

## HykuDirect Business Team Charge (revised September 2017)

### Purpose and Scope

The purpose of the HykuDirect Business (HDB) Team is to design, build, and launch the business plan necessary for a hosted service under development by the project partners, provisionally named “HykuDirect.” Initially, HDB will review the information gathered thus far by the Design, Requirements, and Specifications Team in user interviews and focus groups to identify the target market(s) for HykuDirect. The scope includes identifying and evaluating potential market engagement opportunities, establishing guidelines and selection criteria for a pilot of the HykuDirect service, and developing cost structures and pricing for both the pilot and production services. The scope will also include working with the HykuDirect Technical Team on items of mutual concern, such as service-level agreements, dynamic capacity changes based on load, and other technical policy instruments, and working with the HyBox Marketing and Communications Team to develop a marketing plan for the service.

Out of scope are broader, functional requirements for the Hydra-in-a-Box repository product (Hyku), which are the responsibility of the Design, Requirements, and Specifications Team. Also out of scope are analyzing user needs from the surveys, interviews, and focus groups, or any concerns related to the technical planning of HykuDirect, which is the domain of the HykuDirect Technical Team.

The HBT team collaborates with, and reports out to, other teams:

- HykuDirect Technical Team (see above)
- Design, Requirements, and Specifications Team (see above)
- Marketing & Communications Team (see above)
- Project Directors, for general oversight

### Practices

The team carries out its work by:

- Holding HDB-specific conference calls when necessary (using Google Hangouts or BlueJeans)
  - with pre-defined and distributed agendas if needed
  - or following the Agile stand-up model
- Discussing work between calls on the [#hydra-direct Slack channel](#)
- Documenting discussion and decisions in meeting notes that are recorded and filed in designated location in Project Documents on Google Drive
- Reporting out to other charged teams (per above) as needed and the Product Manager, Project Manager, and Technical Manager monthly

### Deliverables and Milestones

The HDB team’s work will begin in the Design Phase (August 2015 - March 2016) of the project and carry over into the Development Phase (April 2016 - May 2017) and Service Provisioning Phase (June 2017 - November 2017).

Deliverables include:

1. Developing a memorandum of understanding between the three project partners, which establishes the scope, goals, and agreements regarding the service
2. Developing a 'market outlook' drawn from information gathered in the Design Phase and potentially additional market research and focus groups
3. Developing market strategies based upon previously gathered information
4. Developing business models for the hosted services, including value chains and propositions, mission statements, and contingency plans
5. Creating exemplary and actual service level agreements
6. Developing an estimate of financials, including costs and expenditures, potential revenue, and pricing structures for the hosted service
7. Develop guidelines and an implementation plan for a pilot of the HykuDirect Service

The following table outlines key milestones relevant to the HDB, associated deliverables, and a team RACI matrix. (responsible, accountable, consulted, informed)

Milestone	Deliverable	Team Chair	Project Director	Software Engineer	Marketing Specialist	Services Coord	Product Mgr	Technical Manager	Project Mgr
First 6 months of Development phase	#1	A/R	R	I	I	C	C	C	C
First 6 months of Development Phase	#2	A/R	C	C	R	C	R	I	C
Development Phase	#3	A/R	R	C	R	C	C	I	C
Development phase	#4	A	R	C	R	C	C	I	C
Service Provisioning Phase	#5	A/R	C	R	I	R	R	R	R
Service Provisioning Phase	#6	A/R	C	C	I	C	C	I	I
Service Provisioning Phase	#7	A	C	R	I	R	R	C	R

## Meeting Schedule

The chair of the HDB will work with the team to define a meeting schedule that is appropriate for the work the team is doing at the time. Meeting periodicity may change over time as the work of the HBT finds its rhythm.

## Current Membership

The members of the HDB Team are:

- Debra Hanken Kurtz, Project Director, *chair*
- Tom Cramer, Project Director
- Michael Della Bitta, Project Manager, *ex officio* (Joined September 2016)
- Erin Tripp, Business Development Manager (Joined May 2017)
- Heather Greer Klein, Services Coordinator (Joined October 2016)
- Carol Minton-Morris, Marketing Specialist
- Bill Branan, Software Engineer, *ex officio*
- Hannah Frost, Product Manager
- Mike Giarlo, Technical Manager, *as needed*

## Past Members

- Rachel Frick, Business Development Manager, *chair* (Until September 2016)
- Jonathan Markow, Project Director (Until September 2016)
- Mark Matienzo, Project Manager (Until September 2016)
- Dan Cohen, Project Director (Until May 2017)