Driving the next generation of digital government

With IBM and Microsoft

IBM

Digital government organisations must continually transform

From the rise of cognitive computing, machine learning and the Internet of Things (IoT) to the mountains of citizen data being produced, the public sector landscape is rapidly evolving. The challenge for government organisations is to harness the disruptive force of technology to shape their own destiny. This comes while addressing the growing expectations of citizens, workforce productivity challenges and the new speed of business enabled by digital technology.

Public sector organisations are embarking on digital transformation journeys to create huge opportunities. But digital transformation is not just about technology. This new era is shaping entire organisational strategies. Recent reports indicate that 41% of public sector organisations feel they will be moderately or significantly disrupted in the next 2 years.[1] Disruption can be driven by many factors including core business challenges such as policy and political changes, reducing budgets and the ever-increasing demands and expectations of citizens.
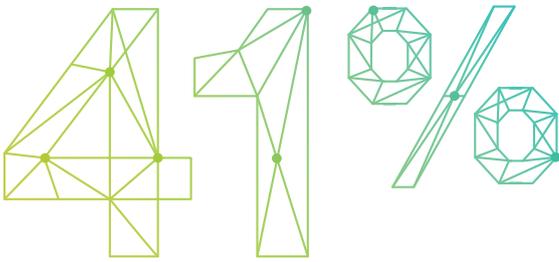
41%

of public sector organisations feel they will be moderately or significantly disrupted in the next 2 years.[1]

How will governments and other public sector organisations react to this disruption? They need to fully grasp the concept of digital transformation and its potential to more effectively engage customers, empower employees, optimise operations and transform services rapidly and flexibly.

However, many organisations are limiting the scope of their digital transformation strategies to citizen experience and operational processes. Whilst there are clear benefits in such an approach, this is also a missed opportunity. Digital transformation should be regarded as a transformation of organisational culture in a digital age. It requires leaders to re-envision entire business models and embrace different ways of bringing together people, data, and processes to create value for citizens and the workforce. But how do you transform for success in the future while running your organisation today?

Defining digital transformation

Digital transformation can mean many things to many people. It is not simply an IT department initiative or reinventing services for a mobile world. When carried out successfully, digital transformation permeates the very fabric of an organisation. Everybody is in the digital transformation team.

Digital transformation drivers

Key market trends are driving the way public sector organisations think about digital transformation and the applications that enable change:

Citizen engagement is evolving

The public sector must evolve to meet citizens' rapidly growing digital expectations. Everyone is mobile, everyone is social and devices are increasingly connected. Yet many people still feel disconnected from government organisations. Compared to the customer experiences delivered by the retail and banking sectors, the public sector is often behind the curve. Some organisations have made a concerted effort to move towards transparency by making many forms of government data publicly available for consumption. But even with such progressive programmes, local and central government organisations often struggle to understand the needs of citizens and how to best engage the public in general. To improve engagement, the public sector needs evolving systems specifically designed with their citizens in mind.

New speed of business for governments

New technology delivers new business models at a much faster rate than ever before. To be successful, public sector organisations must enable their people and processes to respond quickly to changes in the market, and capture new opportunities. This will ensure increased efficiency and better engagement with citizens.

Workforce productivity is critical

40%

of workforce productivity time is lost when switching tasks, costing the global economy $450bn per year.[2] Now public sector organisations with automated business processes are looking to embed productivity tools directly into these processes to save time and increase employee productivity.

Empowering employees

Perhaps the most fundamental area of digital transformation, public sector organisations must ensure the availability of information when and where it is needed so that employees can deliver better quality, more targeted services for citizens. With many employees operating in the field, access to data is essential, but ensuring the workforce has the appropriate devices only addresses one side of this challenge. The availability of suitable platforms and tools to deliver organisational efficiency, while increasing workforce collaboration, productivity and security, is also essential.

Harnessing proliferating data

There is an ever-increasing amount of digital data being produced by the citizens that governments interact with. This customer data can be exploited to understand key trends and identify predictive indicators in critical systems such as employment, public health and service delivery. Having access to technology that can build data-driven insights based on analytics and cognitive capabilities has never been more important. The ability to analyse and apply insights with speed is a game-changer in the public sector. Technologies that have the "ability to think" are helping organisations augment human capabilities by analysing vast streams of information, predicting outcomes, and giving leaders the ability to make better decisions.

How can you use these drivers to digitally transform your organisation?

Digital transformation is strategic

Public sector organisations need to re-envision existing business models and embrace a new strategy that connects people, data and processes to engage citizens, empower employees, optimise operations and transform services.

IBM's solution incorporates Dynamics 365 on the Microsoft Cloud

The IBM and Microsoft alliance blends the agile business applications and technologies of Microsoft with the vast global industry experience and capabilities of IBM and IBM Global Business Services.

To ensure your organisation harnesses the digital transformation drivers covered in the previous section, our government solution incorporates Microsoft Dynamics within the Microsoft Cloud. This is integrated with a host of cloud services including Office 365, Machine Learning, Internet of Things (IoT), Cortana Analytics, BizTalk Services, SharePoint Online (document management) and Unified Communications (Skype for Business) amongst others.

IBM Accelerator Solutions & Microsoft AppSource

Office 365

Power BI

Cortana Intelligence

Azure IoT

Microsoft Dynamics 365

| Customer Service | Field Service |
Sales	Operations
Project Service Automation	Financials
+ Adobe™ Marketing Communications	

IBM and 3rd party applications

Common application platform: PowerApps, Microsoft Flow, Common Data Model

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IBM can help public sector organisations to unify CRM and ERP capabilities by delivering new purpose-built applications that work together seamlessly. This enables organisations to manage specific functions across Customer Service, Operations, Financials, Field Service, Project Service Automation, Marketing, and Citizen Insights.

Combining everyday Microsoft Office 365 productivity tools with advanced IBM analytics and cognitive technology, organisations can harness the full power of IBM's government solution to better collaborate and fulfil their citizens' demands and expectations. Bring into the equation key solution elements like integrated Bots and Citizen Portals, and a government organisation has the tools to deliver relevant services to the modern citizen.
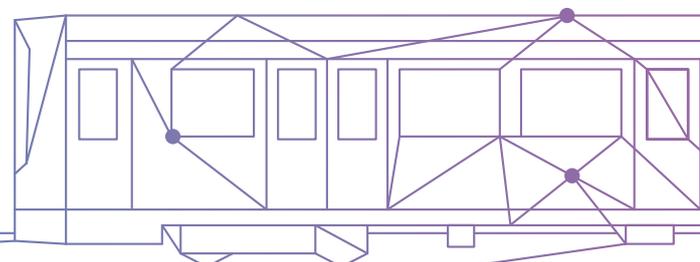
IBM's solution benefits

Purpose-built: with applications tailored to fit roles and departments at a local or national level. Now public sector organisations can run their entire business in the cloud while only paying for what they need, giving them the ability to grow at their own pace.

Productive: enabling greater workforce productivity by seamlessly integrating business processes with familiar tools such as Outlook and Excel. For example, a government employee receives an email regarding a complaint and can immediately see that customer's history and respond leveraging data and knowledge from their Microsoft Dynamics business apps. These interconnected apps will dramatically increase productivity.

Intelligent: delivering built-in intelligence with business processes that infuse big data, advanced analytics and IoT to proactively guide public sector employees and citizens to optimal outcomes. For example, access to IoT data will enable pre-emptive action from social workers by connecting patient monitoring and anomaly detection. This will enable employees to take appropriate action before issues occur – improving levels of healthcare and potentially saving lives.

Adaptable: enabling public sector organisations to transform at the speed of business. Leaders can change and evolve their processes in real time using a modern, consistent and extensible platform, so organisations are not held back by legacy technology. For example, IBM can create custom-built apps that connect data and processes across CRM and ERP systems, including third party data, to help employees quickly access the right information to do their jobs more efficiently.

Next-generation success story

For over 100 years, IBM has worked with government organisations from all over the world. Here's a recent UK example:

Transport for London

When travelling in London, citizens want to move around and get answers to transport questions quickly. Aiming to make every customer journey as smooth as possible, IBM helped Transport for London to create a world-class traveller experience by equipping contact centre staff with technology to respond to enquiries in record time.

After evaluating several leading CRM solutions, Transport for London engaged IBM Global Business Services to deploy Microsoft Dynamics. Transport for London purchased the solution as a Software-as-a-Service (SaaS) offering running in the Microsoft Cloud.

Results include an expected 20% reduction in duration of telephone enquiries, driving a world-class citizen experience by accelerating resolution of queries.

"Time-savers like this make life easier for contact centre staff, and enable them to resolve common enquiries faster to deliver better customer service."

Volkan Altinok, Head of Contact Centre Operations, Transport for London

The IBM advantage for government

IBM is ideally positioned to help you improve services and deliver better citizen and stakeholder experiences while reducing costs. We offer a unique combination of public sector domain expertise, digital transformation leadership, Microsoft Dynamics and Cloud Services skills and a broad array of complimentary solutions.

IBM accelerator solutions

IBM provides a range of public sector accelerator solutions for Microsoft Dynamics which will help you to undergo digital transformation at reduced cost and timescale. These solutions effectively improve your time to value, while incorporating enhanced sector-specific features and best practice.

Domain expertise

IBM has over 14 years' experience delivering Microsoft Dynamics solutions across a range of UK public sector disciplines.

Local government

Social housing

Transport

Complex case management

Complaints management

Freedom of Information (FoI) request management

Correspondence management

Parliamentary question management

Technology expertise

IBM offers world-class knowledge to help you maximise your digital transformation. Our deep expertise covers:
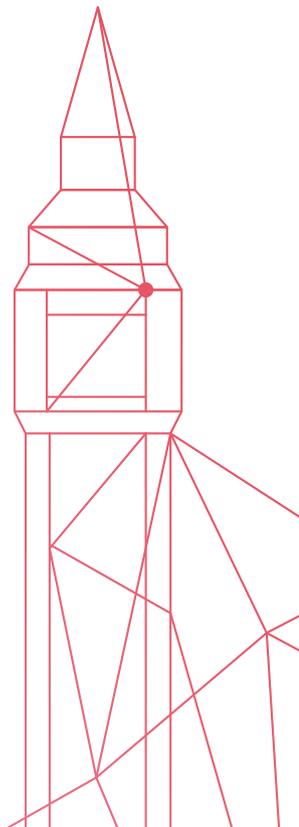
- Cloud applications and cloud migration
- Cognitive computing and machine learning
- Internet of Things (IoT)
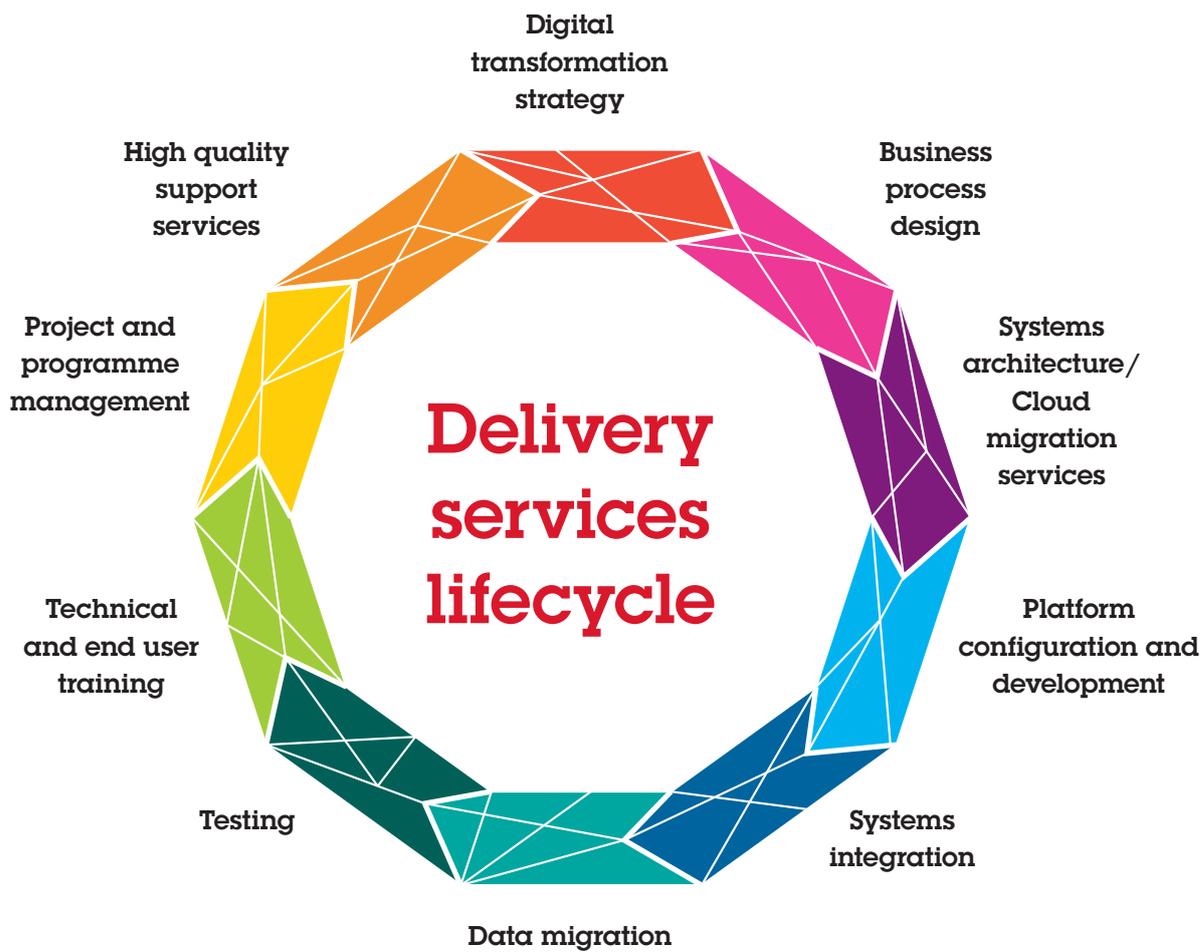- Mobile working
- Big data and analytics.

Microsoft Dynamics expertise

With over 5000 Microsoft Professionals worldwide and one of the largest onshore Microsoft Dynamics teams, IBM have delivered more than 200 successful projects for public sector organisations in the UK.

Our flexible approach

IBM can deliver all sizes and types of deployment. From quick-start services covering knowledge transfer and/or rapid prototyping to help your teams to get up and running quickly, to complete delivery lifecycle covering strategy and deployment, through to support – plus all points in between. We know that no two clients are the same and we will work with you to design a tailored approach to match your organisation's requirements.

Delivery services lifecycle

- Digital transformation strategy
- Business process design
- Systems architecture/ Cloud migration services
- Platform configuration and development
- Systems integration
- Data migration
- Testing
- Technical and end user training
- Project and programme management
- High quality support services

IBM design thinking for ever-evolving organisations

We know that successful government services are built with the end user in mind. At the heart of our human-centred mission is IBM Design Thinking: a framework to solve your challenges at the speed and scale of the modern digital enterprise.

The Loop drives us ›

Understand the present and envision the future in a continuous cycle of observing, reflecting, and making.

Restless reinvention

Focus on user outcomes

Multidisciplinary teams

Observe ›
Immerse yourself in the real world.

Reflect ›
Come together and look within.

Make ›
Give concrete form to abstract ideas.

IBM Design Thinking keeps you focused on what matters to users as you lead your team from ideas to outcomes. It is the foundation for the design and delivery of our digital transformation solutions.

Find out how IBM can drive your digital transformation

To discuss your organisation's requirements, contact:

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Sources

[1] Digital Transformation: The Age of Innocence, Inertia or Innovation? https://www.microsoft.com/en-gb/about/ent/digital-transformation-report/

[2] Rubinstein JS, Meyer DE & Evans JS. (2001) Executive control of cognitive processes in task switching. Journal of Experimental Psychology: Human Perception and Performance. 27(4): 763–797.

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