

Exhibit 300: Capital Asset Plan and Business Case Summary**Part I: Summary Information And Justification (All Capital Assets)****Section A: Overview (All Capital Assets)**

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| 1. Date of Submission: | 9/10/2007 |
| 2. Agency: | Department of State |
| 3. Bureau: | Iip/It/Em Electronic Media |
| 4. Name of this Capital Asset: | Exhibit 300 - Content Management System |
| 5. Unique Project (Investment) Identifier: (For IT investment only, see section 53. For all other, use agency ID system.) | 014-00-01-05-01-1199-00 |
| 6. What kind of investment will this be in FY2009? (Please NOTE: Investments moving to O&M in FY2009, with Planning/Acquisition activities prior to FY2009 should not select O&M. These investments should indicate their current status.) | Operations and Maintenance |
8. Provide a brief summary and justification for this investment, including a brief description of how this closes in part or in whole an identified agency performance gap:
- The CMS project provides centralized content management, web hosting, search, security, continuity of operations, training, support, and web reporting tools for Embassies and the Department of State's public websites. CMS was initiated as an effort to simplify and standardize the web sites run by the Bureau of International Information Programs, but with the idea of providing hosting to other public diplomacy elements in mind as a secondary capability. The creation of the Department's Internet Steering Committee, and its efforts to identify the significant number of web sites hosted by the Department and the U.S. missions worldwide, resulted in an inventory identifying multiple web site creation software, hosting arrangements, staff competency levels, and levels of security implemented to protect the sites. CMS was able to offer centralized hosting, high levels of security, and the ability to have non-technical staff manage web content to all U.S. overseas missions without additional cost to those entities.
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| 9. Did the Agency's Executive/Investment Committee approve this request? | Yes |
| a. If "yes," what was the date of this approval? | 8/28/2007 |
| 10. Did the Project Manager review this Exhibit? | Yes |
| 12. Has the agency developed and/or promoted cost effective, energy-efficient and environmentally sustainable techniques or practices for this project? | Yes |
| a. Will this investment include electronic assets (including computers)? | Yes |
| b. Is this investment for new construction or major retrofit of a Federal building or facility? (answer applicable to non-IT assets only) | No |
| 1. If "yes," is an ESPC or UESC being used to help fund this investment? | |
| 2. If "yes," will this investment meet sustainable design principles? | |
| 3. If "yes," is it designed to be 30% more energy efficient than relevant code? | |
| 13. Does this investment directly support one of the PMA initiatives? | Yes |
| If "yes," check all that apply: | Expanded E-Government
Right Sized Overseas Presence |
| 14. Does this investment support a program assessed using | No |
| a. If "yes," does this investment address a weakness found during a PART review? | No |

b. If "yes," what is the name of the PARTed program?

c. If "yes," what rating did the PART receive?

15. Is this investment for information technology? Yes

If the answer to Question 15 is "Yes," complete questions 16-23 below. If the answer is "No," do not answer questions 16-23.

For information technology investments only:

16. What is the level of the IT Project? (per CIO Council PM Guidance) Level 2

17. What project management qualifications does the Project Manager have? (per CIO Council PM Guidance) (1) Project manager has been validated as qualified for this investment

18. Is this investment or any project(s) within this investment identified as "high risk" on the Q4 - FY 2007 agency high risk report (per OMB Memorandum M-05-23) No

19. Is this a financial management system? No

a. If "yes," does this investment address a FFMI compliance area? No

1. If "yes," which compliance area:

2. If "no," what does it address?

b. If "yes," please identify the system name(s) and system acronym(s) as reported in the most recent financial systems inventory update required by Circular A-11 section 52

21. If this project produces information dissemination products for the public, are these products published to the Internet in conformance with OMB Memorandum 05-04 and included in your agency inventory, schedules and priorities? Yes

23. Are the records produced by this investment appropriately scheduled with the National Archives and Records Administration's approval? Yes

8. Planning & Operational Systems - Privacy Table:					
(a) Name of System	(b) Is this a new system? (Y/N)	(c) Is there at least one Privacy Impact Assessment (PIA) which covers this system? (Y/N)	(d) Internet Link or Explanation	(e) Is a System of Records Notice (SORN) required for this system? (Y/N)	(f) Internet Link or Explanation
Content Management System	No	No	The system does not require a PIA because it does not contain, process, or transmit personal identifying information.	No	No, because the system is not a Privacy Act system of records.
Details for Text Options: Column (d): If yes to (c), provide the link(s) to the publicly posted PIA(s) with which this system is associated. If no to (c), provide an explanation why the PIA has not been publicly posted or why the PIA has not been conducted. Column (f): If yes to (e), provide the link(s) to where the current and up to date SORN(s) is published in the federal register. If no to (e), provide an explanation why the SORN has not been published or why there isn't a current and up to date SORN. Note: Working links must be provided to specific documents not general privacy websites. Non-working links will be considered as a blank field.					

Section F: Enterprise Architecture (EA) (IT Capital Assets only)

In order to successfully address this area of the capital asset plan and business case, the investment must be included in the agency's EA and Capital Planning and Investment Control (CPIC) process and mapped to and supporting the FEA. The business case must demonstrate the relationship between the investment and the business, performance, data, services, application, and technology layers of the agency's EA.

1. Is this investment included in your agency's target enterprise architecture? Yes

a. If "no," please explain why?

2. Is this investment included in the agency's EA Transition Strategy? Yes

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- a. If "yes," provide the investment name as identified in the Transition Strategy provided in the agency's most recent annual EA Assessment. Content Management System
- b. If "no," please explain why?

4. Service Component Reference Model (SRM) Table:								
Identify the service components funded by this major IT investment (e.g., knowledge management, content management, customer relationship management, etc.). Provide this information in the format of the following table. For detailed guidance regarding components, please refer to http://www.egov.gov .								
Agency Component Name	Agency Component Description	FEA SRM Service Domain	FEA SRM Service Type	FEA SRM Component (a)	Service Component Reused Name (b)	Service Component Reused UPI (b)	Internal or External Reuse? (c)	BY Funding Percentage (d)
Data Classification	Allow the classification of data	Back Office Services	Data Management	Data Classification			Internal	1
Data Exchange	Support the interchange of information between multiple systems or applications; includes verification that transmitted data was received unaltered	Back Office Services	Data Management	Data Exchange			Internal	3
Extraction and Transformation	Support the manipulation and change of data	Back Office Services	Data Management	Extraction and Transformation			Internal	1
Meta Data Management	Support the maintenance and administration of data that describes data	Back Office Services	Data Management	Meta Data Management			Internal	1
Standardized / Canned	Support the use of pre-conceived or pre-written reports	Business Analytical Services	Reporting	Standardized / Canned			Internal	1
Change Management	Control the process for updates or modifications to the existing documents, software or business processes of an organization	Business Management Services	Management of Processes	Change Management			Internal	9
Governance / Policy Management	Influence and determine decisions, actions, business rules and other matters within an organization	Business Management Services	Management of Processes	Governance / Policy Management			Internal	5
Program / Project Management	Manage and control a particular effort of an organization	Business Management Services	Management of Processes	Program / Project Management			Internal	12
Quality Management	Help determine the level that a product or service satisfies certain requirements	Business Management Services	Management of Processes	Quality Management			Internal	2
Requirements Management	Gather, analyze and fulfill the needs and prerequisites of an organization's efforts	Business Management Services	Management of Processes	Requirements Management			Internal	2
Assistance Request	Support the solicitation of support from a customer	Customer Services	Customer Initiated Assistance	Assistance Request			Internal	12
Online Help	Provide an electronic interface to customer assistance	Customer Services	Customer Initiated Assistance	Online Help			Internal	1

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Online Tutorials	Provide an electronic interface to educate and assist customers	Customer Services	Customer Initiated Assistance	Online Tutorials			Internal	1
Self-Service	Allow an organization's customers to sign up for a particular service at their own initiative	Customer Services	Customer Initiated Assistance	Self-Service			Internal	1
Alerts and Notifications	Allow a customer to be contacted in relation to a subscription or service of interest	Customer Services	Customer Preferences	Alerts and Notifications			Internal	1
Personalization	Change a user interface and how data is displayed	Customer Services	Customer Preferences	Personalization			Internal	1
Subscriptions	Allow a customer to join a forum, listserv, or mailing list	Customer Services	Customer Preferences	Subscriptions			Internal	1
Customer / Account Management	Support the retention and delivery of a service or product to an organization's clients	Customer Services	Customer Relationship Management	Customer / Account Management			Internal	1
Customer Analytics	Allow for the analysis of an organization's customers, as well as the scoring of third-party information as it relates to an organization's customers	Customer Services	Customer Relationship Management	Customer Analytics			Internal	2
Product Management	Facilitate the creation and maintenance of products and services	Customer Services	Customer Relationship Management	Product Management			Internal	4
Surveys	Are used to collect useful information from an organization's customers	Customer Services	Customer Relationship Management	Surveys			Internal	1
Content Authoring	Allow for the creation of tutorials, CBT courseware, web sites, CD-ROMs and other interactive programs	Digital Asset Services	Content Management	Content Authoring			Internal	3
Content Publishing and Delivery	Allow for the propagation of interactive programs	Digital Asset Services	Content Management	Content Publishing and Delivery			Internal	14
Content Review and Approval	Allow for the approval of interactive programs	Digital Asset Services	Content Management	Content Review and Approval			Internal	1
Syndication Management	Control and regulate an organization's brand	Digital Asset Services	Content Management	Syndication Management			Internal	1
Tagging and Aggregation	Support the identification of specific content	Digital Asset Services	Content Management	Tagging and Aggregation			Internal	1

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Agency Component Name	Agency Component Description	FEA SRM Service Domain	FEA SRM Service Type	FEA SRM Component (a)	Service Component Reused Name (b)	Service Component Reused UPI (b)	Internal or External Reuse? (c)	BY Funding Percentage (d)
	within a larger set of content for collection and summarization							
Information Mapping / Taxonomy	Support the creation and maintenance of relationships between data entities, naming standards and categorization	Digital Asset Services	Knowledge Management	Information Mapping / Taxonomy			Internal	1
Information Retrieval	Allow access to data and information for use by an organization and its stakeholders	Digital Asset Services	Knowledge Management	Information Retrieval			Internal	1
Information Sharing	Support the use of documents and data in a multi-user environment for use by an organization and its stakeholders	Digital Asset Services	Knowledge Management	Information Sharing			Internal	1
Inbound Correspondence Management	Manage externally initiated communication between an organization and its stakeholders	Process Automation Services	Routing and Scheduling	Inbound Correspondence Management			Internal	2
Outbound Correspondence Management	Manage internally initiated communication between an organization and its stakeholders	Process Automation Services	Routing and Scheduling	Outbound Correspondence Management			Internal	1
Case Management	Manage the life cycle of a particular claim or investigation within an organization to include creating, routing, tracing, assignment and closing of a case as well as collaboration among case handlers	Process Automation Services	Tracking and Workflow	Case Management			Internal	1
Conflict Resolution	Support the conclusion of contention or differences within the business cycle	Process Automation Services	Tracking and Workflow	Conflict Resolution			Internal	1
Process Tracking	Allow the monitoring of activities within the business cycle	Process Automation Services	Tracking and Workflow	Process Tracking			Internal	1

a. Use existing SRM Components or identify as "NEW". A "NEW" component is one not already identified as a service component in the FEA SRM.

b. A reused component is one being funded by another investment, but being used by this investment. Rather than answer yes or no, identify the reused service component funded by the other investment and identify the other investment using the Unique Project Identifier (UPI) code from the OMB Ex 300 or Ex 53 submission.

c. 'Internal' reuse is within an agency. For example, one agency within a department is reusing a service component provided by another agency within the same department. 'External' reuse is one agency within a department reusing a service component provided by another agency in another department. A good example of this is an E-Gov initiative service being

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reused by multiple organizations across the federal government.

d. Please provide the percentage of the BY requested funding amount used for each service component listed in the table. If external, provide the percentage of the BY requested funding amount transferred to another agency to pay for the service. The percentages in the column can, but are not required to, add up to 100%.

5. Technical Reference Model (TRM) Table:				
To demonstrate how this major IT investment aligns with the FEA Technical Reference Model (TRM), please list the Service Areas, Categories, Standards, and Service Specifications supporting this IT investment.				
FEA SRM Component (a)	FEA TRM Service Area	FEA TRM Service Category	FEA TRM Service Standard	Service Specification (b) (i.e., vendor and product name)
Change Management	Component Framework	Data Management	Reporting and Analysis	
Requirements Management	Component Framework	Data Management	Reporting and Analysis	
Product Management	Component Framework	Data Management	Reporting and Analysis	
Program / Project Management	Component Framework	Data Management	Reporting and Analysis	
Assistance Request	Component Framework	Data Management	Reporting and Analysis	
Quality Management	Component Framework	Data Management	Reporting and Analysis	
Standardized / Canned	Component Framework	Data Management	Reporting and Analysis	
Surveys	Component Framework	Data Management	Reporting and Analysis	
Meta Data Management	Service Access and Delivery	Access Channels	Web Browser	
Online Tutorials	Service Access and Delivery	Delivery Channels	Extranet	
Customer Analytics	Service Access and Delivery	Delivery Channels	Extranet	
Subscriptions	Service Access and Delivery	Delivery Channels	Internet	
Alerts and Notifications	Service Access and Delivery	Delivery Channels	Internet	
Customer / Account Management	Service Access and Delivery	Delivery Channels	Internet	
Content Authoring	Service Access and Delivery	Delivery Channels	Internet	
Content Review and Approval	Service Access and Delivery	Delivery Channels	Internet	
Syndication Management	Service Access and Delivery	Delivery Channels	Internet	
Content Publishing and Delivery	Service Access and Delivery	Delivery Channels	Internet	
Online Help	Service Access and Delivery	Delivery Channels	Intranet	
Self-Service	Service Access and Delivery	Delivery Channels	Intranet	
Personalization	Service Access and Delivery	Delivery Channels	Intranet	
Governance / Policy Management	Service Access and Delivery	Service Requirements	Legislative / Compliance	
Extraction and Transformation	Service Interface and Integration	Integration	Middleware	
Data Exchange	Service Interface and Integration	Interface	Service Description / Interface	
Data Classification	Service Interface and Integration	Interoperability	Data Format / Classification	
Tagging and Aggregation	Service Interface and Integration	Interoperability	Data Format / Classification	
Information Mapping / Taxonomy	Service Interface and Integration	Interoperability	Data Format / Classification	
Information Sharing	Service Platform and Infrastructure	Delivery Servers	Web Servers	
Inbound Correspondence Management	Service Platform and Infrastructure	Delivery Servers	Web Servers	
Outbound Correspondence Management	Service Platform and Infrastructure	Delivery Servers	Web Servers	
Case Management	Service Platform and Infrastructure	Delivery Servers	Web Servers	
Conflict Resolution	Service Platform and Infrastructure	Delivery Servers	Web Servers	
Process Tracking	Service Platform and Infrastructure	Delivery Servers	Web Servers	
Information Retrieval	Service Platform and Infrastructure	Delivery Servers	Web Servers	

a. Service Components identified in the previous question should be entered in this column. Please enter multiple rows for FEA SRM Components supported by multiple TRM Service Specifications

b. In the Service Specification field, agencies should provide information on the specified technical standard or vendor product mapped to the FEA TRM Service Standard, including model or version numbers, as appropriate.

6. Will the application leverage existing components and/or applications across the Government (i.e., FirstGov, Pay.Gov, etc)? No

a. If "yes," please describe.

Exhibit 300: Part III: For "Operation and Maintenance" investments ONLY (Steady State)

Section A: Risk Management (All Capital Assets)

Part III should be completed only for investments identified as "Operation and Maintenance" (Steady State) in response to Question 6 in Part I, Section A above.

You should have performed a risk assessment during the early planning and initial concept phase of this investment's life-cycle, developed a risk-adjusted life-cycle cost estimate and a plan to eliminate, mitigate or manage risk, and be actively managing risk throughout the investment's life-cycle.

- | | |
|---|-----------|
| 1. Does the investment have a Risk Management Plan? | Yes |
| a. If "yes," what is the date of the plan? | 8/20/2007 |
| b. Has the Risk Management Plan been significantly changed since last year's submission to OMB? | No |
| c. If "yes," describe any significant changes: | |