Key Questions for Finalizing DLP FP+ costing analysis

# Background

In support of DLP’s 10YP, FP+ has been under evaluation as a product enhancement for top tier package guests within a proposed new pricing / packaging strategy. Sr. Segment leadership has asked for a pause re: the packaging strategy work in order to evaluate FP+’s application in Paris more holistically (i.e. global FP brand positioning, FP+ “best” use options for DLP, FP+ feasibility assessment given DLP’s attraction offer).

Multiple alternatives for applying the FP+ system capabilities are under evaluation. Alternative scenarios include…

* **FP+ Audience Eligibility** (All guests; hotels guests; top tier package guests) and implied entitlement differentiation for non-FP+ guests
* **Service Model Scenarios** (FP+ exclusive; Hybrid of FP+ for some guests & Legacy FP for others)
* **Engagement Media** (RFID only; Hybrid of RF media for some guests & paper bar code media for others)

# Timing / Process

DLP’s 10YP assumes the Marketing & Sales Technology program is operational in support of the 25th Anniversary in FY17 (sale in Oct, arrivals in Apr). In order to support a timely discussion given the targeted schedule, a two-step process with the EC is being coordinated by Erin Wallace to facilitate this evaluation.

Step 1: **Targeted for mid-July**, this first session is intended to…

* **Ground the EC on DLP’s current guest experience needs and opportunities** and how that informed the **inclusion of the Marketing and Sales Technology program** (which includes the aforementioned pricing / packaging strategy scope) **in the 10YP**
* Provide an **overview of the M&S Technology program** and frame the positioning of FP+ within the package construct
* **Ground the EC on DLP current state FP usage and performance** along with **segment comparables**
* Take a step back from the pricing program, and **frame FP+ options for** DLP along with the evaluation criteria for the feasibility assessment

Step 2: **Targeted for mid-August**, this second session is intended to…

* **Review results of capacity/demand simulation modeling** to project the quantity and quality of the guest experience for each of the FP+ audience scenarios
* **Frame up potential valuation** for each FP+ option
* **Frame the operational, technology and cost implications** of each scenario

# Key Questions

In support of the operational, technology and costing assessment of the above scenarios, the following **list of questions needs to answered / estimated by the end of July** so they can be ready for the mid-August EC conversation. Given the modular design of core systems and the number of teams implicated in support of these systems, it is imperative that a comprehensive / holistic view of these issues is taken.

### FP+ Selection

1. **Web:**
   1. Can the FP+ project assume that the DNx phase 2 / MyDLP scope will facilitate a guest user account which will support the following capabilities?
      1. Reservation claim
      2. Ticket claim
      3. Friends and Family definition
      4. Itinerary view
      5. Access to FP+ booking flow with appropriate eligibility logic (res / ticket eligibility, booking window eligibility)
      6. Access to FP+ modification/cancellation flows
      7. Multi-language (Eng, Fr, Es, It, De, Du)
   2. If any of the above are not assumed to be included, what are the incremental costs to incorporate any of the above listed items into the DNx scope?
2. **Mobile:**
   1. Does DLP need a mobile app to support mobile selection or can the web version support mobile?
   2. If mobile app is in play for the broader M&S Technology scope, what are the incremental costs to support FP+ (and other supporting components listed above) on that platform?
   3. Is multi-language available on the app?
3. **Kiosk:**
   1. Can the WDW kiosk UI be leveraged in Paris? Are their incremental system infrastructure requirements for the kiosk over and above the Web and Mobile needs?
   2. Can the project assume multi-language capabilities will be available on the kiosk?
   3. What are the incremental costs associated with using the Kiosk UI at DLP?
   4. What are the UI cost implications with modifying the selection flow to support a differentiated selection process (i.e. number of entitlements)?

### Redemption

1. **xTP:**
   1. Can the xTPs be retrofitted with a bar code reader to support multi-media redemption? At what cost?
2. **xConnect:**
   1. What changes would be required to support bar code reader functionality?
   2. Databases: how will licensing be addressed?
3. **RF Media:**
   1. What RF Media options exist and what are the respective costs?
   2. What additional supporting technology would be required to support on-site RF conversion (i.e. main entrance ticketing, voucher exchange, internet ticket sales)?

### Integration & Support

1. **SF/Oneview:**
   1. Can the FP+ project assume that Oneview/SF capabilities will already exist in support of MyDLP?
      1. Ticketing utility
      2. Friends and Family
      3. Itinerary
   2. If not, what integration services are the MyDLP website assuming and can the FP+ service leverage those? At what cost?
   3. If not, what integration services should FP+ assume and at what cost?
   4. Oracle: If leverage SF/Oneview, how will licensing be addressed?
2. **Interfaces:**
   1. What interfaces are required to support a DLP install of FP+? At what cost?
      1. BIO
      2. Legacy FP (if applicable)
      3. Ticketing (dependent on availability to the SF Ticketing Utility)
3. **CastApp**
   1. Does the MyDLP or Smart Media project plan on leveraging CASTAPP capabilities?
      1. MyDLP proxy
      2. Media association, cancel, replacement
      3. FP+ booking support
      4. Etc?
   2. What are the incremental costs associated with Cast APP?

### Infrastructure:

1. **FP+ Hardware:**
   1. Can a more streamlined topology be assumed for DLP given its scale and willingness to look at the cost / benefit regarding resiliency and redundancy in light of managing costs? Costs?
2. **Oneview Hardware:**
   1. How will these services be hosted and at what cost? Is the MyDLP project covering these costs?
3. **Wifi infrastructure:**
   1. Is wifi in the parks being covered somewhere else?
   2. If not, what cost should be assumed to support FP+ mobile booking (both guest on personal device as well as cast on “ipad” device?
4. **Kiosk infrastructure:**
   1. How many kiosks will be required to support each scenario? Fixed or mobile?
   2. Can the kiosk be retrofitted with a bar code reader to support both RFID ticket media and paper bar code ticket media? At what cost?

