



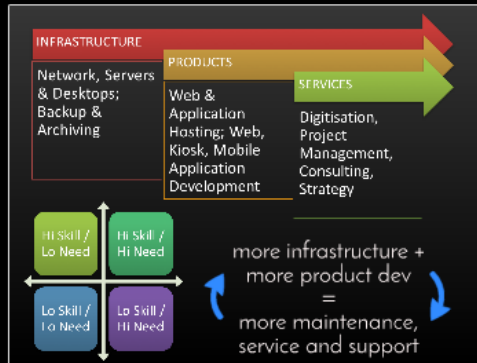
<http://bit.ly/ataav-bpoc>

A non-profit technology collaboration that connects audiences to art, culture and science.

**BPOC**  
Web, Mobile, In-gallery kiosks, Systems integration, Digital marketing, Digital Strategy, Social media, IT Infrastructure & Telecommunications, Digitization & metadata workflows, Digital media production, Digital collections & asset management

**VISION**  
Lead the movement to make arts & culture digitally accessible

**MISSION**  
Connect audiences to art, culture & science



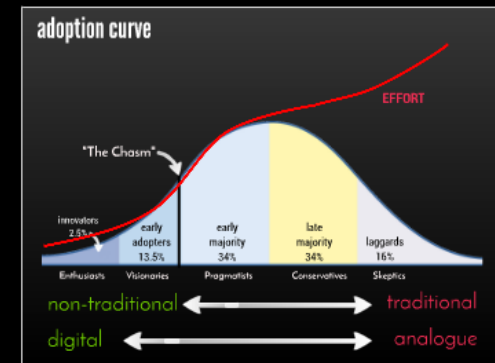
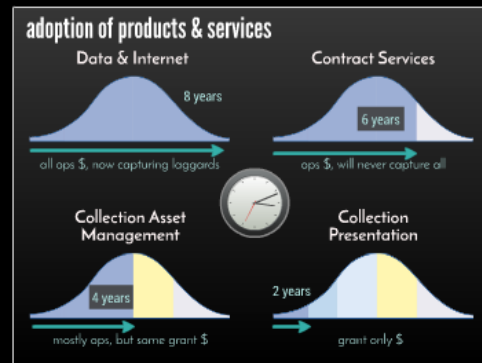
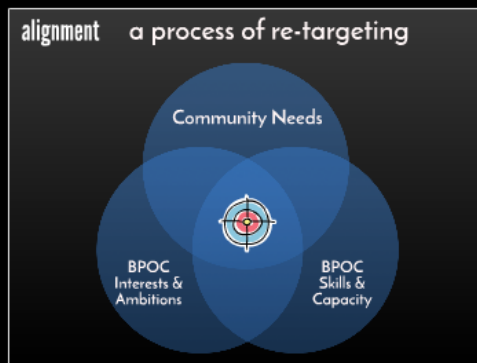
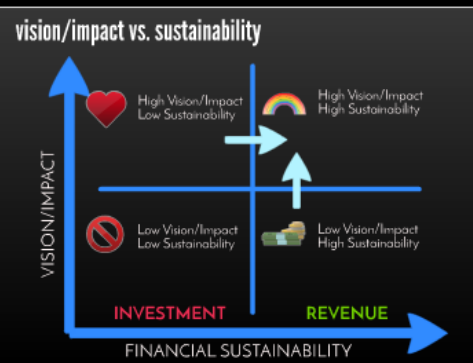
revenue stream	risk	high	medium	low
IT Contract Services		signed annually, CODB, predictable		
IT Projects		institutional budget planning, predictable but risk of canceling		
Website Advertising		institutional marketing budgets, predictable but ad hoc		
Digital Projects		some operational, but mostly grant funded		
Consulting		national opportunity and pool, but ad hoc		
OSP from TOT		annual grant application		

**Ongoing Risk: earned BPOC revenue is often institutional contributed revenue**

**fy17 consolidation**

Eliminated "commodity" support functions  
Switched projects staffing model  
Simplified operations e.g. contracts (in a scaled operation, small cuts scale too)  
Relocated (to a prime location) (have to spend money to make money)

*employee -> freelance seek partnerships*





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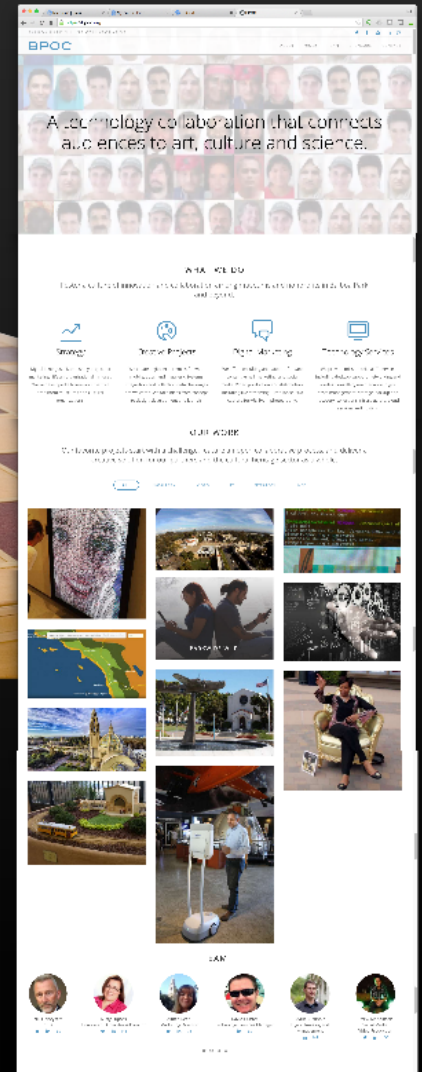
## VISION

Lead the movement to make arts & culture digitally accessible

## MISSION

Connect audiences to art, culture & science

THE IT CROWD  
Version 1.0



## INFRASTRUCTURE

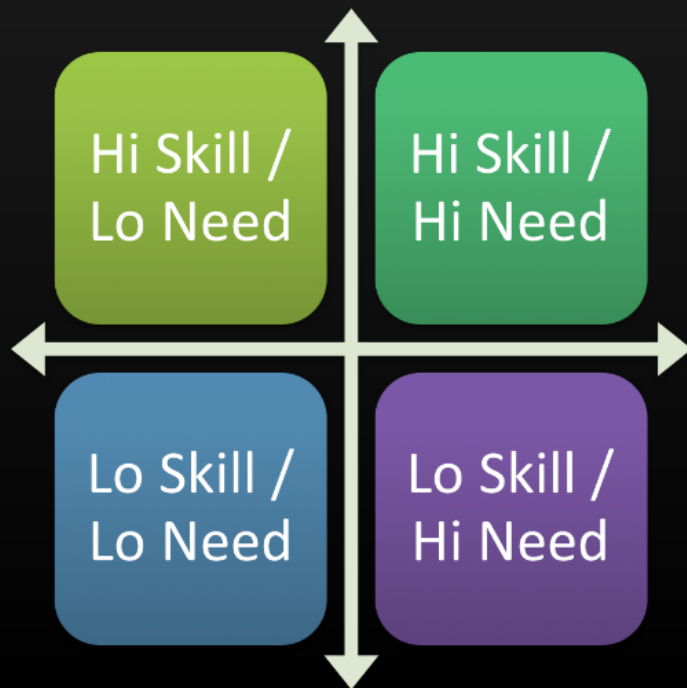
Network, Servers  
& Desktops;  
Backup &  
Archiving

## PRODUCTS

Web &  
Application  
Hosting; Web,  
Kiosk, Mobile  
Application  
Development

## SERVICES

Digitisation,  
Project  
Management,  
Consulting,  
Strategy



more infrastructure +  
more product dev  
=  
more maintenance,  
service and support

# revenue stream risk

high

medium

low

IT Contract Services - signed annually, CODB, predictable

IT Projects - institutional budget planning, predictable but risk of canceling

Website Advertising - institutional marketing budgets, predictable but ad hoc

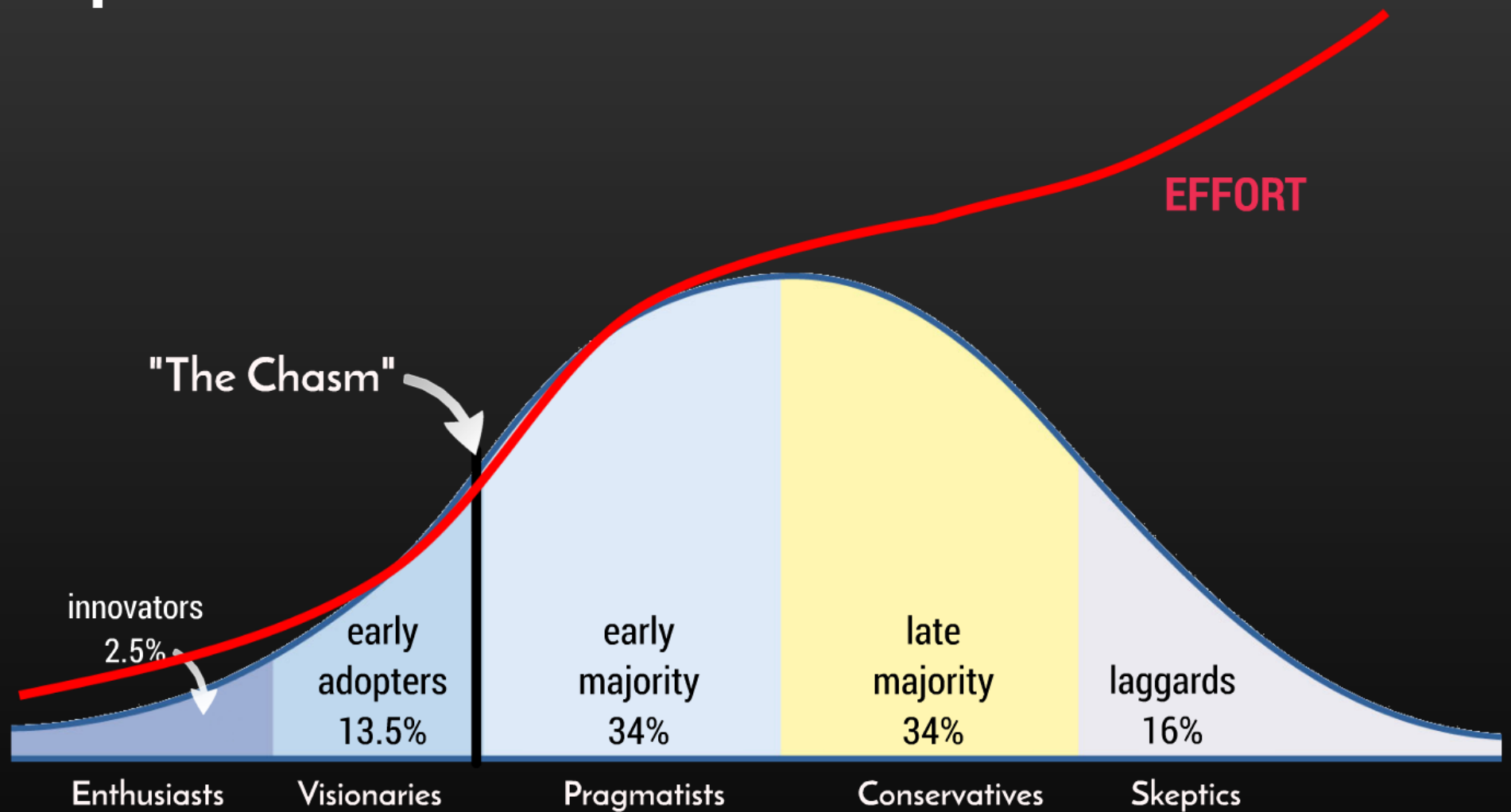
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# adoption curve



non-traditional

traditional

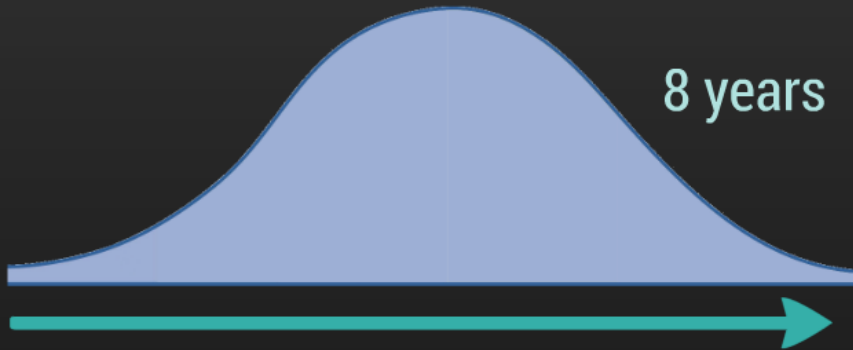
digital

analogue

# adoption of products & services

## Data & Internet

8 years



all ops \$, now capturing laggards

## Contract Services

6 years



ops \$, will never capture all

## Collection Asset Management

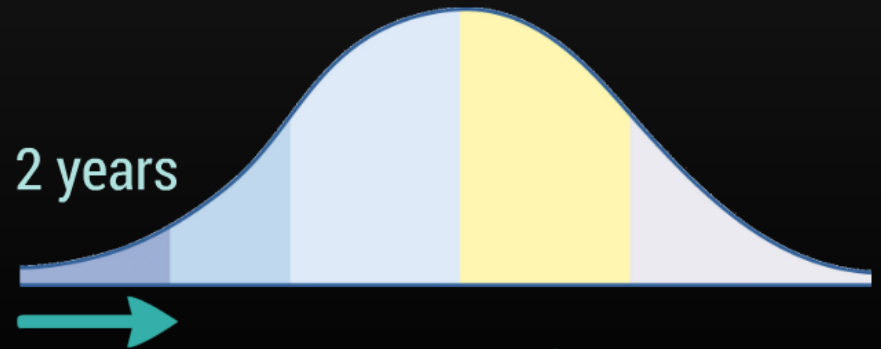
4 years



mostly ops, but some grant \$

## Collection Presentation

2 years



grant only \$



# alignment a process of re-targeting





# vision/impact vs. sustainability

