IT SUMMIT

One Team: Powering Technology Together

University of Arizona
Student Union Memorial Center Ballroom

From Spreadsheets to Strategy

Building a Living Service Portfolio



Presented by:
Nate Byerley | Joe Gallegos

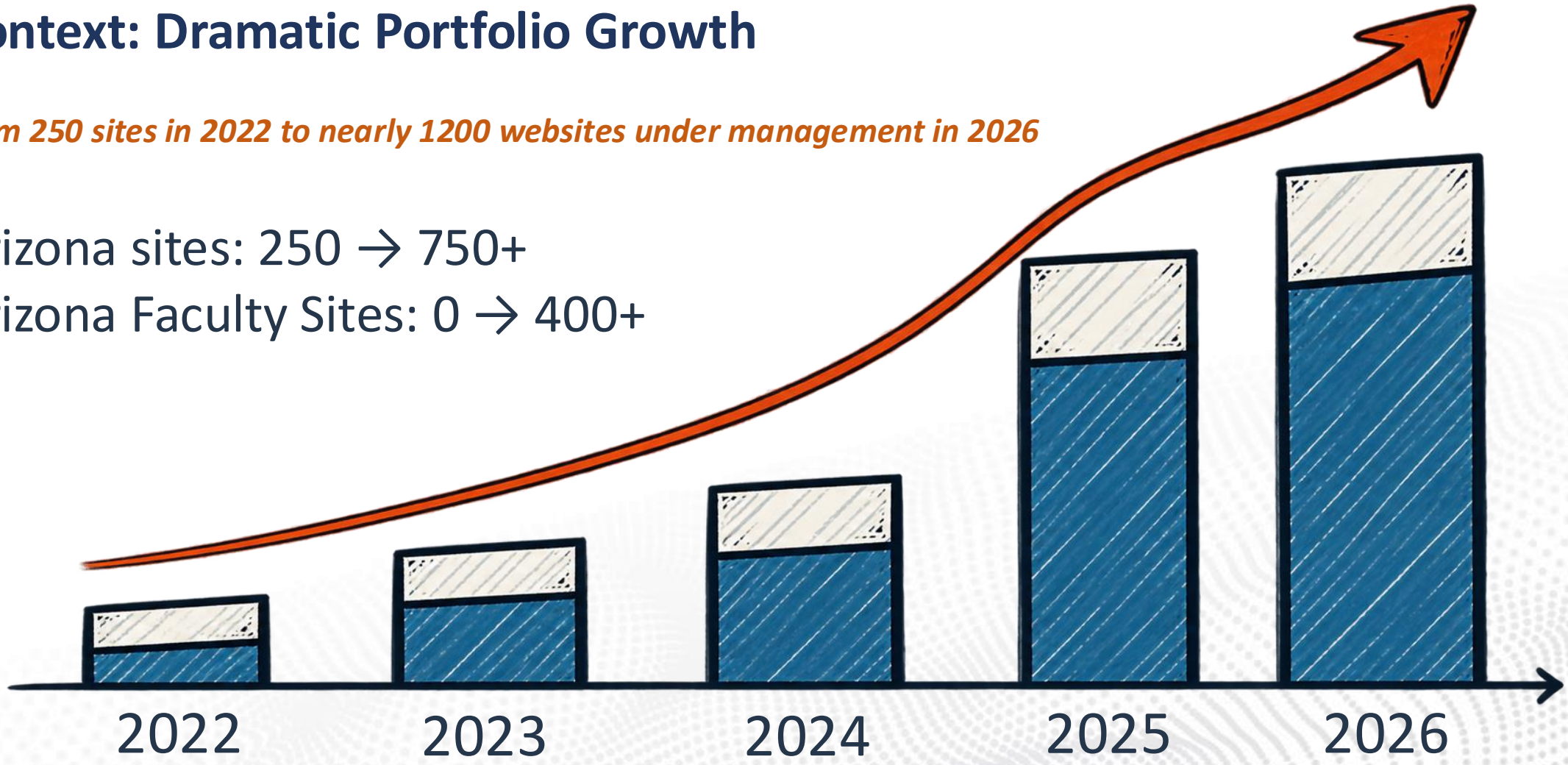
Tuesday, November 10, 2026

Context: Dramatic Portfolio Growth

From 250 sites in 2022 to nearly 1200 websites under management in 2026

Arizona sites: 250 → 750+

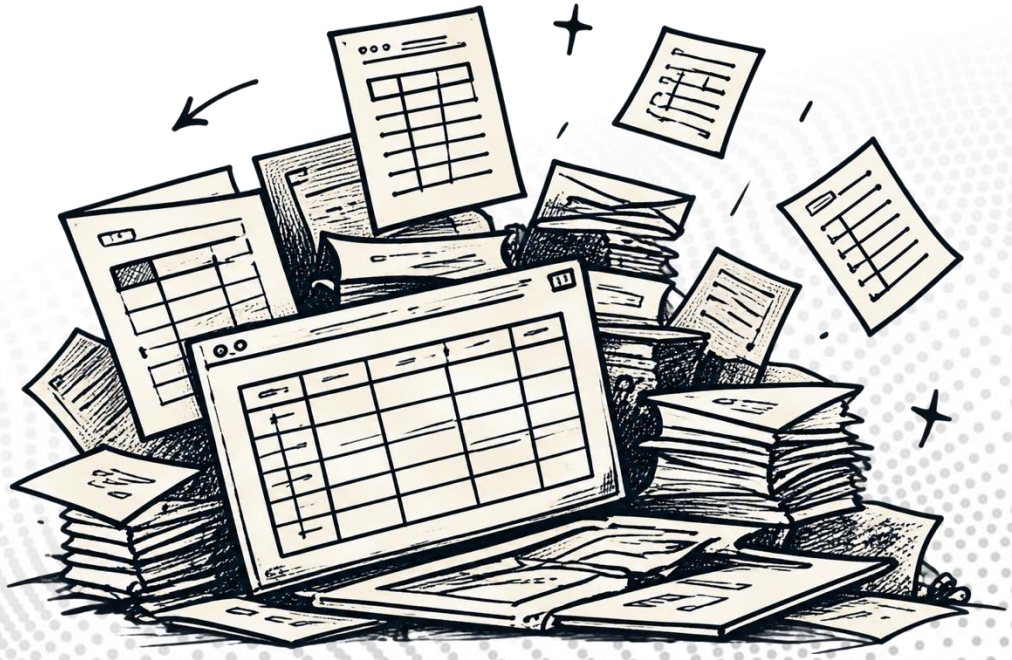
Arizona Faculty Sites: 0 → 400+



The Challenge We Faced

Rapid growth outpaced our systems

As our website inventory grew, our ability to manage it became strained



…data was scattered across tickets, spreadsheets and institutional memory

Wider Implications

This applies to any IT domain

This is a challenge of organizational design, governance, data architecture, collaboration, and automation.

(not just a website management problem)

Evolving Your Data Universe

Thinking of Data Dimensionally: 1D → 2D → 3D → 4D

We didn't just adopt new software

We rebuilt how our data connects across space and time



Three Questions We'll Answer

Roadmap for today's presentation

Why

did the old approach stop scaling?

How

did we fix it?

What

did we learn?

Data in One Dimension

Data in One Dimension

Like stars in the sky…

Each website, every bit of data, isolated points

Natural impulse is to leverage spreadsheets



A One-Dimensional Toolkit

Disassociated websites, tickets, documents, linked via spreadsheet

Plenty of capable tools, each in their own silo

…nothing talked to anything else



Governance in One Dimension

What reactive governance looked like day to day

- Fragmented ownership records
- Blind spots in our client support
- No way to view a site holistically
- Trust in data was limited
- Ability to share data was hindered
- No meaningful reporting capability



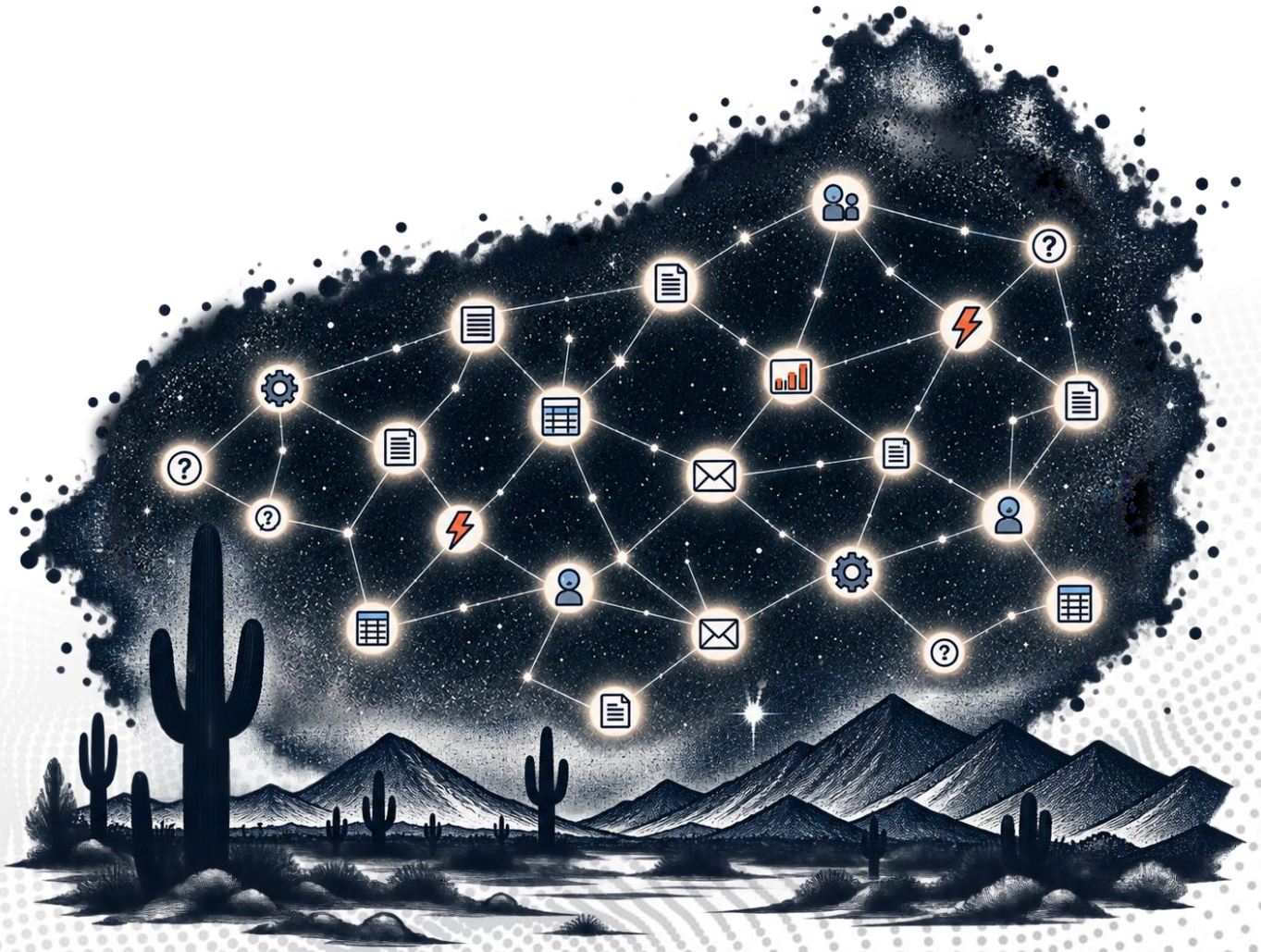
Data in Two Dimensions

Data in Two Dimensions

From stars, to constellations

Data becomes linked using various tools

Service Now > Mailparser > Power Automate > Microsoft Excel > Microsoft Word

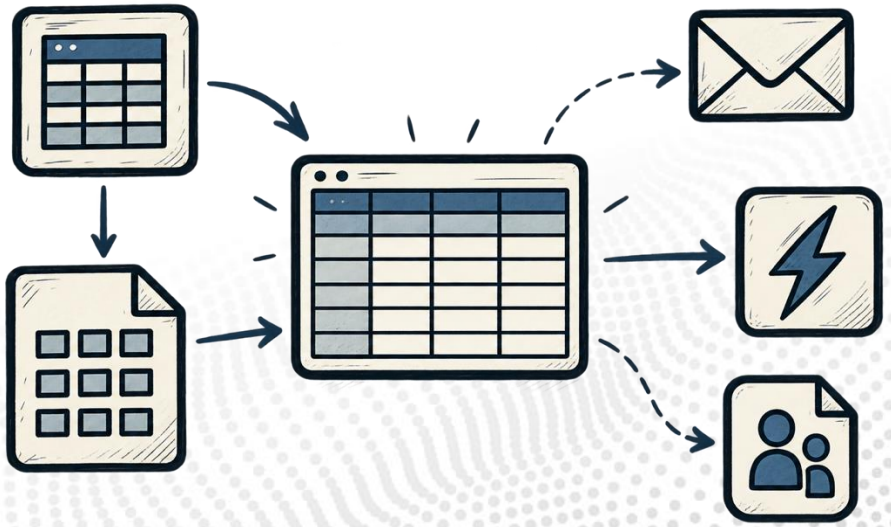


Benefits & Drawbacks of a Two-Dimensional Approach

Connecting data improved data integrity, but had other drawbacks

Data starts to be linked, but our setup…

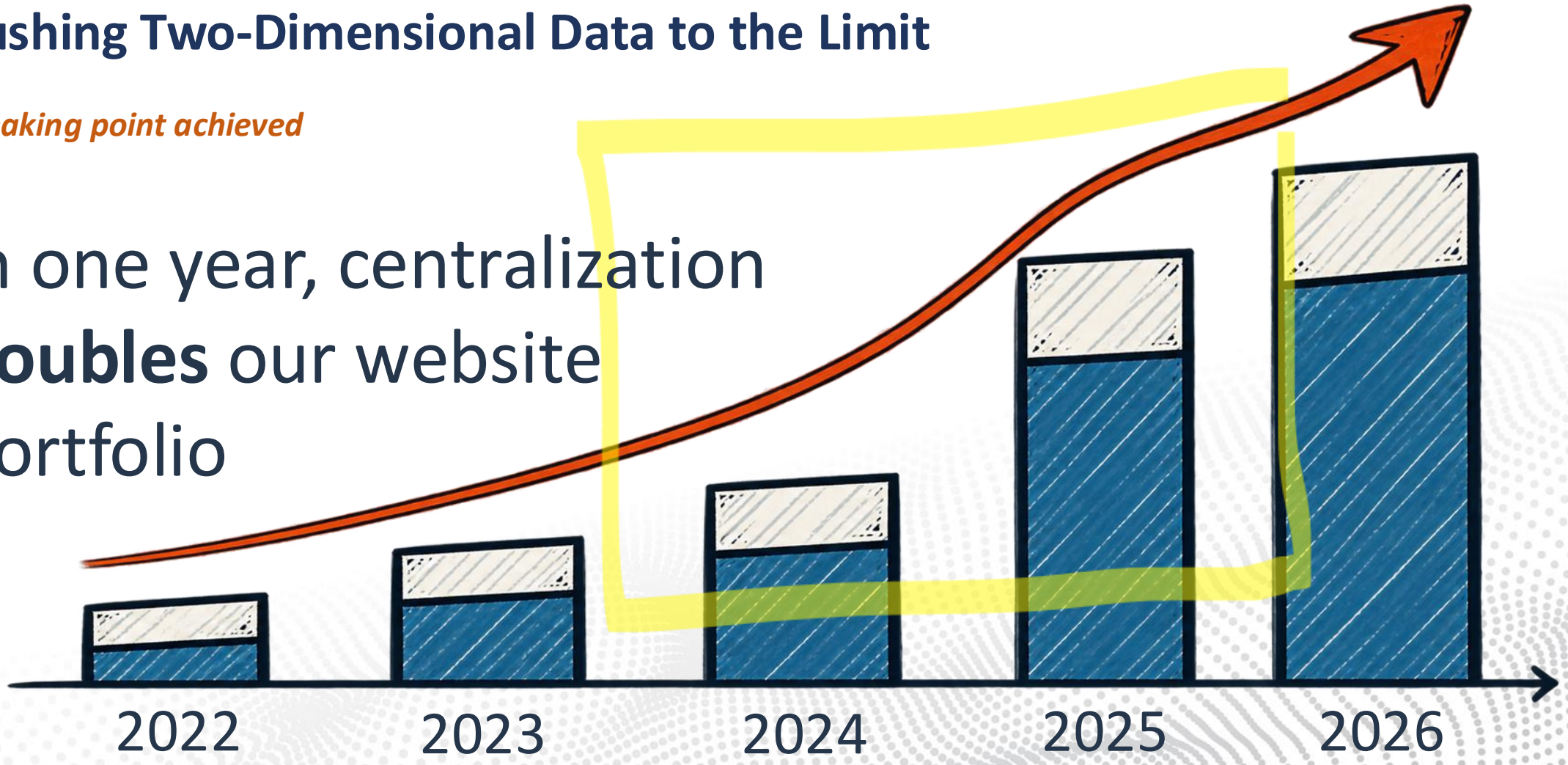
- was fragile, requiring regular upkeep
- walled out other users
- lacked connection to enterprise data
- did not improve reporting capability



Pushing Two-Dimensional Data to the Limit

Breaking point achieved

In one year, centralization **doubles** our website portfolio



The Vision



What is the Vision?

Is there an existing tool that might meet your needs?

If we treated websites as **resources owned by people**, could a CRM could allow us to better manage and understand our growing portfolio?

CRM = Customer Relationship Management

Concerns & Questions

Four concerns slowed implementation

1. **Cost** - would this be feasible to subscribe to and implement?
2. **Longevity** - would we outgrow the platform in a few years?
3. **Training** - would the whole team need to learn a new system?
4. **Integration** - how would it link to Service Now, our primary service platform?

A Solution, Hiding in Plain Sight

Website support lives in Service Now, why not our website inventory?

We approached the IT Service Management team to see if we could utilize their existing Asset Management module

Instead, ITSM built a scoped app - a custom app that runs on the Service Now platform and can utilize shared data

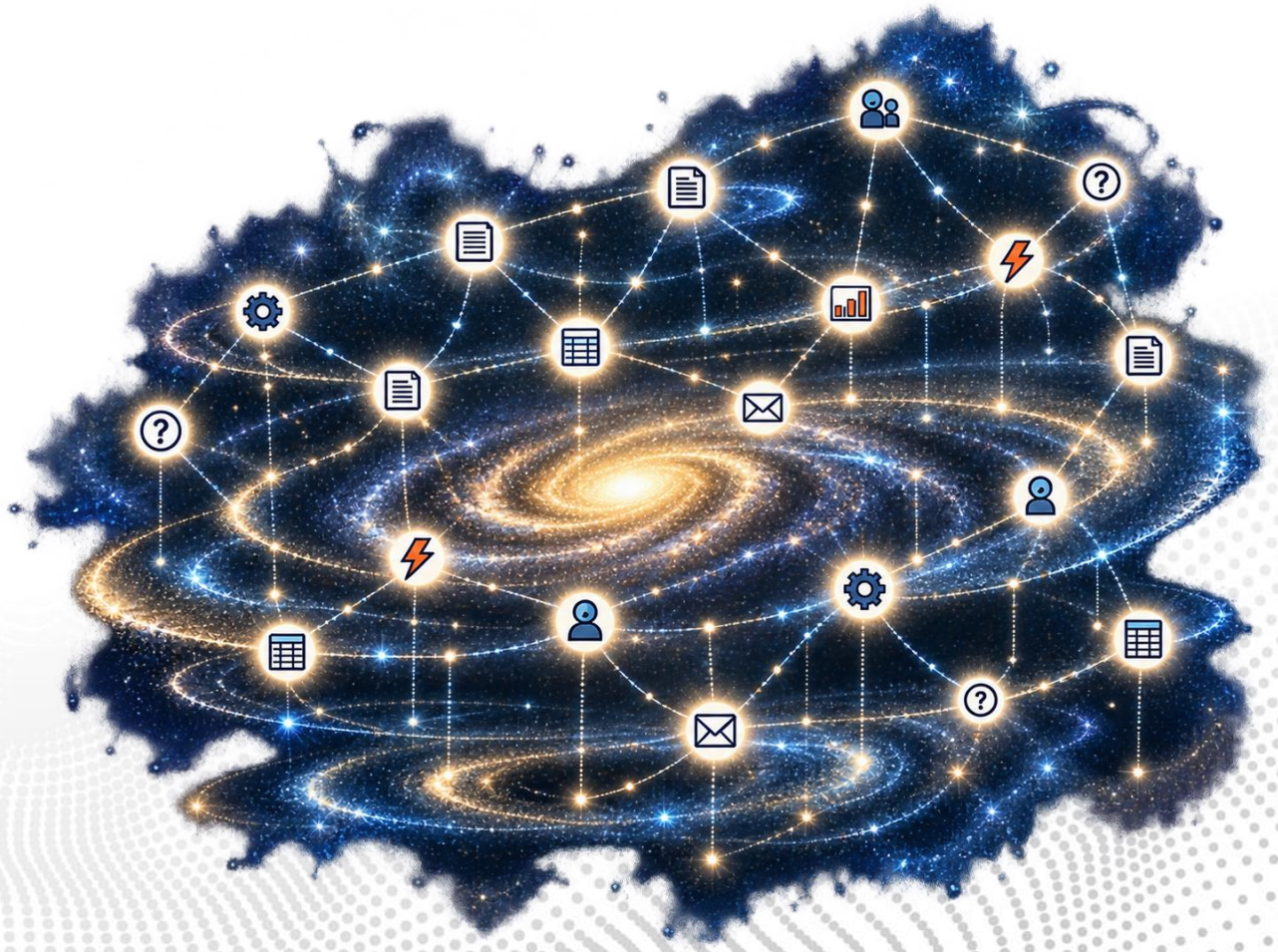
Data in Three Dimensions

3D: Data Becomes Spatial

Three Dimensions: layers intersecting in space

Information becomes structured and layered

Let’s review some of the data layers…



Ownership

Owners verified, not assumed

EDS integration ties ownership records to updated campus employee data.



Support & Service History

Every request, one timeline

Each website's ticket history, frequency, and requesters are visible in one place.



Domains

Each website is connected to one or more domains that have their support process

Domains live as a separate database that individual websites can reference



Our website service tracking can include work done by any UITS team

Technical Documentation

Knowledge that outlasts the team

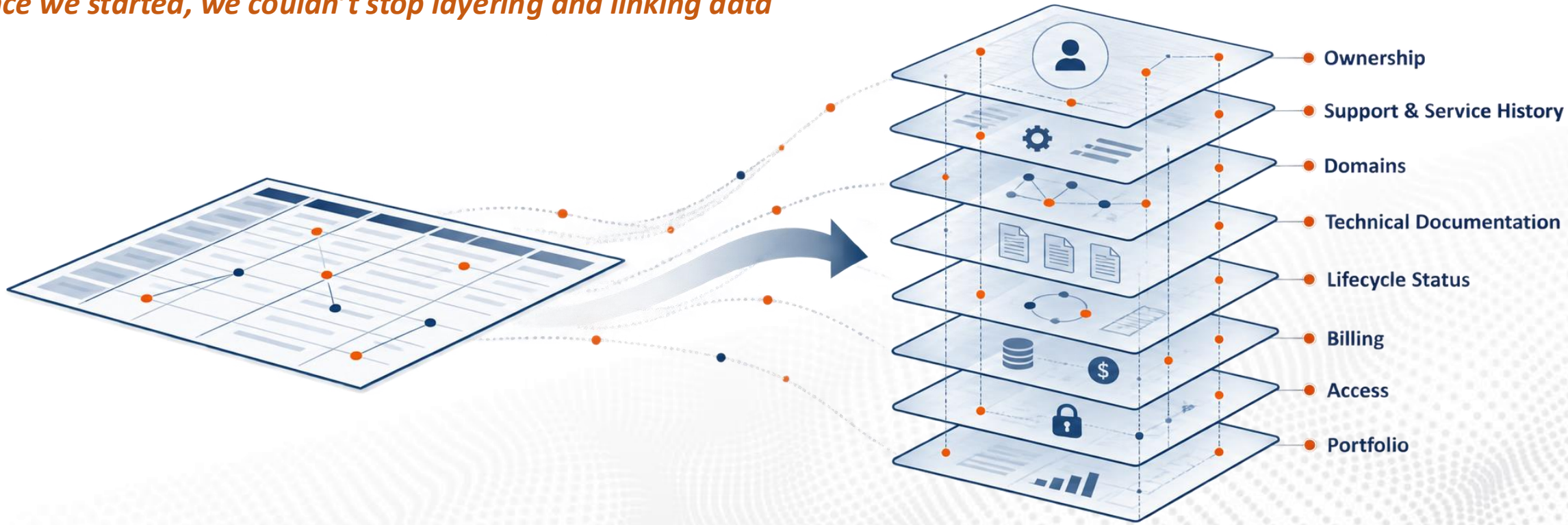
Customizations are tracked per site with date, author, and rich-text detail

A centralized documentation hub that can link to any web resource



Three-Dimensional Data: A Quantum Leap

Once we started, we couldn't stop layering and linking data



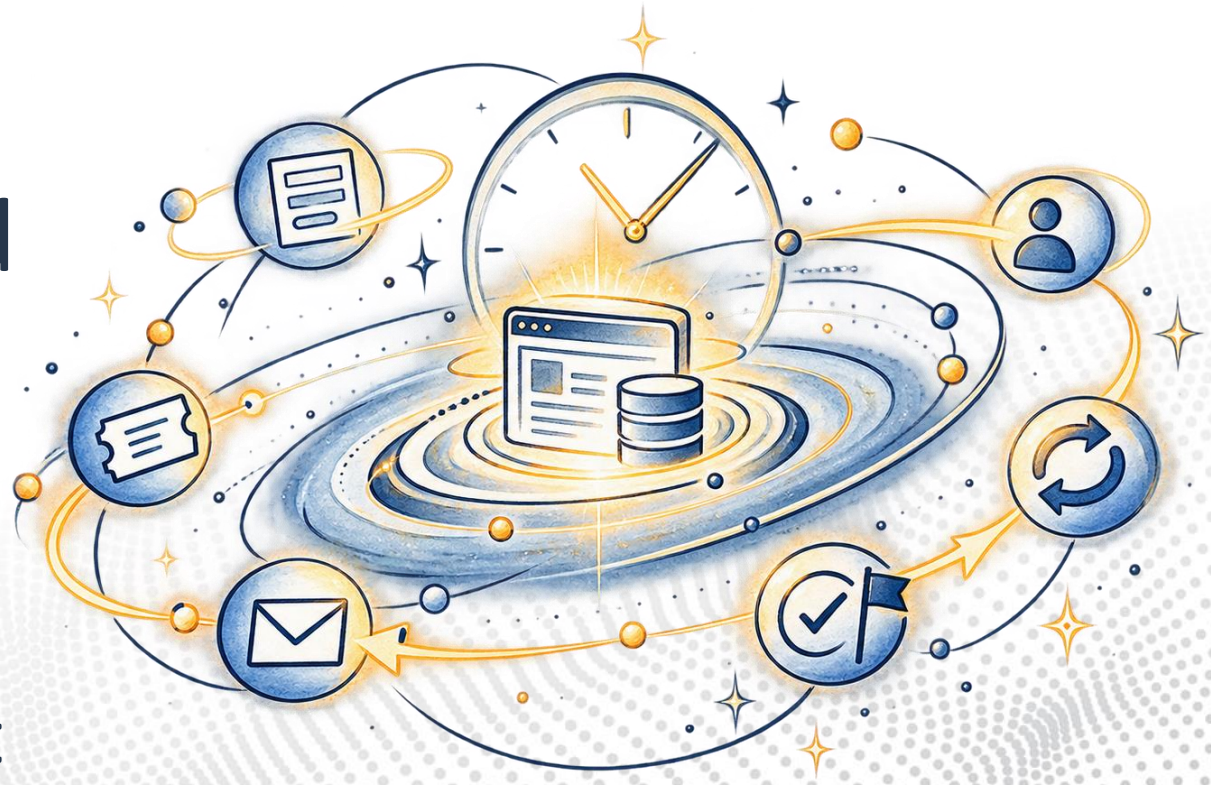
Data in Four Dimensions



The Fourth Dimension: Time

Saving time, freeing the team

Once data is structured and linked, the next win is automation



Whatever can be structured, must
Whatever can be automated, will

Automation: Generation of Records

The Service Now request form is the record's origin

Client supplies ownership info at intake



Automation: Association of Tickets

Support requests link to websites, representing a site's living support history

Users self-identify their website when submitting a support request

Eventually, we can auto assign tickets to Portfolio managers



Automation: Welcome Emails

Personalized onboarding communication, generated automatically

Communications can be automated and personalized with website inventory data



Automation: Bulk Website Renewals

Scale without the busywork

Portfolio Managers overseeing 100+ sites can process annual renewals in bulk, not site-by-site



Automation: Ownership Checks

Protecting eligibility, automatically

A monthly workflow flags owners who've left the university, prompting reassignment



What We Learned



Identify your Platform

What systems are you already embedded in?

Service Now hosted our website support ecosystem and was tied to enterprise data

We had never considered that this could be the home for all our website data

Identify Obstacles

Don’t forget the human element as you improve and automate your systems

Service Now, as a new enterprise support system, had low utilization on our team

We allocated staff time to learn Service Now, advocate for its strengths, and build team buy-in

Prototype First

Prove it before you build it

This solution succeeded ***because*** it was built from an already-proven, albeit fragile, system

Service Now developers noted other teams' projects languished without this step

Don't Overdo Automations Initially

Automate routines after mastering them manually

Design your automations to be built and improved in phases, gradually handing over more autonomy to the automation

Put a human in the middle of automations initially

The Next Frontier



The Next Frontier: Data Driven Resource Allocation

Use reporting to better understand support patterns

- Do larger sites demand more support?
- Which small sites punch above their weight?
- Is support volume shared equitably among staff?

Ties to Student Success Strategic Imperative: "…careful stewardship of resources, operational excellence and efficiency"

The Next Frontier: Governance & Renewal

Reduce churn & save time

- Goal: Automate 100% of our renewal process
- Goal: Maintain 99% accurate ownership?

Leverage time savings to refine processes

- We have restructured our website intake process

Connects to Engagement Strategic Imperative: "…streamlining operations and developing internal communications with a focus on more effective coordination at the individual, departmental, and college levels"



Recap and Summary

Moving Away from Spreadsheets Is Worth The Effort

There's no going back



Connect Governance to Operational Data

Much of what you need may already exist on campus. It's a matter of connecting the dots.



Prototype First: Understand Your Data Dimensionally

An unwieldy database may not make your life better.
Start simple, prove it out, assemble, then automate.



Keep Data Alive Through Automated Checks

Institutional data lives in space and time. Consider how to keep on top of changes.



Turn Data into Decisions

What are your goals? Is how you manage your core data serving those goals?



Thank You

Special thanks to ServiceNow leadership and developers

Audrey Ashcraft
Patricia Moreno
Juan Godoy
Jon Timmermann
Jen Lorenz

& Matthew Highsmith

Questions

