.”**

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About LMI

LMI is a consultancy dedicated to improving the business of government, drawing from deep expertise in advanced analytics, digital services, logistics, and management advisory services. Established as a private, not-for-profit organization in 1961, LMI is a trusted third party to federal civilian and defense agencies, free of commercial and political bias.



Insight

- Our innovative problem solving provides valuable insights into possible solutions



Objectivity

- Our independence ensures we operate free from conflicts of interest



Practical Results

- Our solutions are outcome driven and results oriented



Shared Purpose

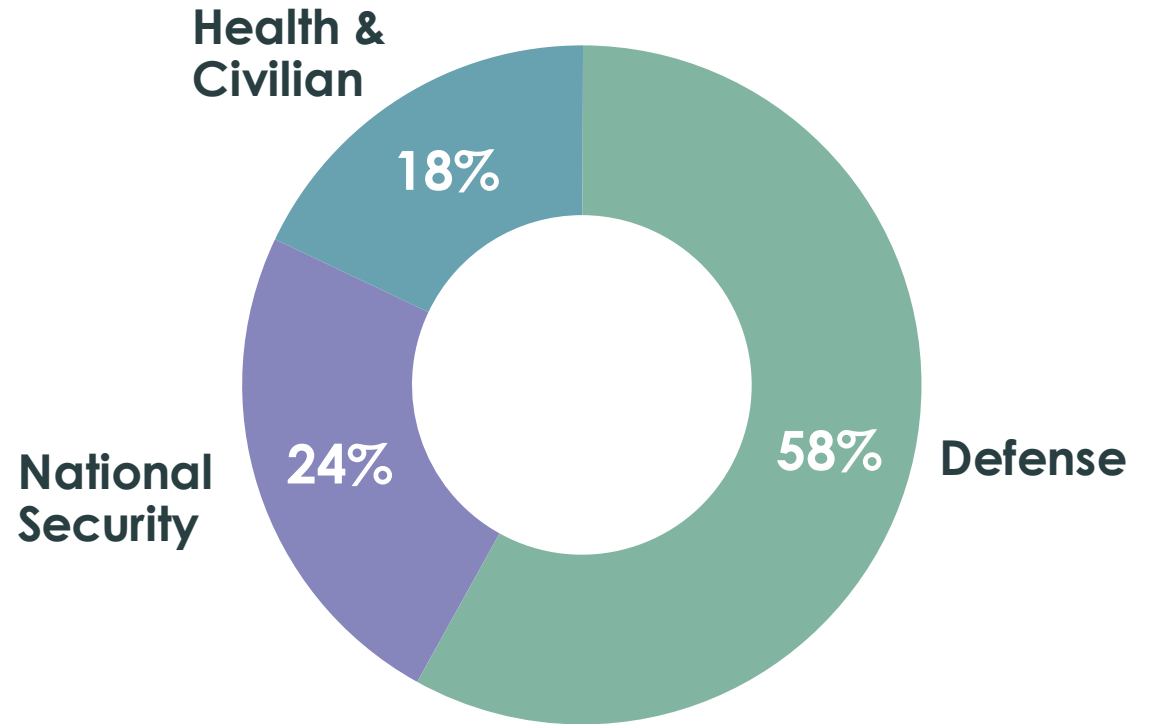
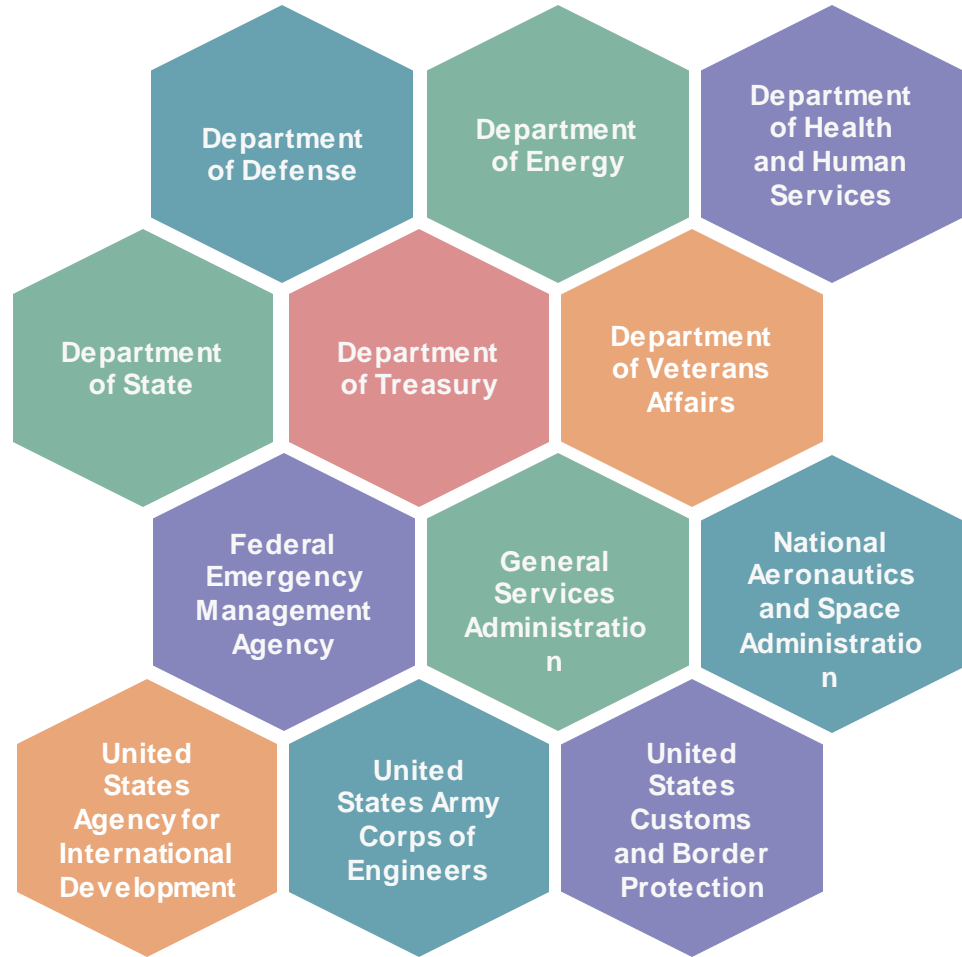
- Our shared spirit of public service and deep knowledge of government operations enhance our recommendations



Significant Value

- Our net revenue supports our mission, not shareholder return, delivering more value per dollar.

Clients



By the numbers



Hiring veterans
27%

27% of our workforce are veterans or military spouses. LMI is committed to building the military community workforce of the future through education, training, and mentorship.



Leading education
52%

52% of our people hold advanced degrees. LMI appreciates the expertise, insights, and ingenuity of every LMIer.



Experienced
22 years

LMI employees worldwide have an average of 22 years of experience.



Cultivating success
\$329M

With FY19 revenue of \$329 million, LMI continues to drive success with the industry's most talented people and cutting-edge solutions.



Government focused
40

For nearly 60 years, LMI has worked with 40 government agencies. From the departments of Defense to Health and Human Services, LMI is honored to support the government's mission and people around the globe.



Enhanced training
\$1M

LMI is proud to have spent nearly \$1,000,000 in training, development, and tuition assistance for its staff in FY19.



Advanced Analytics

Derive meaningful insights from sets of data, facilitating understanding and actionable outcomes

- Data Engineering
- Data Science
- Data Visualization and Product Development



Logistics

Logistics support for everything from weapon systems to facilities

- Acquisition and Lifecycle Logistics
- Maintenance, Distribution and Operational Logistics
- Supply Chain Mgmt.
- Infrastructure, Energy, and Environment



Management Advisory Services

Enhance management of government organizations, programs, and missions

- Program Planning, Investment and Implementation Mgmt.
- Strategy and Organizational Mgmt.
- Policy Analysis and Operations
- National Security



Digital Services

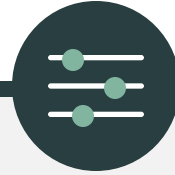
Modernize applications and infrastructure to increase efficiencies, better secure information, reduce costs, and increase the scalability of government services

- Advisory Services
- **Solutions Dev. Services**
- ERP Services
- Infrastructure Services



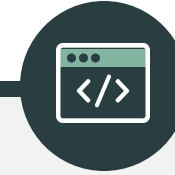
Advisory Solutions

- Enterprise architecture and data strategy
- Technology business management (TBM)
- Cloud adoption and migration
- Independent verification and validation
- Cybersecurity and risk management



ERP Services

- Architectures for change
- Herding data into actionable information across the enterprise
- Intelligently migrating systems and data to the cloud
- Human capital, finance, supply chain, CRM



Solutions Development Services

- Agile development and automated test
- PaaS and ServiceNow
- Custom-developed applications
- Native cloud apps and microservices
- Cloud architecture and engineering
- Collaboration applications
- UI/UX applications
- Automation applications
- Security architecture
- DevOps
- Infrastructure engineering

LMI Digital Services—ServiceNow Consulting

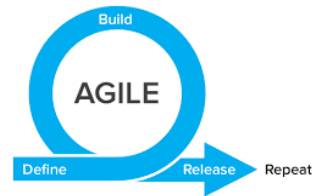
LMI

14+ experienced Developers

50% with 5+ years experience

ITSM, ITBM, HR, Platform

Training & Certification Program



Services, Resale, Managed Service



GCCS-Army
Change, Release,
Custom SAP,
Integration
Automation



**Innovative
Readiness Training**
Community
Applications Military
Applications After
Action Reports



U.S. DEPARTMENT
OF STATE
DIPLOMACY IN ACTION

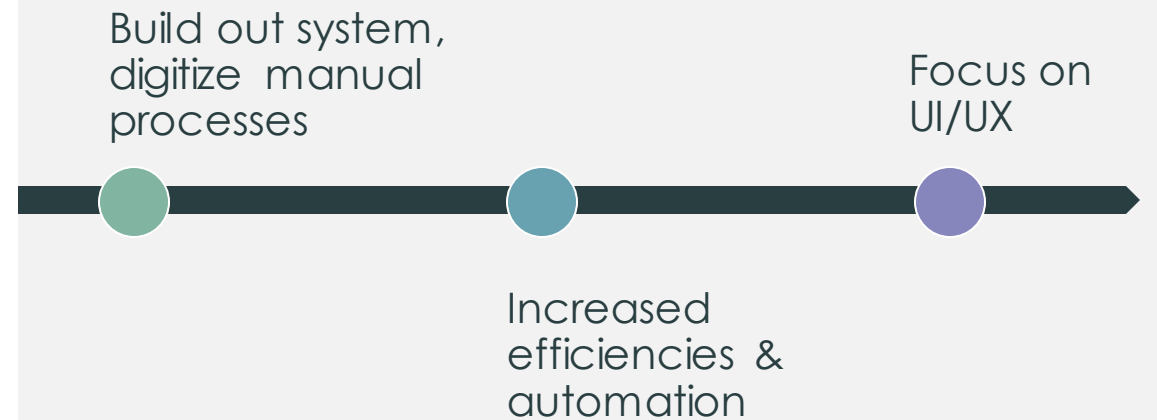
HR Surveys

How LMI supports SMART

- Program Management and Administration
- Outreach
- ServiceNow Services, Partnered with iTech AG
 - Joint scrum teams made up of both LMI and iTech developers
 - Joining forces has helped us surge to meet program needs
 - Use agile methodology to enhance flexibility and deployment
- Implemented with iTech in 2017



Our ServiceNow journey



How LMI supports SMART

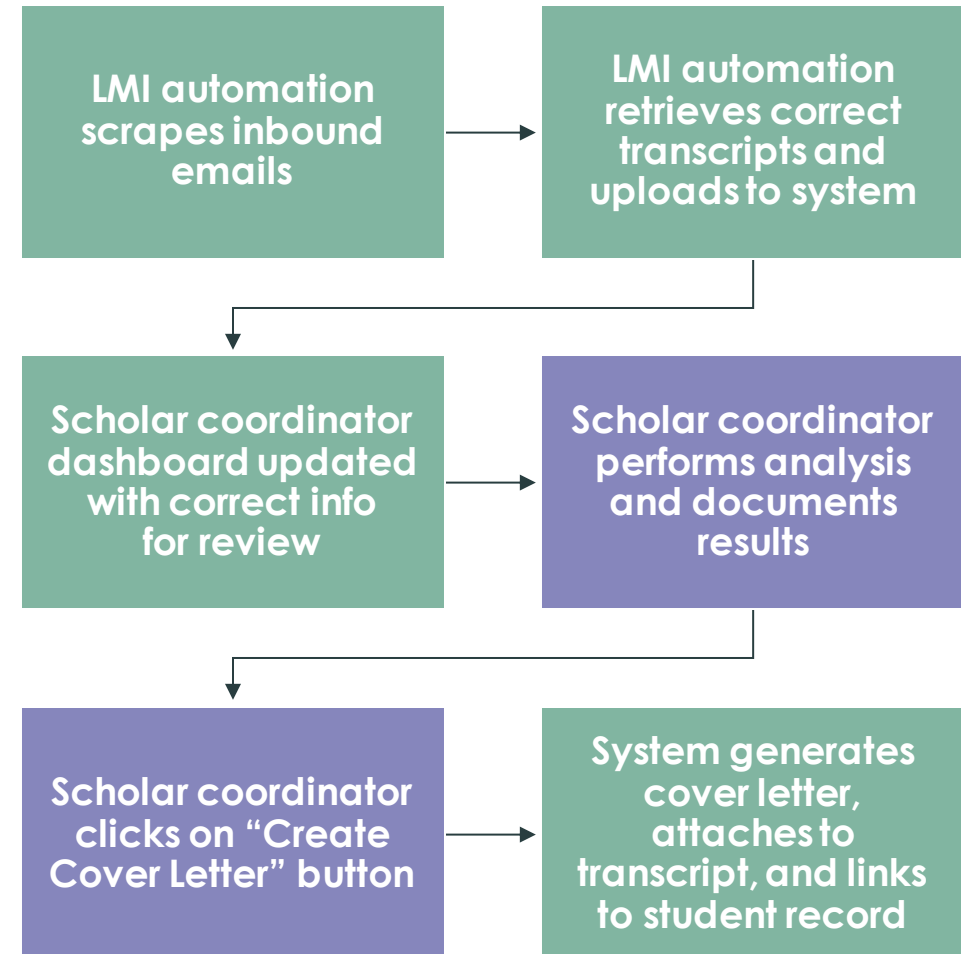


- Use of multiple service portals tailored to various user groups and personas
 - Scholar Portal
 - Selection Portal
 - Evaluation Portal
 - Admin Portal
- Leverage partnerships to provide enhanced functionality
 - iTech team helps innovate and test new functionality
 - LMI Data Science team helped with Amazon AWS integration and process automation
- “Turbo-Tax-Like” multipage guided application simplifies complex forms and processes
- Process and form digitization and automation reduces manual steps
- Security focus ensures that PII and other data is very secure.
- Dashboards targeted to various groups provide deep visibility into processes and key metrics

Demo background

Transcript Review Process

- The Old Way
- Scholar coordinator (manual process)
 - Checks email
 - Goes to transcript link and downloads transcript
 - Performs analysis and documents results
 - Manually creates cover letter in word
 - Attaches cover letter to transcript
 - Uploads to student record



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LMI

SMART demo

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LMI
Q&A

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LMI

Backup

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The STEM Challenge

- Defense dependence on Science and Tech continues to grow
- Attracting STEM talent is critical
- STEM talent is competitive
- STEM education and training is expensive
 - Graduates need high paying jobs right out of college
- DoD Labs and Agencies need help with retention

The Old Way: Manual, time consuming, and low visibility

- Began in 2006 with a cohort of 31 scholars – recent cohorts range from 300-400
- Over 3,000 scholars over life of program
- Approx. \$42 million distributed to scholars annually
- Approx. 40 members of support staff
- Increasing applications and awardees
- Awardee and Scholar Tasks
- Customer service gaps
- Financial Processes
- Data integrity
- No insight

LMI Digital Services—ServiceNow Consulting

- ServiceNow Premier Partner
- 14+ experienced ServiceNow Developers at LMI
 - Over 50% of our developers each have over 5 years of experience specifically on the ServiceNow platform
 - Experienced in all aspects of the platform: front end, integrations, asset management, HR, ITSM, custom apps, etc.
- Comprehensive training program and required certifications for all team members
- Use of a proven Agile methodology and certified Agile SAFe team to ensure project success
- Recent success stories:
 - Implemented key processes for GCSS-Army in less than 7 months (client was told by competitor that it would take us 2 years)
 - Successfully launched 3 major application processes for OSD's IRT program
 - Launched HR Surveys for Dept of State