



**Metro-North  
Railroad**



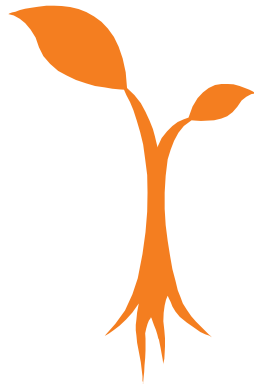
# EAM

## *Enterprise Asset Management*

Program Update & Communications Plan

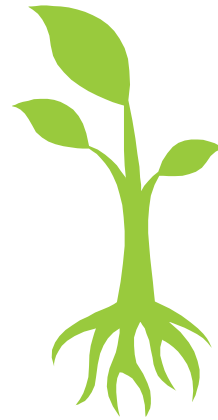


## Project Phases



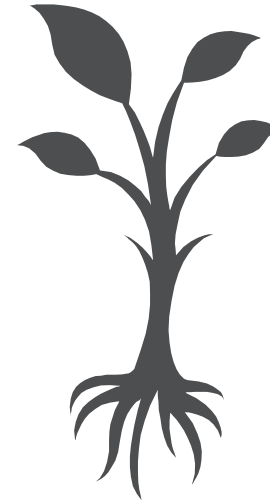
### Research & Evaluation

Gather, Audit & Analysis, Needs Assessment, Networking, Learn Culture & Personality of MNR, & what EAM is



### Objectives & Planning

Define & Develop Brand, Marketing, Content, Ambassador, and Social Strategies, Test Theories and Review Risks



### Functionality & Execution

Define Governance Structure, Enabling Processes and Performance Control, Tracking, Testing & confirming capabilities



### Adoption

Achieve a sustaining EAM ecosystem. Re-evaluate, Continual improvements, Reinforcement



## EAM Strategic Landscape

This chart illustrates all the communication plans that have been addressed.

All plans are subject to change as the program evolves.



### EAM Brand

- Developed branding strategy for communications
- Created a style guide for brand consistency





## Culture is an Asset and our Brand

What are we doing to support the bright experiences to foster the right culture?

- What are our core values?
- What ideal behaviors do we want?
- What is unique about the EAM group?
- Does our values or culture clash with other groups?
- How do we build a network to help translate our brand & culture?

## Tone + Voice

We analyzed findings from research, interviews, focus groups and distilled our insights for a clear messaging platform. (Details in branding guidelines)

## Slogan

*“Better Informed, Better Outcomes”*

## Key Messaging

- Capturing your ideas & needs through **collaboration**
- EAM is efficient and FTA mandated
- Working smarter
- Simplicity and flexibility through technology
- Benefits for employee or group (Videos/Presentations/Training)

## Persona / Value Proposition

Form to better define targeted groups



### Demographic

Type of worker: Union, Management

Age Range: 25-45

Gender: M-F

Education: HS, BA, Graduate

Type of work: Field, Office, Inspector, engineer

Information: How do they get it?

### EAM Infor Product

**Benefits:** Does it solve any problems? Is it more flexible? Why should user buy-in? Is there a psychological benefit?

**Features:** How does EAM work for user?

**Experience:** What will it feel like to use product for user?

**Substitutes:** Is current system better or easier than Infor?

**Reputation:** What would he/she say to others about EAM?

### Customer

**Work Day:** What is their work environment like? Is it too busy, stressful, long, to physical etc.? What is a typical day like?

**Wants:** What are the drivers to buy into EAM? More money? Training, KPI's?

**Fears:** Are there any risks to using EAM for user? Fear of losing job? Being tracked? Fear of change? Not comfortable with technology?

**Needs/Frustrations:** What are their needs to make their life easier or frustrations? More support, supplies, or tools? To many bosses? To many emergencies? Need to feel comfortable?

**Biggest Challenges:** Morale, Communication, Time & Disorganization?



## EAM Marketing Strategy

The website will be the hub for all communications.

This chart illustrates the marketing structure for our system.



## Website home page

The screenshot shows the top navigation bar with the EAM logo, a menu of links (About, News, Projects, References, Glossary, Forum, Support, Sharepoint), and the MTA Metro-North Railroad logo. The main banner features a large image of a chandelier with the headline "See the Bright Side to EAM" and a sub-headline "How the Infor Enterprise Asset Management system is changing the landscape of how we work". Below the banner is a section titled "Our Stories" with the tagline "Better Informed, Better Outcomes". A grid of four featured articles is displayed, each with a thumbnail image and a brief description.

**Enterprise Asset Management** *Better Informed, Better Outcomes*

**Recent Articles** **Forum** **Recent News** **Featured Videos**

- How changing culture & environment increased efficiencies by 66%**  
A Shoreliner railcar inspection project succeeded in reducing inspection times from an average of 25 to 10 days.
- Tell us how you're dealing with change for your project**  
All organizations want to grow and prosper,
- MOW Launches Trouble Ticket Desk**  
To help monitor non-emergency incidents on tracks, stations, structures and buildings
- EAM Benefits for the Signals Dept.**  
If we work together we can expect excellent results

The screenshot shows the "What is EAM" section with a video thumbnail and a quote from Catherine Rinaldi, President. Below this is the "Tell Us Your Story" section, which includes a form for submitting a story and a "SUBMIT" button. The bottom of the page features an "About" section with the EAM logo and a public benefit corporation notice.

### What is EAM

EAM (Enterprise Asset Management) enables the Metro-North Railroad to significantly reduce operating costs by managing physical assets with tools that maximize their lifespan. It includes; design, equipment, procurement, through to operation, maintenance, disposal, and replacement. It also integrates GIS with our existing Esri® ArcGIS server and allows users to view layers of GIS information regarding assets and their associated properties. The EAM software (Infor) will improve efficiencies and build a database, so we can make better investment decisions. See our video or [infographic](#) for more information on [EAM](#).

*"The MTA is dedicated to providing safety and the best service experience for our customers. The Infor EAM system provides our organization an innovative, modern and mobile-ready capability to manage assets allowing us to deliver on this commitment."*

- Catherine Rinaldi, President

### Tell Us Your Story

How did you make a positive change? Want to help others find a way to make their day better and inspire through your personal experiences? Yes?

EAM wants to hear from you... Share your project story with us and encourage others to make a positive change with your continuous improvement project. How did you conceive the improvement and what did you do to help your team prepare for the new process change?

Who are the people in your story?  
Where did the story take place?  
When did it take place?  
What was the project?  
How is MNR impacted?  
How did you manage the change and was there resistance to it?  
Did something happen at some point that was a turn in events or perspective?

Your Name  
Your Email  
Department  
Supervisor  
Tell Your Story Here

**SUBMIT**

### About

The EAM group collaborates with departments and people to help build our Enterprise Asset Management system, business processes, and liaison for 3rd-party integration software to the Infor EAM system. We apply change management methodologies to ensure the organization can support the new applications and strategies. Our goal is to develop an eco-system that evolves and grows as we do so that we can make better-informed decisions.

*Better Informed, Better Outcomes*

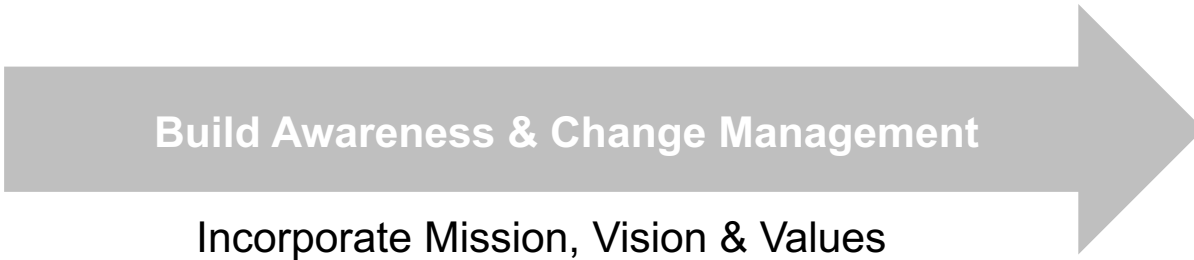
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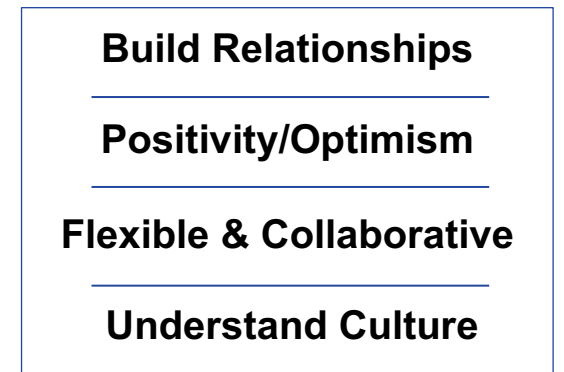
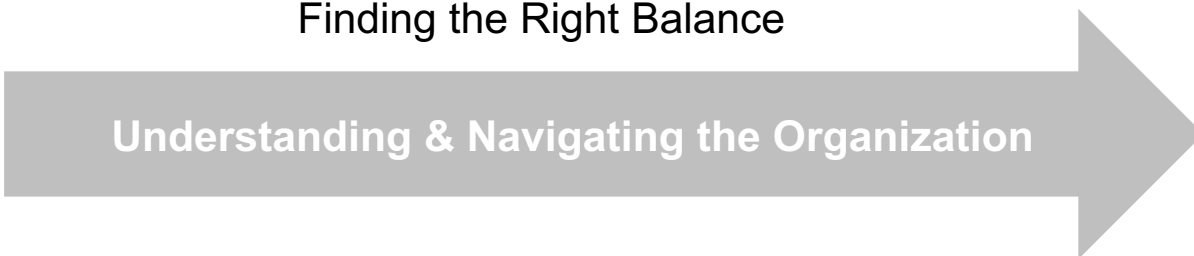


## Change Management Strategy

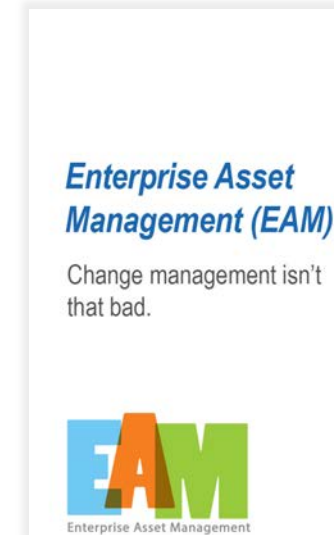
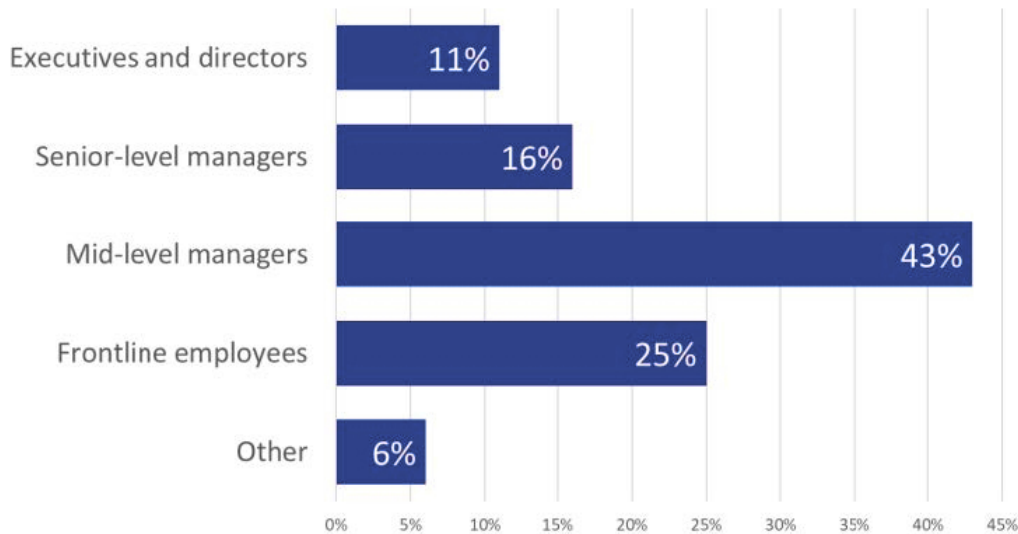
Comprehensive plan was completed



Finding the Right Balance



## Most Resistant Groups



## In-person interviews

- Meet with field employees, middle management & union representatives
- Discuss how we can improve overall communications
- Input from them on past changes & what went wrong
- Make them actively involved in the process & validate their emotions

## Build Awareness



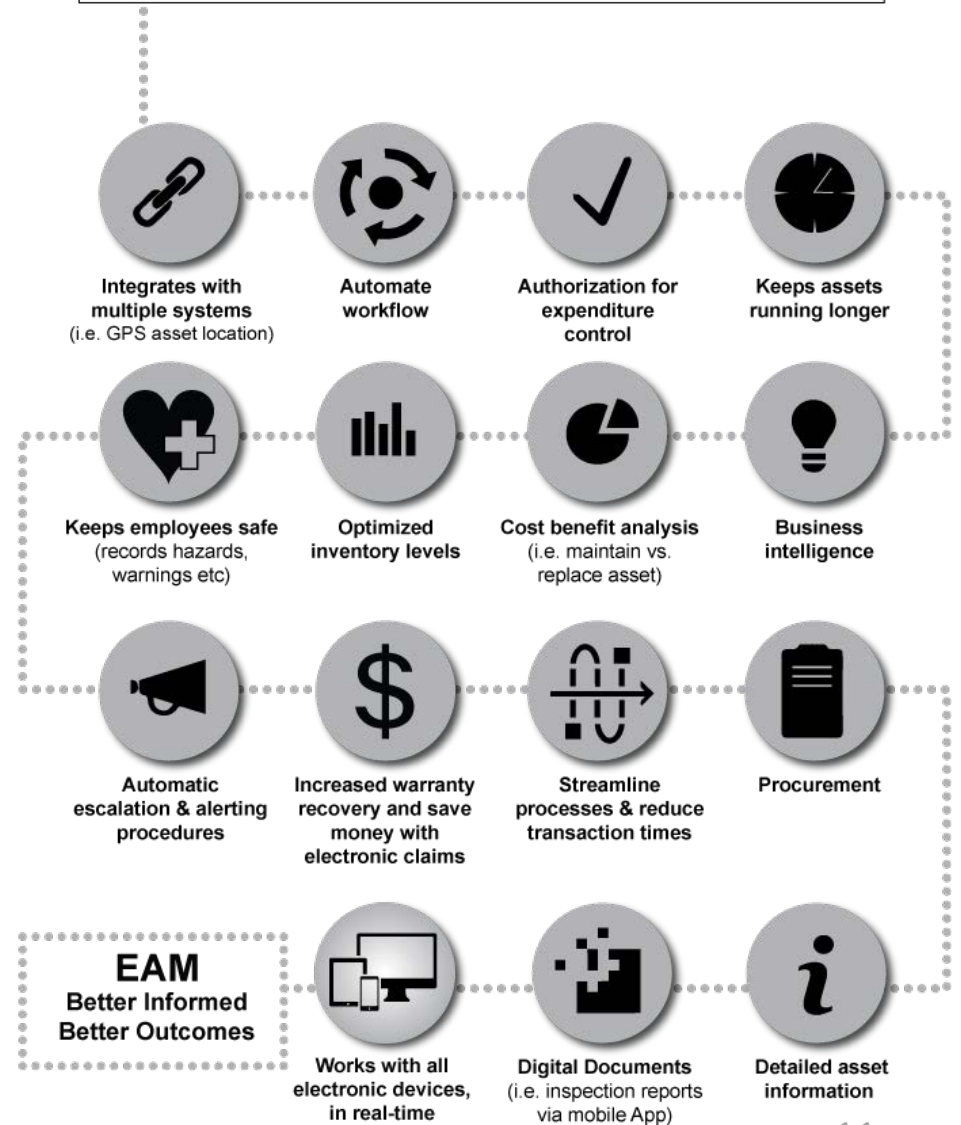
### In person presentations

- PowerPoint introduction to EAM
- Video explaining what EAM is
- General update on the EAM program
- Infor desktop and App walk through
- Ending with a Q & A session

NOTE: Presentation will also be given during employee mandatory training sessions.



### So What Can the EAM System Do?



The Best way to  
Predict the future

**EAM**

Enterprise Asset Management



Enterprise Asset Management

