



Digital Strategy – Design and Architecture Update

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May 2017

TPL's Digital Strategy

Current Digital Environment at TPL

Toronto Public Library is a \$200 million organization with over 2,000 employees and serves the public from 102 locations across Toronto.

Deployed technology includes:

- Over 4,000 PCs for public and employee use
- High end processing equipment for graphic design, 3D printing, etc.
- Self serve check out at all branches
- Free internet and WiFi at all branches
- Online and Mobile channels including Lending, Learning, & eCommerce
- Complete backoffice technology solutions including: Finance, HR, Employee Collaboration, Call Centre

The technology landscape around TPL is changing rapidly:

- Evolving demographics and user expectations
- Technology industry capabilities
- The changing role of the library in our communities

TPL must develop a strategy for how it will meet user's technology expectations along with ensuring efficient and effective operations.

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Toronto Public Library's Digital Strategy

The TPL Digital Strategy modernizes the customer experience, makes the library more nimble, responsive and efficient through strategic partnerships, and transforms back office infrastructure

Digital Requirements	Digital Strategy Focus Areas	Outputs
1. Be where our customers are – Mobile, Online, Branch, Community, Home, for Service Delivery, Customer Engagement & Support	Creating the Omni Channel experience	<ul style="list-style-type: none"> Seamless and integrated customer experience Personalized and always connected Services of choice delivered when and how customers want them Web, Mobile, Apps, among other channels
2. A Customer's interaction is convenient and seamless across all its channels	Accessing and Using Information	<ul style="list-style-type: none"> Integrated view of and easy access to TPL's information Business Intelligence & Analytics Policy, privacy and security
3. Digital Services are relevant, current, and of high quality	Leveraging the Cloud	<ul style="list-style-type: none"> Realize benefits of technology commoditization Agile, nimble and responsive technology environment Focus on core library functions
4. Allow for as many products and services to be available by as many relevant channels as possible supported by relevant information	Investing in Employees	<ul style="list-style-type: none"> Culture of innovation and delivery Skills, tools and training Speed to market Business process re-engineering and change management
5. Information is available to our employees for decision making		
6. Manual processes are automated		
7. Existing technology is delivered to its fullest capabilities		
8. Technology is delivered in a nimble, timely and agile way		
9. An employee's geographic location becomes less relevant		
10. It should be easy for employees to embrace new technologies and get maximum benefit		
11. TPL's staff are equipped to champion a modernized Customer Experience		

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What does TPL's Strategic Plan mean for Digital?

TPL's Strategic Plan must be the principle guide in the development of a Digital Strategy

Strategic Priorities 2016-2019

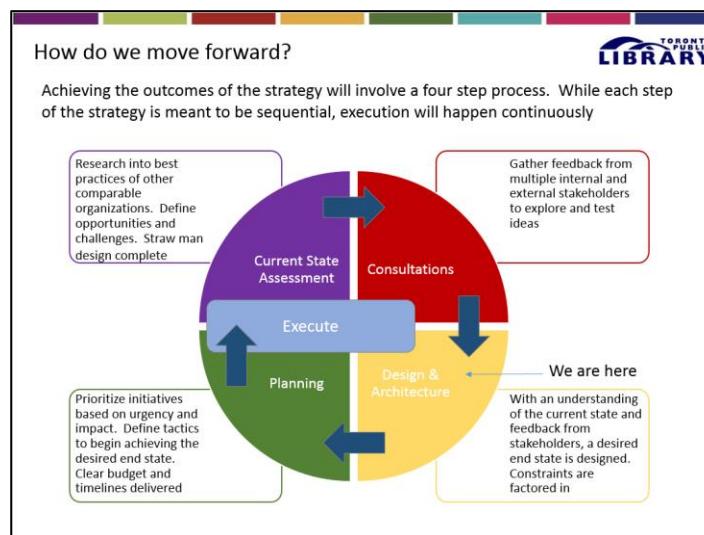
- Advancing our Digital Platforms
- Breaking down barriers to access and driving inclusion
- Expanding access to technology and training
- Establishing Toronto public library as Toronto's centre for lifelong and self-directed learning
- Creating community connections through cultural experiences
- Transforming for 21st century service excellence

Strategic Technology Outcomes

- 1. A Modernized Customer Experience**
 - Customers can access Channels, Products and Services in the way they feel most comfortable
 - In Branch
 - Online
 - Mobile
 - Programs
- 2. Partnered with the Technology Community**
 - TPL leverages the technology community in the city to enable and enhance its services
 - Not for profit
 - Community
 - Private Industry
- 3. Transformed Backoffice Infrastructure**
 - An efficient and effective back of house operation enabled by updated applications, processes, and training
 - Office productivity
 - Enterprise systems
 - Information Management
 - Technology Infrastructure

What must TPL do to achieve these outcomes?

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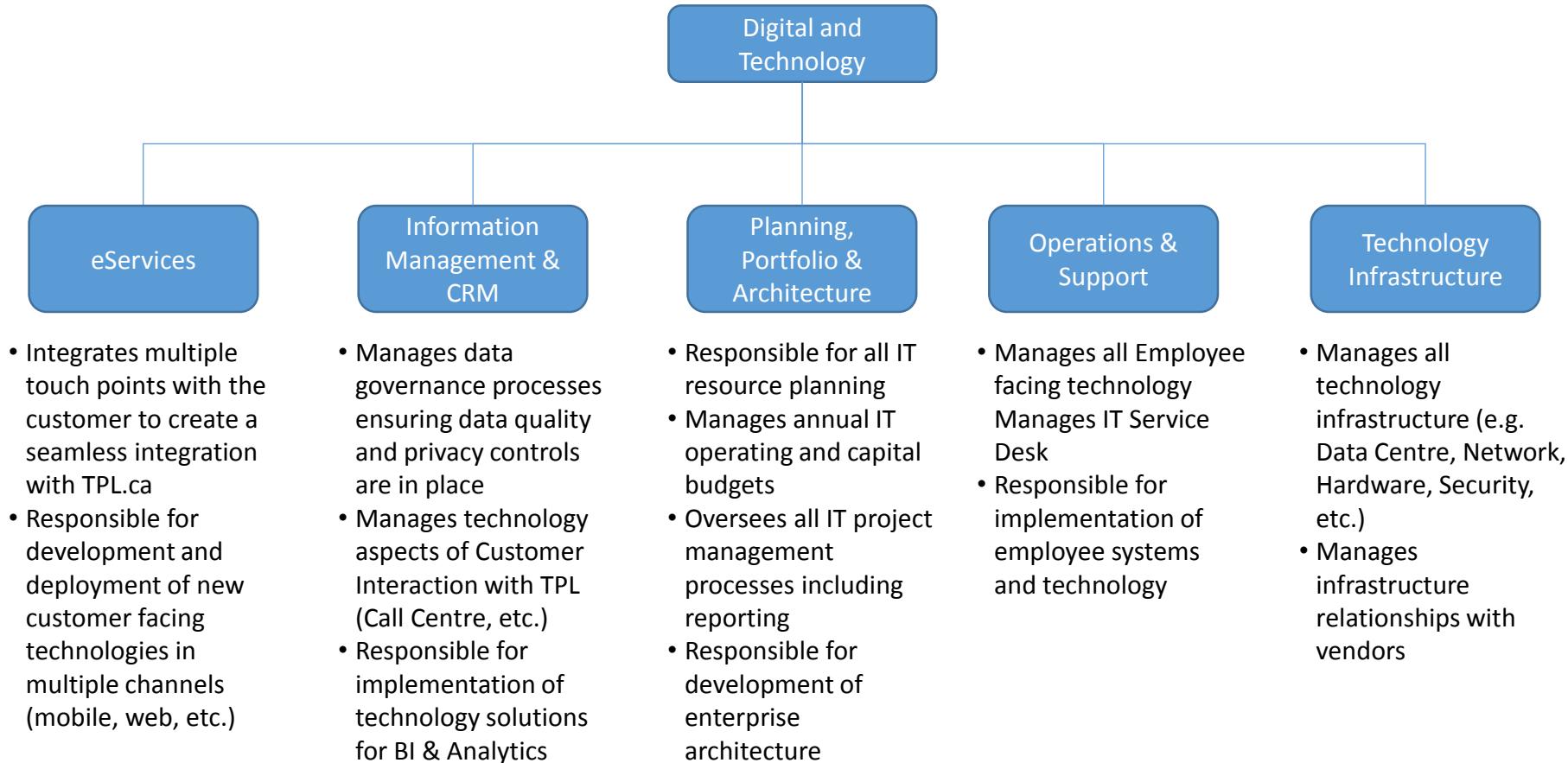
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1. Re-organize the Digital Services & Emerging Technologies team to align with Digital Strategy and to break down barriers
2. Identify key technology enablers of the Digital Strategy and determine maturity of capabilities
3. Formulate Projects & Programs to guide spend and align current execution with desired future state

Digital Services and Emerging Technology Team



To begin executing on the Digital and Technology strategy, changes must be made to the Digital Services and Emerging Technology organization.



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Digital Strategy Focus Areas

Creating the
Omni Channel
experience

Accessing and
Using
Information

Leveraging the
Cloud

Investing in
Employees

Outputs

- Seamless and integrated customer experience
- Personalized and always connected
- Services of choice delivered when and how customers want them
- Web, Mobile, Apps, among other channels

- Integrated view of and easy access to TPL's information
- Business Intelligence & Analytics
- Policy, privacy and security

- Realize benefits of technology commoditization
- Agile, nimble and responsive technology environment
- Focus on core library functions

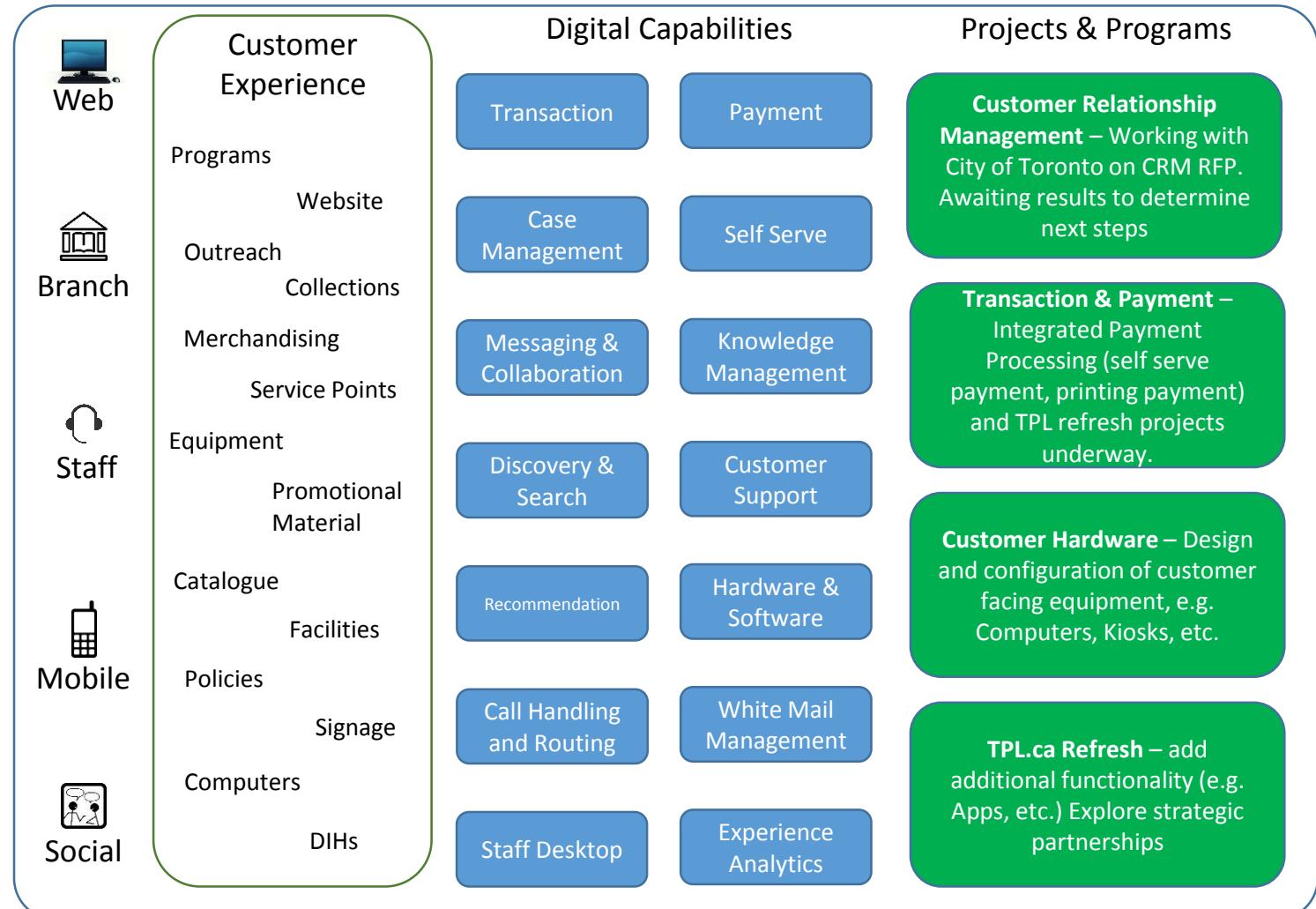
- Culture of innovation and delivery
- Skills, tools and training
- Speed to market
- Business process re-engineering and change management

Creating the Omni Channel Experience – Digital Capabilities

Moving from a series of discrete interactions with TPL to a complete & consistent experience regardless of channel

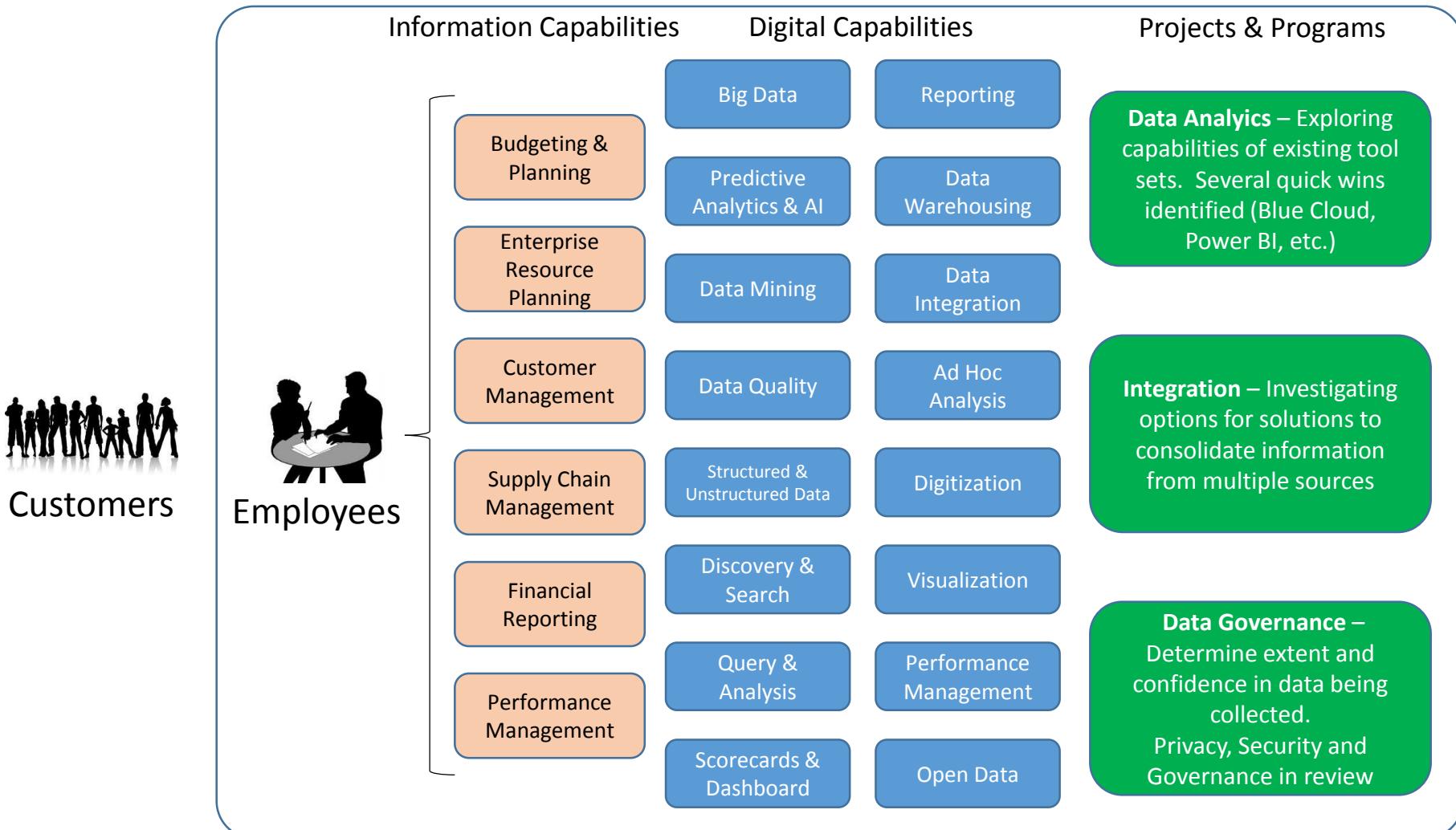


Customers

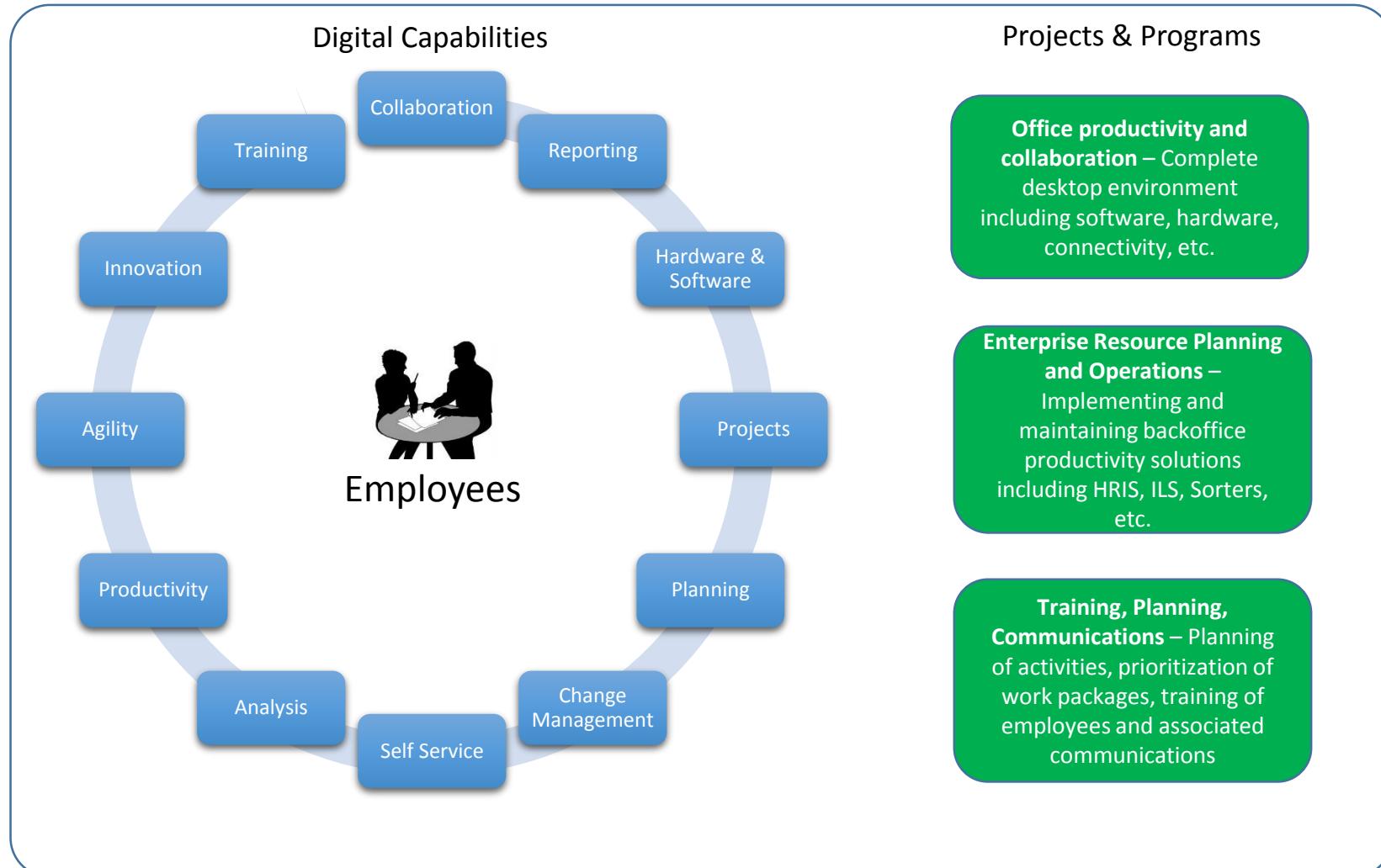


Accessing and Using Information – Digital Capabilities

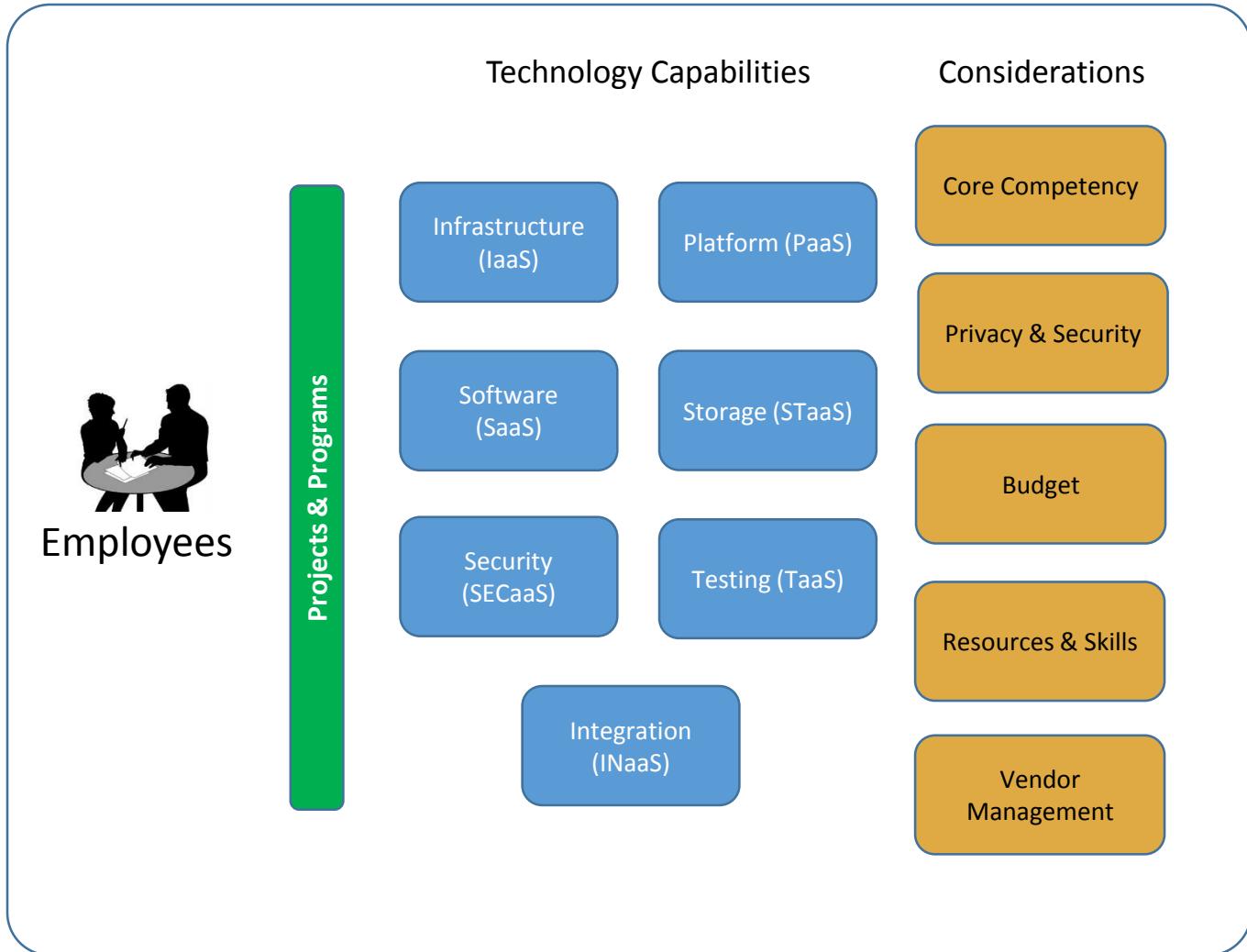
Managing and providing access to TPLs information for the organization to digest and use in various business processes



Enabling a TPL Employee with current, relevant and reliable technology support in their day to day roles and reacting quickly to a changing environment



TPL must identify which cloud services it can leverage to better deliver its services to its customers



While relatively transparent to most staff, the cloud is a key enabler of the Digital Strategy

1. Define current levels of maturity for each Digital Capability and identify desired end state
2. Reconcile programs with current work plans and align projects under programs
3. Identify budget and resources required to deliver on gaps
4. Continue executing on Digital & Technology Strategy - ongoing