

GLOBAL TRACK COMPLETE (GTC) END-TO-END PROCESS

CLICK EACH STAGE FOR MORE INFORMATION

START HERE

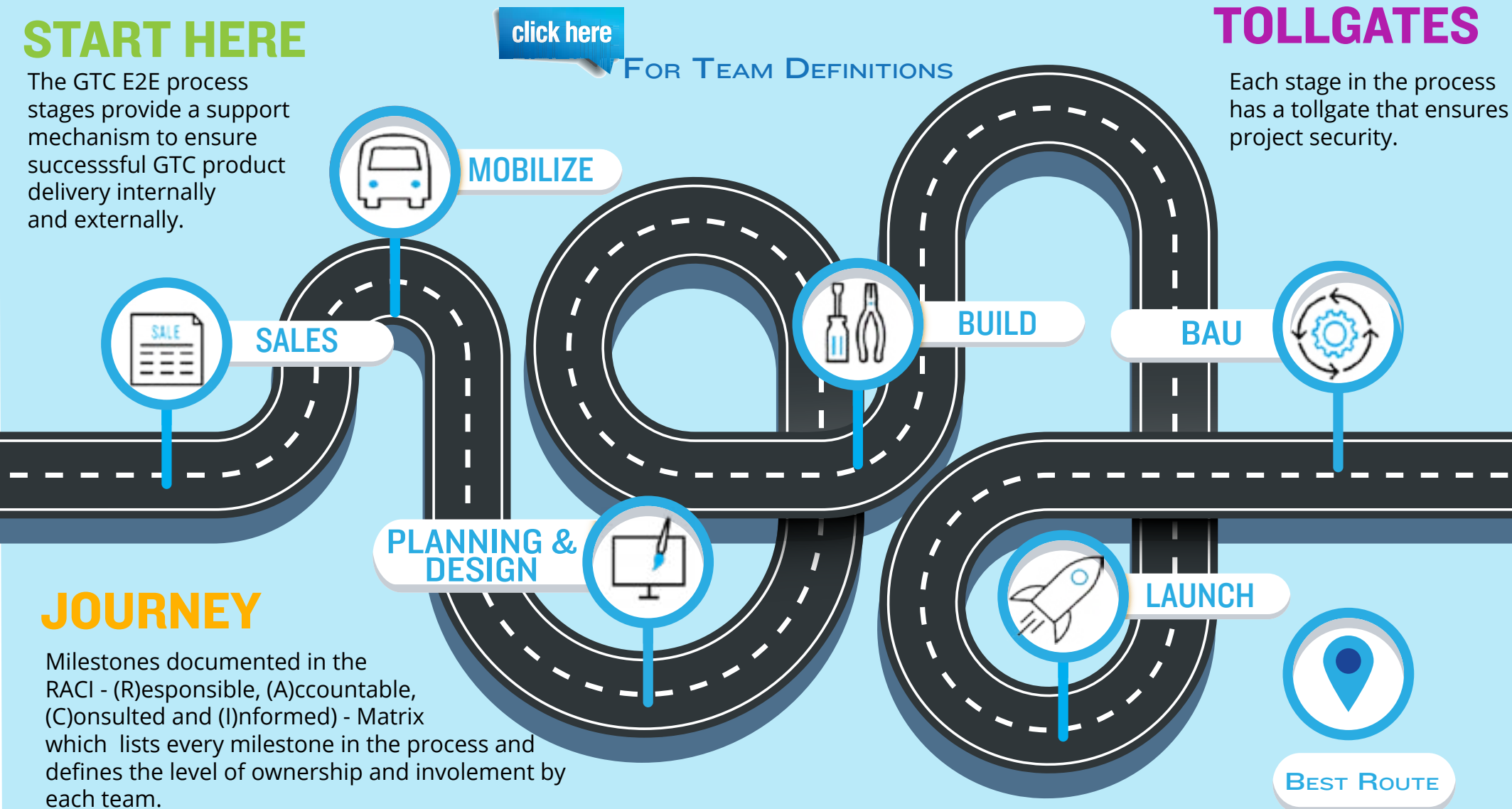
The GTC E2E process stages provide a support mechanism to ensure successful GTC product delivery internally and externally.

click here

FOR TEAM DEFINITIONS

TOLLGATES

Each stage in the process has a tollgate that ensures project security.



JOURNEY

Milestones documented in the RACI - (R)esponsible, (A)ccountable, (C)onsulted and (I)nformed) - Matrix which lists every milestone in the process and defines the level of ownership and involvement by each team.

THE RIGHT WORK @ THE RIGHT TIME



INTERNATIONAL DELIVERY
CENTER (IDC)



COMMERCIAL
(SALES)



FULFILLMENT &
DELIVERY (F&D)



3RD PARTY/
STEERING
COMMITTEES



TECH



GLOBAL REPORTS
CENTER (GRC)



CLIENT
ENGAGEMENT

GTC TEAM DEFINITIONS

Click each team for more information



SALES

ROLES & RESPONSIBILITIES

TEAM(S):

- Commercial - Global Services (GS)
- IDC
- Deployment (DEPL)

- Opportunity identification and submission (GS)
- Pre-Sales high-level local database assessment (IDC)
- Proposal creation and client presentation (GS)
- Internal sales briefing document and kickoff call (GS)
- Letter of Intention (LOI) internal and external signoff (GS)
- Internal kickoff meeting (DEPL)

Outputs

- Client Order IDC
- Commercial Proposal
- Internal Briefing Template

TOLLGATE 0

Present progress, accomplishment & documents for Sales milestones & handoff to Mobilize (DEPL)



MOBILIZE

ROLES & RESPONSIBILITIES

TEAM(S):

- IDC
- Client Engagement
- RC
- Tech

- High Level Planning (Client Engagement - DEPL & PM)
- Project Charter (IDC- Content Design & Client Delivery, DEPL, GRC, Tech)
- Metrics Tracking (Client Engagement - PM)
- Needs Assessment (IDC- Content Design & Client Delivery, GRC)
- Case for Change (Client Engagement - CM)
- Go Live Criteria - aligned with client (Client Engagement - DEPL/CM)

Outputs

- Planning
- Project Charter
- Planning Tracking
- Standard Data Structure (SDS)
- Standard Flat File (SFF)

TOLLGATE 1

Present progress, accomplishment & documents for Mobilize and handoff to Planning & Design (DEPL)



PLANNING & DESIGN

ROLES & RESPONSIBILITIES TEAM(S):

- IDC
- Deployment (DEPL, PM, CM)
- NIS
- Tech
- Global Services (GS)
- Reports Center (RC)

- Client Kickoff (Client Engagement)
- Change Management (DEPL, CM)
- Progress Monitoring (PM, DEPL)
- Needs Assessment Finalization
- Feasibility Study (IDC-Content Design, GRC, GS)
- Feasibility Outcomes Client Meeting (Content Design & F&D)
- 3rd Party Discussions with Clients (GS)
- Gap Filling Sign-Off (GS)
- Hand Over to BUILD (IDC-Content Design)
- Category Standard (IDC-Content Design)
- Set up global coding SOP & train global coding team (IDC - Content Design)
- Production Order & Feedback (IDC - Build)
- Training Strategy & Plan (IDC - Build)
- Report Design (RC)
- Input Bible (IDC - Build)
- Cube Design Document (IDC - Build)
- Portal Design (IDC-Content Design & GS)
- User Access Design (CM & GS)
- Define Client Acceptance Testing (CAT) (Client Engagement CM & GS)
- EDW functional specs (IDC - Build)
- Help Desk support model (Client Engagement - Help Line)
- Rebase the plan & review (CM & DEPL)
- Usage and Adoption model (CM)
- Design SLA (GS)

Outputs

- Third Party (TP) Communication Process
- Design Documents
- Feasibility Study
- Category Standard
- Category Standard for TP

- Global Coding
- Local F&D Communication Process
- Internal Production Order
- TP Production Order
- Input Bible
- SFF Client Support Doc

TOLLGATE 2

Present progress, accomplishment & documents for Planning & Design and handoff to Build



BUILD

ROLES & RESPONSIBILITIES

TEAM(S):

- IDC
- Client Engagement (DEPL, CM)
- NIS
- Tech
- Global Services (GS)

- Activation Plan (CM)
- Build CAT Plan (CM)
- Local GT1 DBs (IDC - Build & F&D)
- FTD Validation Tracker (PM)
- FTD Production Tracker (PM)
- Local F&D Input Validation (IDC - Build - Client Delivery)
- Cold Start (IDC - Build)
- Track, report & escalate progress against loading plan (PM)
- Create Cubes & specify loading (IDC - Build)
- Monocube Load to Supercube (IDC - Build)
- Supercube validation (IDC)
- Produce & Check Flat Files (IDC)
- Report Creation (GRC)
- NISP Refresh Mode (IDC/Build & Cl. Del)
- Clientize Job Aids, DYK, and other documents (CM)
- Track & Report progress (PM)
- Replicate MSTR Projects & load reports and templates (Tech)
- Source non-data content; localize and load content (Portal) (RC & GS/CI Dev)
- User Requests and Acct creation (DEPL)
- Delivery schedules (GS)
- GTC FTD Client Service sign off (IDC - Build & DEPL)
- Internal and UAT sign off (ID - Build & PM)
- Familiarization Sessions (IDC - Build & BAU)

Outputs

- Setup Checkpoint
- FTD Validation Tracker
- Checkpoint
- Input Valication
- Monocube Output Validation
- Monocube load to Supercube Output Validation
- Supercube Output Validation
- SFF

TOLLGATE 3

Present progress, accomplishment & documents for Build and handoff to Launch



LAUNCH

ROLES & RESPONSIBILITIES

TEAM(S):

- Deployment (DEPL)
- Tech
- Global Services (GS)

- Develop Communication Materials (CM)
- Develop training strategy & materials (CM, Training)
- Build validation & CAT plan (CM)
- Technical assessment per market (Tech)
- Final User Inventory (CM)
- User Activation (CM)
- Execute Change Management Plan (CM)
- Train Nielsen Core team (CM & Training)
- Execute CAT Plan (DEPL & CM)
- Train all Nielsen & Client users (CM & Training)
- Monitor & improve usage and adoption (CM)
- Certificate of Acceptance/Project Delivered (IDC Build & CL Del, CM, GRC, Tech, GC)
- Service Level Agreement (DEPL)

Outputs

- Change Management

TOLLGATE 4

Present progress, accomplishment & documents for Launch and handoff to BAU



BUSINESS AS USUAL (BAU)

ROLES & RESPONSIBILITIES TEAM(S):

- IDC
- Deployment (DEPL)

TRANSITION

- Kick off BAU Handover, including BAU Change Request process (IDC - Build, BAU, Cl. Del)
- Refresh Mode (IDC - Build, BAU, CL. Del & GRC)
- Retire legacy technology & process (IDC - Build & BAU)
- Project Closure Client Agreement (DEPL)
- BAU Communications Alignment (DEPL)
- BAU Team Handover/ Sign Off (DEPL)

ROLES & RESPONSIBILITIES

TEAM(S):

- IDC

CHANGES

- Category Standards Changes (IDC- Content Design)
- Change request which requires Feasibility Study (IDC - Content Design)
- Production Orders (IDC-Build)
- Cube Design Docs (IDC - BAU)
- Validation (Validation Packs) (IDC - BAU)
- Check Point Maintenance / PEX (IDC - BAU & Cl. Del.)
- Global Coding requests during BAU (IDC - BAU & Cl. Del.)
- COC Maintenance / Addition of new checks (IDC BAU)
- Change Request Management (IDC)
- BAU Delivery Maintenance - Ongoing Update to the Delivery Schedules



BUSINESS AS USUAL (BAU)

ROLES & RESPONSIBILITIES

TEAM(S):

- Deployment (DEPL)

COMMUNICATIONS

- Delivery Communications to Client (IDC-BAU)
- Annual Restatement (IDC-BAU)
- Non-Delivery Communications to Client (IDC-BAU)

ROLES & RESPONSIBILITIES

TEAM(S):

- Deployment (DEPL)

CLIENT INQUIRIES

- Client Inquiry Management (IDC-BAU)
- NIS Access and Tech Support Issues, including report errors (Help Desk)
- Issue Diagnostic - (RCA)



ROLES & RESPONSIBILITIES

TEAM(S):

- IDC
- Deployment (DEPL)
- Global Services (GS)

WORK IN PROGRESS (WIP)

- Change Request CDD (IDC- BAU)
- Change Request - Sales(GS)
- Change Request Ratecards ()
- Change Requests Questions and Communications (IDC-BAU)
- Reporting Request: New Customer Report(s) in NISLocal Contract Changes Handling (GS)
- Issue Diagnostics ()
- Third Party Access
- Additional Classroom Training (GS & Training)
- Monitor and Improve Usage & Adoption (GS & Consulting)
- Maintenance of client Learning/Training site & Nielsen Answers workspace (GS)
- Job Aid/Supporting Training Material creation (GS & Training)
- Monitor and report SLA with client ()



THE SCIENCE BEHIND WHAT'S NEXT™