

Lotus knows.

Smarter software for a Smarter Planet.

Government Collaboration
Making the Value of People's Interactions Real

Brent Lello | Government Sales Consultant – Asia Pacific



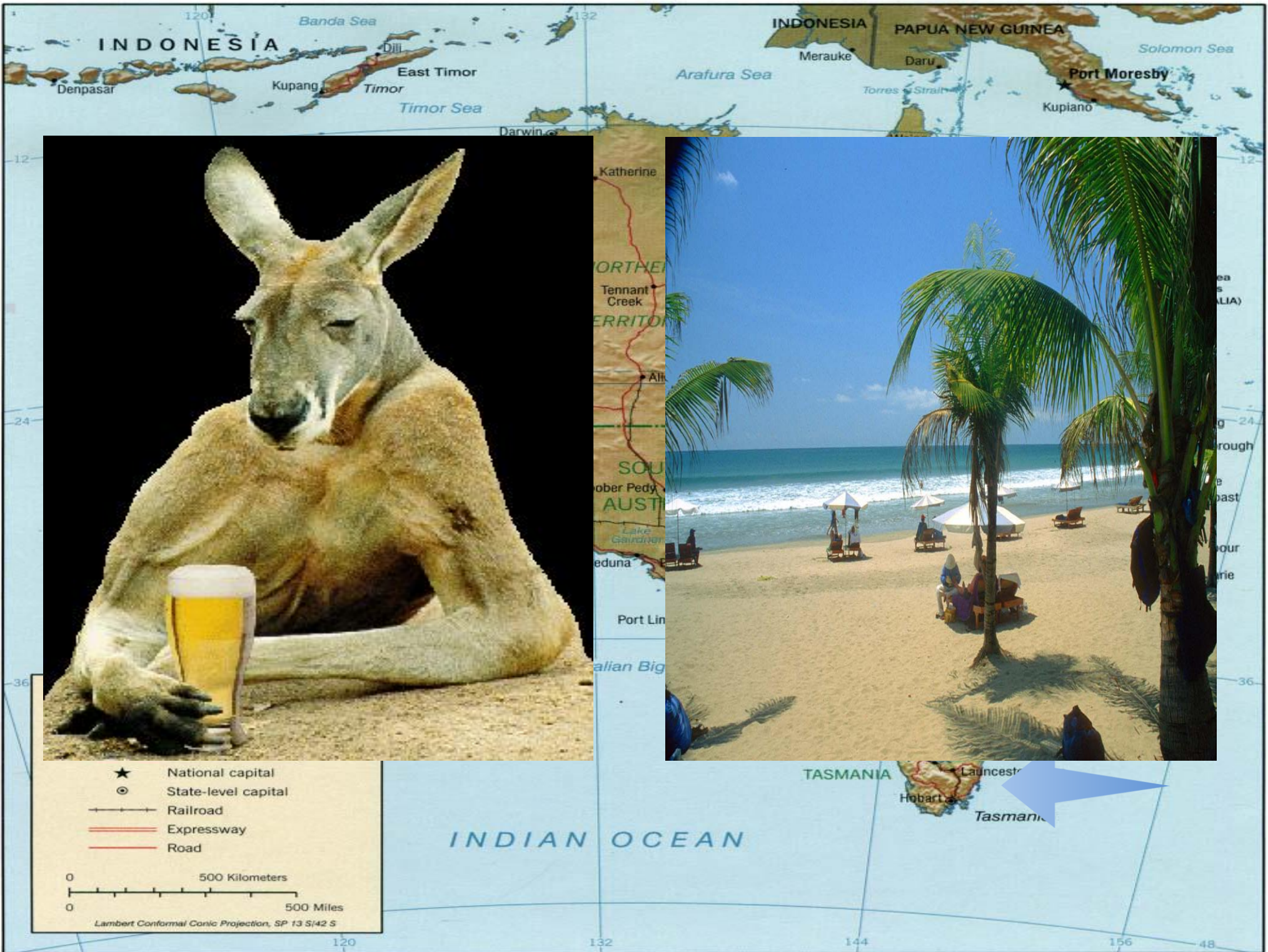


Brent Lello

Industry Sales Specialist - Government
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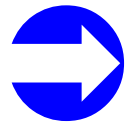


- 22,162,000 People
- 95% Located on Coastline
- Local (Council) Gov (100s)
- State Gov (6) + Territory (2)
- Federal (Commonwealth) Gov

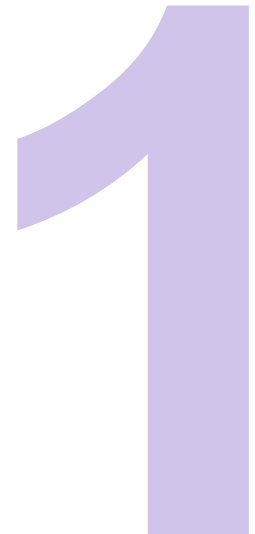


Agenda

- What trends are driving government priorities today?
- What types of innovative solutions are governments deploying?
- How can IBM help government customers to build a Vision for Collaboration?
- The Collaboration Agenda
- Getting Started



What Trends are Driving Government Priorities Today?



“Perpetual collaboration” will be essential for government effectiveness in tomorrow’s world

- **“... by 2020, government interactions will require ‘perpetual collaboration’ across transnational agencies, societies, governments and constituencies”**
- Governments must simultaneously deal with the effects of six drivers that are reshaping our world, while building a foundation to promote the future prosperity of citizens
 - Changing **demographics**
 - Accelerating **globalization**
 - Rising **environmental concerns**
 - Evolving **societal relationships**
 - Growing **threats to social stability** and order
 - Expanding **effect of technology**



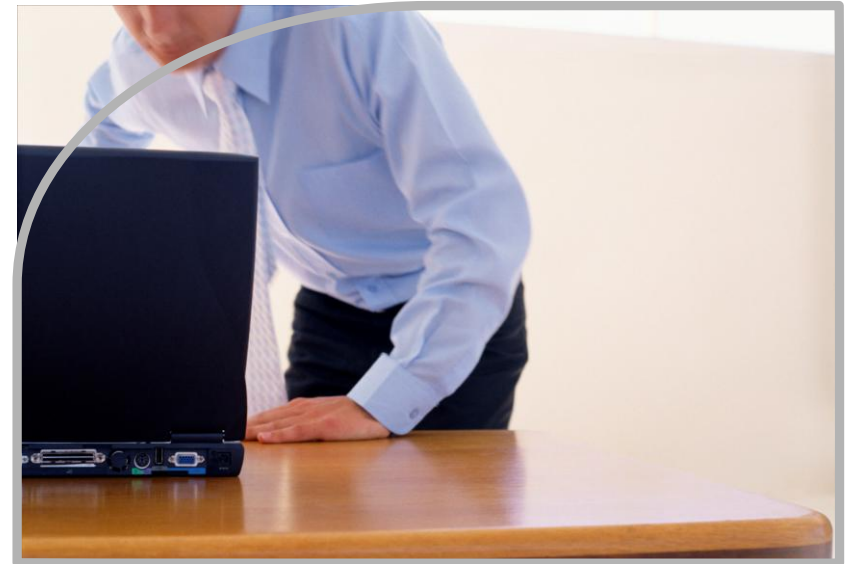
The current environment for governments

- **Investment Optimization** – further reducing operational costs while improving IT capabilities and capacity
- **Economic Recovery and Altered Priorities** – stimulating the economy through various programs and executive priorities
- **New expectations for government** – citizens looking for government leadership in rebuilding the economy, supporting their needs, and keeping them informed
- **Government's temporary business role** – managing and overseeing financial and other institutions in which it has invested to stabilize the economy



Current challenges have elicited a variety of responses

- **Improving citizen access to *critical services*** through Web-based information delivery and **Web 2.0 participatory government**
- Increasing responsiveness by **providing constituents with a self-service model** for routine tasks, enabling employees to focus on exception issues
- Providing better, faster service with online forms tools that **lead citizens through complex government transactions**
- Improving the ability to provide **interagency collaboration**, especially in complex **emergency response situations**

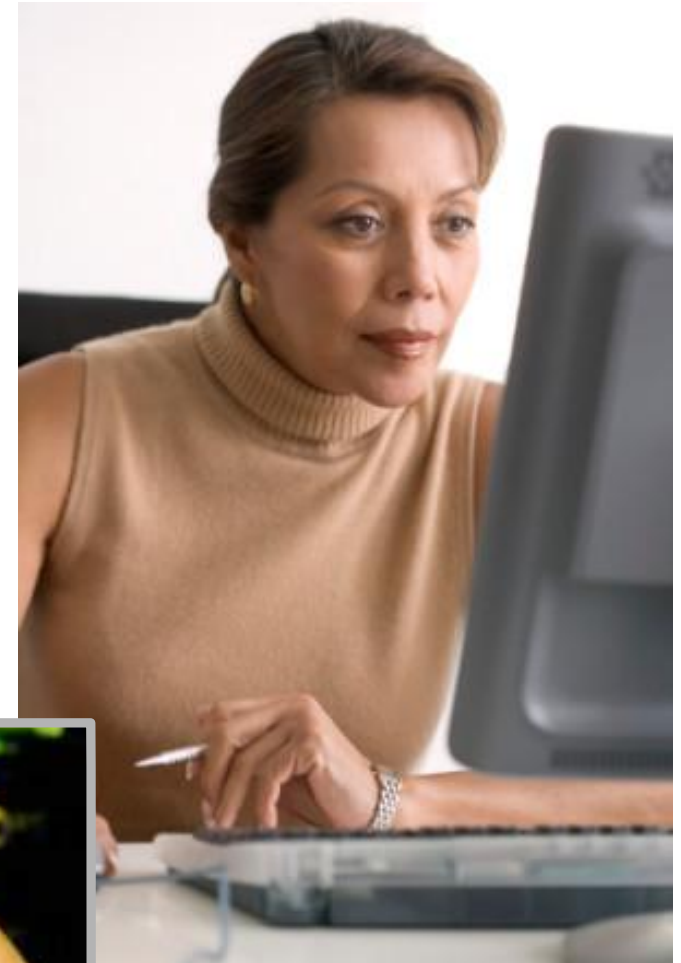


Lotus knows.

Smarter software for a Smarter Planet.

Interactions among demographic groups vary—and they're changing rapidly

**Reaching
constituents
is different
now**

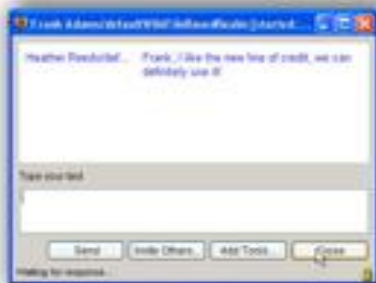


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Constituents & Employees Expect Modern Online Experiences: *Web 2.0 + Collaboration + Social Tools + Mobile*

Instant Messaging



Blogs



Social Bookmarks



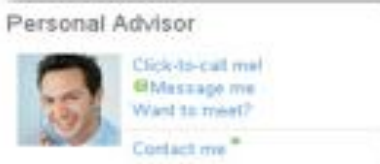
Active Tags

2010 analyst_report
collaboration community
connections data domino
education ibm lotus
mobile notes oracle
oss_cop ovum portal
quickr rational sametime
sap awg websphere wiki

Tagging



Education



Experts

Rating: ★★★★★
Popularity: ★★★★★
Accesses: 217

User Ratings



Dashboards



Video



Social Networking

Personalized Content



Communities



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Government leaders face a changing world and big change gap Confidence in managing change lags

8 in 10

Public sector leaders anticipate substantial change ahead.

23%

Gap between envisioned change and past success at managing it.



Source: IBM Global CEO Study 2008; n (2006) = 709, n (2008) = 1104, n (Government)= 180

Connecting customers, partners and employees creates measurable financial return

15%

Median reduction in **operating costs** in core processes (for example, immediately connect expert to solve exception process)

Employee



25%

Median improvement in Government Program awareness / Marketing with programs such as social media marketing

Citizens/
Customers



20%

Median reduction **in time to market** for Government Services by connecting product teams with customers, channels

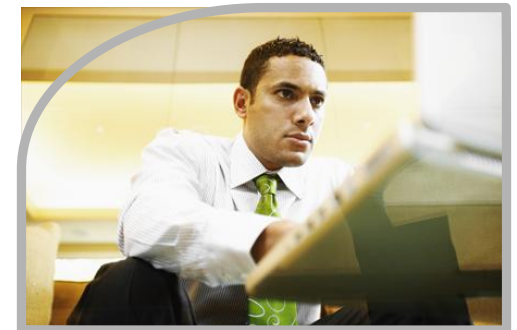
Partner



Dramatic economic and social shifts are driving *five imperatives* for government



New expectations for government



Investment Optimization



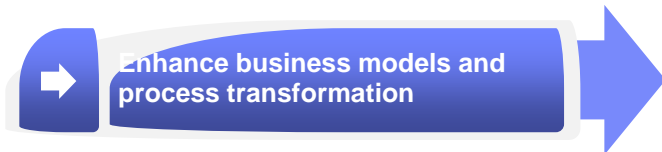
Government's temporary business role



Economic Recovery and Altered Priorities



The Imperatives Drive Government's Business Objectives



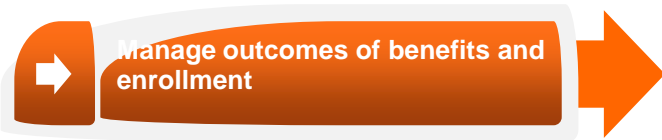
- Enable adaptive operations
- Reduce costs to citizens
- Support collaboration and relationships



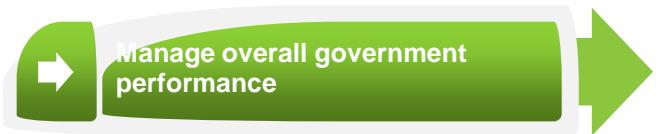
- Increase security, decrease risk
- Enable defense and law enforcement organizations to achieve situational awareness
- Increase speed of command and combat superiority



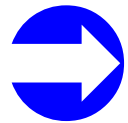
- Increase citizen/constituent satisfaction
- Connect people to programs based on individual needs
- Achieve sustainable outcomes while reducing operational costs
- Optimize taxpayer value



- Focus on the citizen
- Support one-stop government service
- Increase efficiency and reduce costs
- Integrate service delivery



- Manage revenues and taxes
- Reduce operating costs
- Increase citizen satisfaction
- Reduce cost of maintaining multiple systems



What Types of Solutions are Governments Deploying?

2

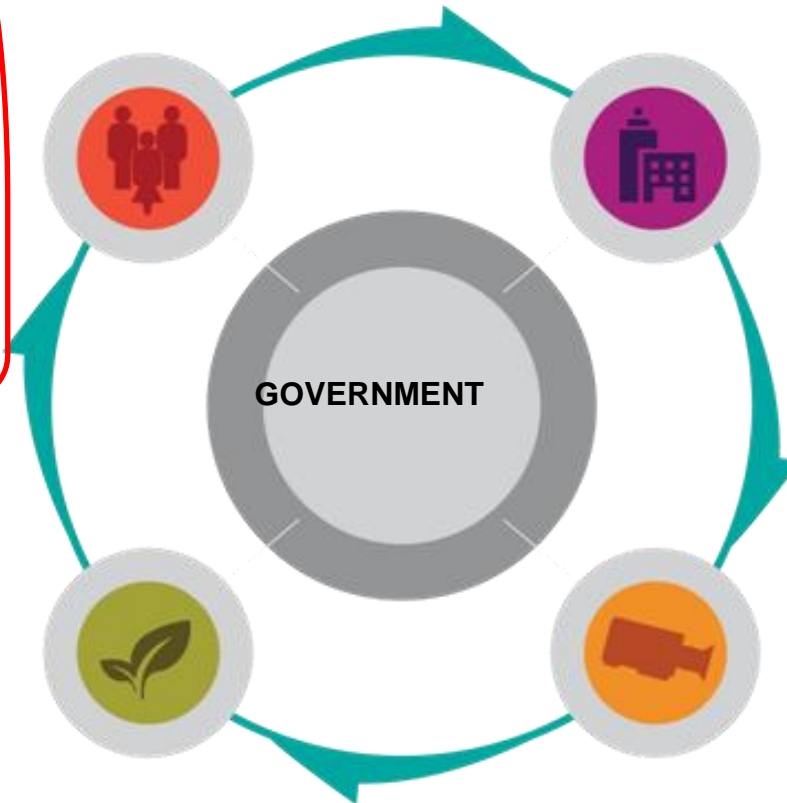
To ensure the economic health, welfare and security of their citizens, smart governments are working toward...

CITIZEN-CENTERED EXPERIENCES

Connecting people to programs based on individual needs—achieving sustainable outcomes while reducing operational costs and maximizing taxpayer value.

GREEN GOVERNMENT FOR A GREENER PLANET

Deploying environmentally responsible operations, from energy efficiency and conservation to transportation management and the pursuit of renewable resources.



GOVERNMENT PERFORMANCE & ACCOUNTABILITY

Improving government performance, cost effectiveness, and transparency with information visibility and participatory government.

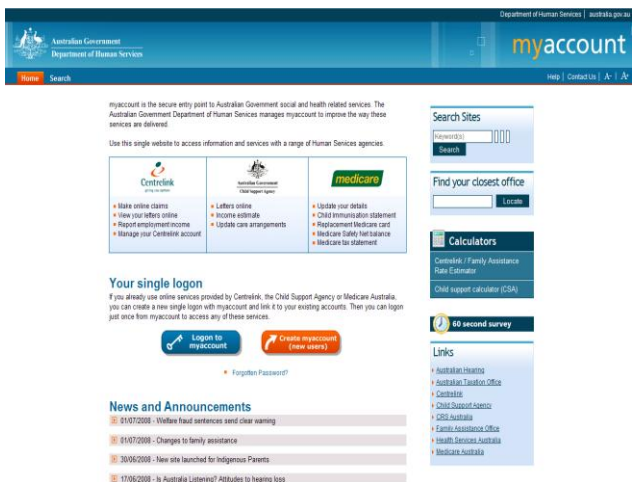
SENSE AND RESPOND CAPABILITIES

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Centrelink delivers multi-channel government human services for the Australian Government



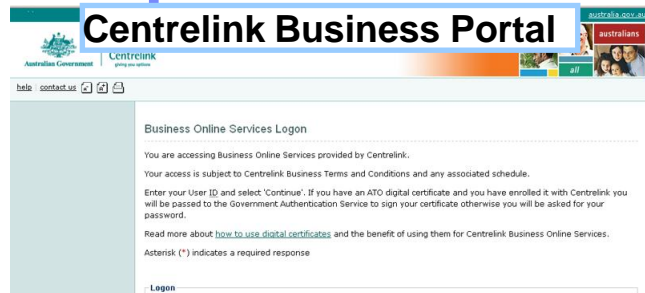
<http://myaccount.centrelink.gov.au>



<http://myaccount.humanservices.gov.au>

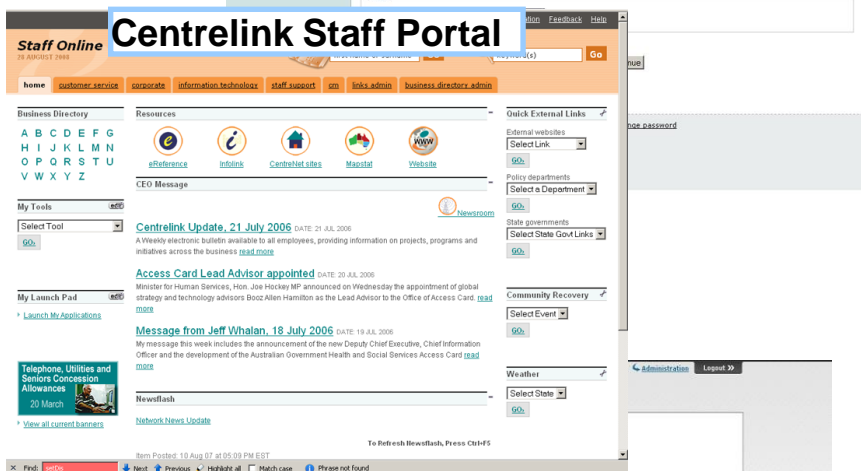
- **Centrelink and Dept of Human Services**
- Centrelink is Australia's welfare services delivery agency
- **6.5 million customers** (1/3 of Australian population)
- Administers more than **140 different products and services for 25 government agencies**
- **14+ million online transactions** in 2008
- **Centrelink Customer Portal**
- Access to 40+ Services, Advanced Search Engine
- Single Sign-On, Web Content Management, Personalization, News, Re-use of SOA Applications/Services,
- **Department of Human Services Portal**
- Federated Identity Management between: Centrelink, Medicare and Child Support Services
- Federated Search across all site as well
- Aggregated News via RSS

Centrelink uses repeatable “portal patterns” to speed the development of innovative sites and capabilities



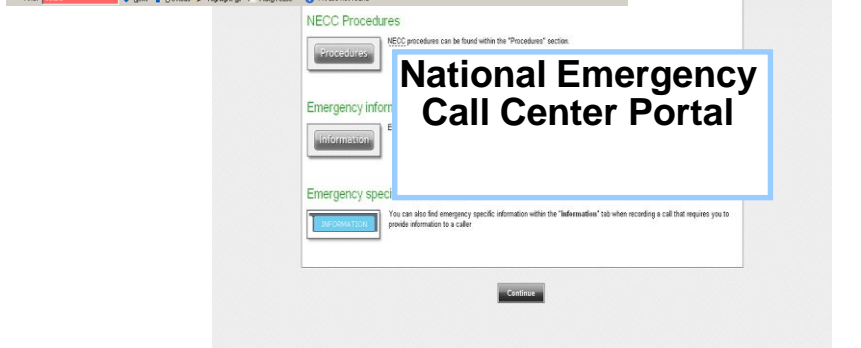
Reusable Business Patterns

- Customer accessing Customer data,
- Staff accessing Customer data
- Businesses accessing Business Data
- Common services: security, personalization, etc.



Staff Portal

- Employee Services Portal + Social Software
- Task Management / Business Process Management



Business Portal

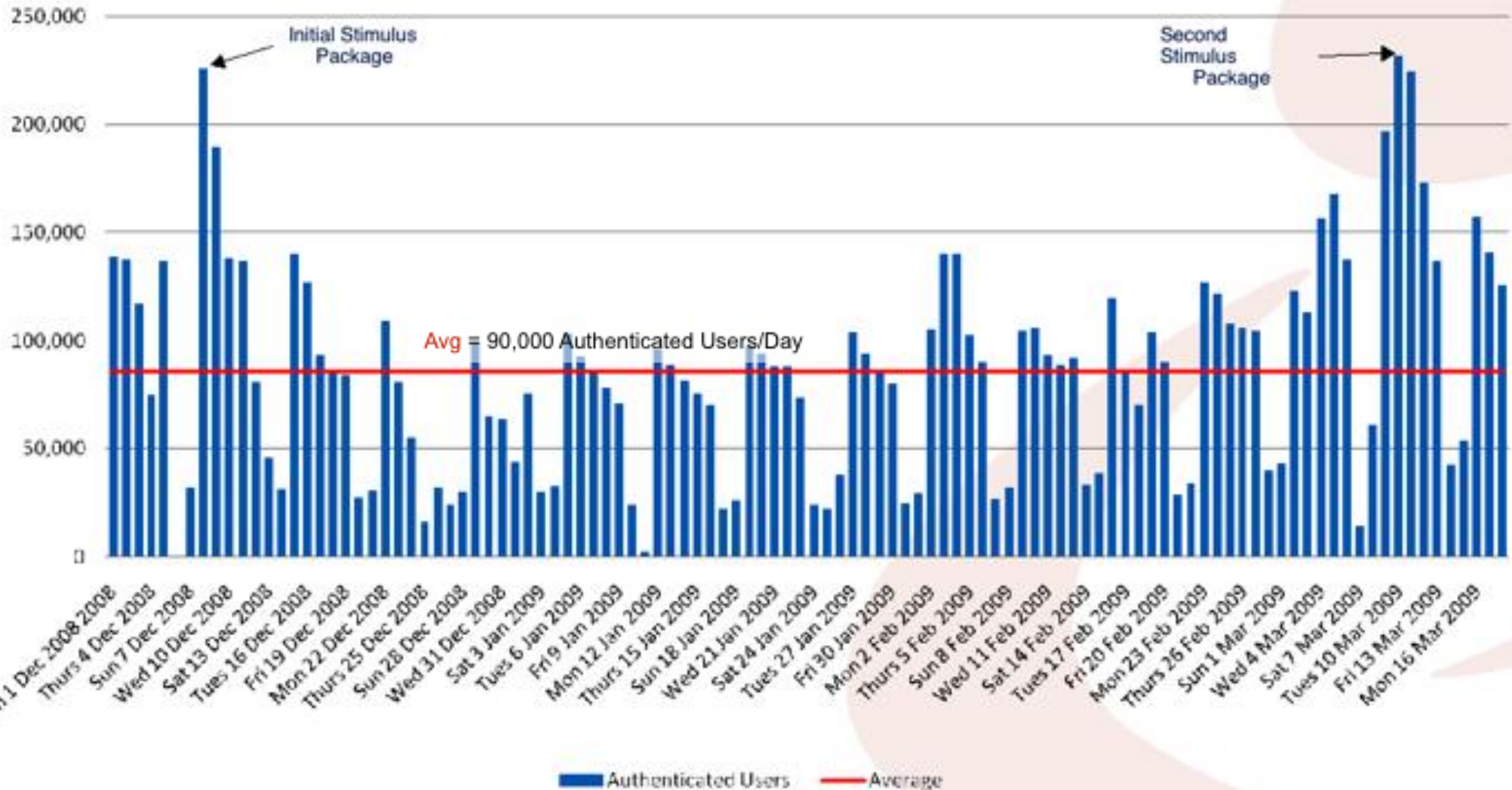
- Business Services / Partner B2B Portal

Emergency Response Portal

- Process-centric, Authenticated, AJAX Compliant, Rich Functionality. Performance, Scalability, Single Sign-On



Centrelink Self Service Customers December 2008 - March 2009



“Services Oriented Collaboration” Example

Employees Work from a National Task Queue

Employees claim a task from an online queue of Benefits claims that have been submitted

Employees see the task, forms that were submitted, and who completed prior process steps

Employees can quickly see the Profile and Expertise of each person who worked on the Benefits approval process

See their expertise and communities of interest

Instant message a question

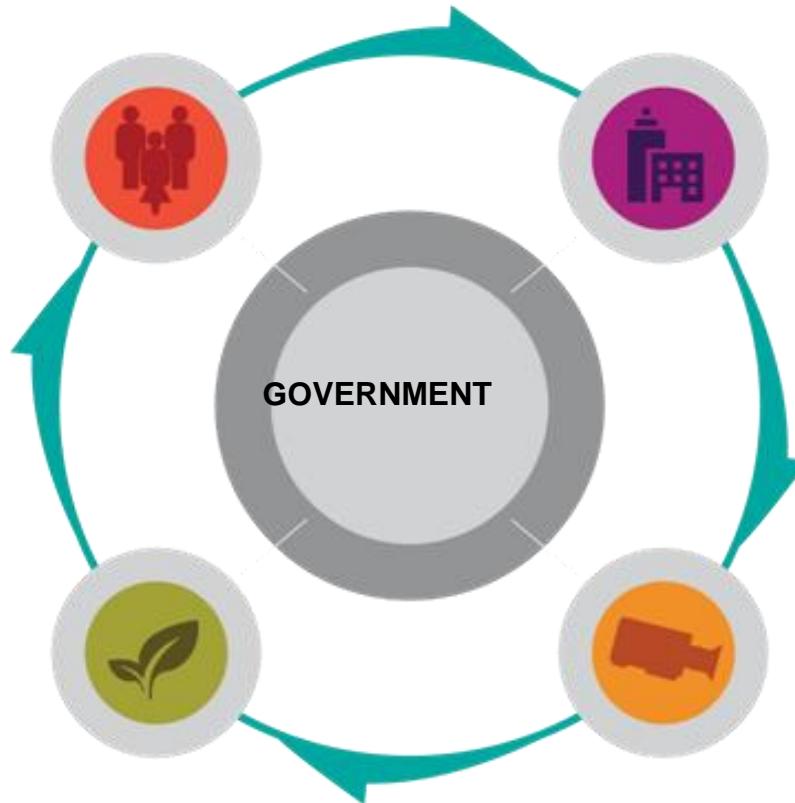
Future: click-to-call with VOIP

Social software is embedded into the business process to help employees connect faster, resolve issues, and reduce time to process Benefits, Eligibility, or Referrals

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“Data Democracy” has become a hot topic in government transparency

NASCIO calls for st

E-mail | Print | BOOKMARK | Take Us With You | Buzz up!

By [Joab Jackson](#)

White House Issues Open Government Directive

Federal agencies should... states and local governments... more transparent, the (NASCIO) contends

The Obama administration outlines steps that federal agencies must take to become more open, participatory, and collaborative, including release of "high value" data.

By [John Foley](#)
InformationWeek

December 8, 2009 03:18 PM

The first thing a state... all its publicly-access... the report states.

The Obama administration has released its Open Government Directive, a document that details steps federal agencies must take to become more transparent, participatory, and collaborative. As a first step, agencies must release three new "high value" data sets within 45 days.

"State government has... guidance on how to... single state data por... NASCIO enterprise... statement.

The Open Government Directive was called for by President Obama in his "Transparency and Open Government" memo, issued in January on his first full day in office. At that time, Obama called on federal CTO Aneesh Chopra to work with the Office of Management and Budget and the administrator of General Services to outline actions agencies could take to implement the principles of open government.

More Insights Whitepapers

- > [HP Exstream For Tax And Revenue Agencies](#)
- > [HP Exstream Enterprise](#)

The new strategy was outlined in a [blog post](#) by OMB director Peter Orszag, and the [Open Government Directive](#) and an [open government progress report](#) are available for download on WhiteHouse.gov.

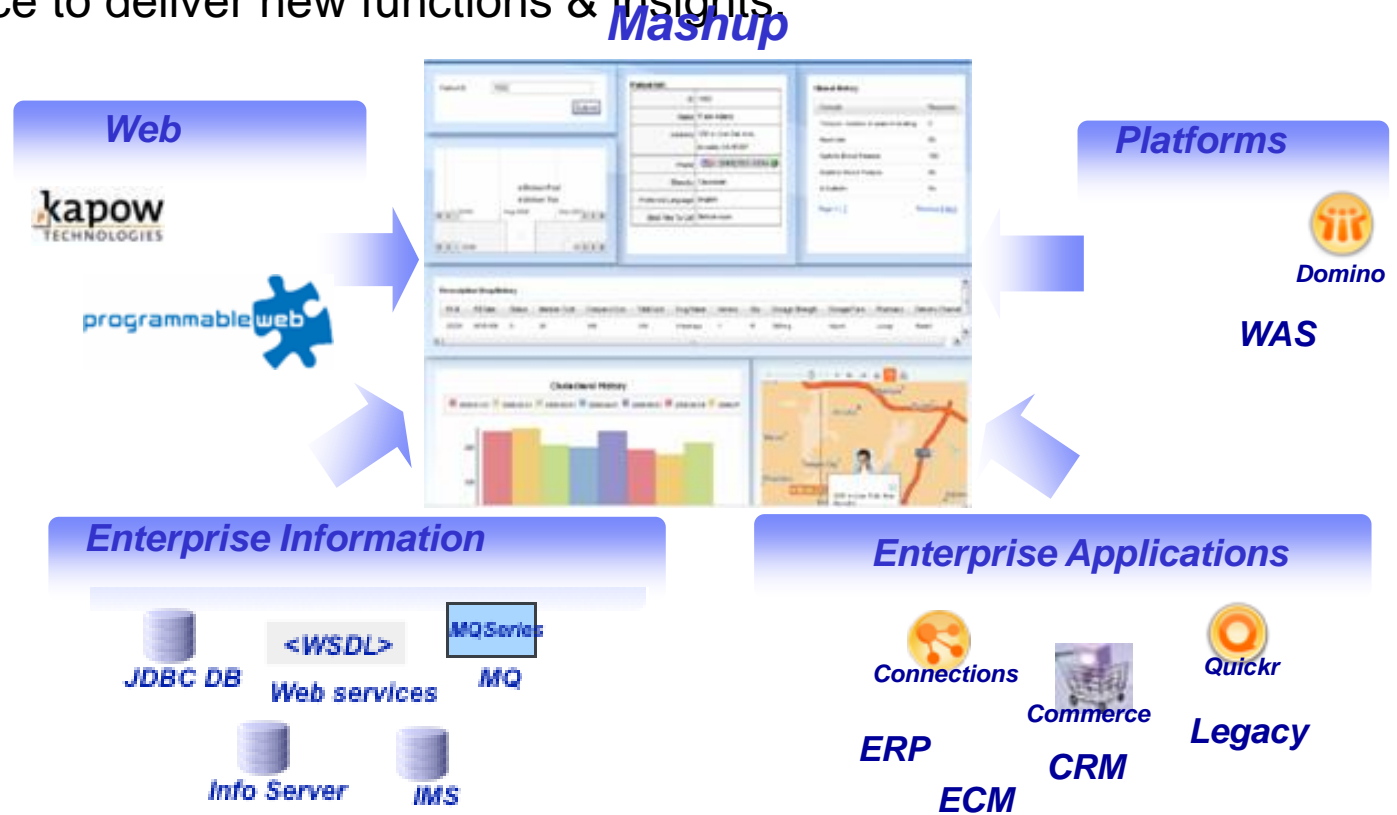
The directive outlines a series of milestones that government agencies and departments are expected to meet over the next four months.

available datasets. The full universe of... it is certainly anticipated that the availability of government datasets will lead

What is a Mashup?

A “*mashup*” is a lightweight web application created by combining information or capabilities from more than one existing source to deliver new functions & insights.

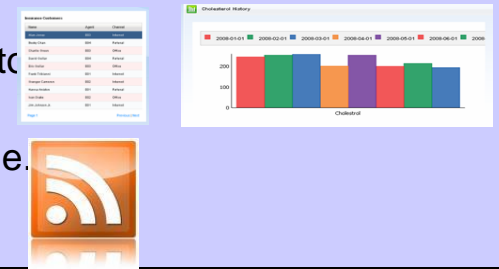
- Rapid creation (days not months)
- Reuses existing capabilities, but delivers new functions + insights
- Requires less technical skills
- Often mixes internal and external sources



What goes into a Mashup?

A **widget** is a small application or piece of dynamic content that can be easily placed into web page

A **web feed** is a data format used for providing users with frequently updated content – e.g. RSS



Democratization of Data - Citizen Mashup

- **Kent County Council UK**



- Challenge: Empower the community by making government data accessible via a single platform in a format which can be personalised and shared
- Pilot project to create a catalog of feeds & mashups e.g. Mashup to research regional recycling performance and identify how to help Kent County Council recycle more
- Benefit: 570+ feeds of government data available for creating customized mashups to put citizens in control

Find a General Practitioner (Doctor) Mashup

GP Name	Practice Name	Address	Postcode	Phone Number	Practice Name
Dr Agarwal V	The Medical Centre	Gun Lane Strood	Rochester	ME2 4UW 01634 726555	Medway PCT
Dr Ahmed Q W	Summerhouse Medical Practice	Beaconsfield Road	Maypole Bexley	DAS 2AE 01322 402210	WEST KENT PCT
Dr Akyol A & Partners	100 Newington Road	Ramsgate	Kent	CT12 6EW 01843 595951	EASTERN AND COASTAL KENT PCT
Dr Ali I M	The Halfway Surgery	68 New Road	Chatham	ME4 4QR 01634 828665	Medway PCT

"You can put all the information you want online but isn't it better when you can see the whole picture and not just snap shots? With IBM Mashup Center we are creating new ways to serve our residents, providing easy to use tools that help them make sense of the overwhelming amounts of information available." - Roger Gough, KCC

picandmix.org.uk

http://picandmix.org.uk/ Google

Yahoo! Mail (curt_ryan) Yahoo News Facebook Google Maps News (251) Popular Church

The following directory lists all the data feeds available from the Pic and Mix site. Click on a heading or 'more' link to see the rest of the data feeds for the category.



Business

- Kent County Council - Opportunities
- New Business Registrations
- Maidstone Borough Council - Opportunities
- Economically Active (2007)
- Workforce forecast

[more](#)



Community

- National lottery grant allocation since 1995
- Place Survey 2008 - Headlines
- Place Survey 2008 - Public perception of their local area and services
- Planning applications received and decided - April to June 09
- Some of Kent's most haunted places

[more](#)



Crime

- Population in custody June 2009
- Adults reoffending Apr 08 - Mar 09
- Drink drive accidents and casualties 1979 - 2008
- Crime Statistics by crime type and district
- Abandoned vehicles

[more](#)



Education

- Pupil absence
- ICT in schools
- Funding per pupil
- Pupil / teacher ratio
- Number of teachers

[more](#)

Let us know what you're doing with Pic and Mix data or how you've personalized it and we could feature your mashup or usage on the site. Either leave a comment or email idgethis@picandmix.org.uk

FEATURED DATA USES



View national and regional recycling information



Search planning applications by postcode and keyword



See Fix My Street citizen reports for Kent plotted on a map



Search all 500+ Pic and Mix data feeds by keyword and category

Pic and Mix

Smarter software for a Smarter Planet.

How Mashups help citizens do more with local data

Today



Publish Road Closings to static web page

Citizen goes to web site, navigates to page, reads it, submits email for updates

Then what?

- Writes it down
- Makes note in mobile device
- Goes to Google Maps to answer – where is this – is it going to impact my commute?

With Mashups



In 5 minutes create a feed that updates automatically with new road closings

Make feed available in catalog

Use feed to create Street Closing Mashup – in 20 minutes

Citizen views mashup, sees immediately location of closings, timeline of reopening



Mobile



3rd Party Apps



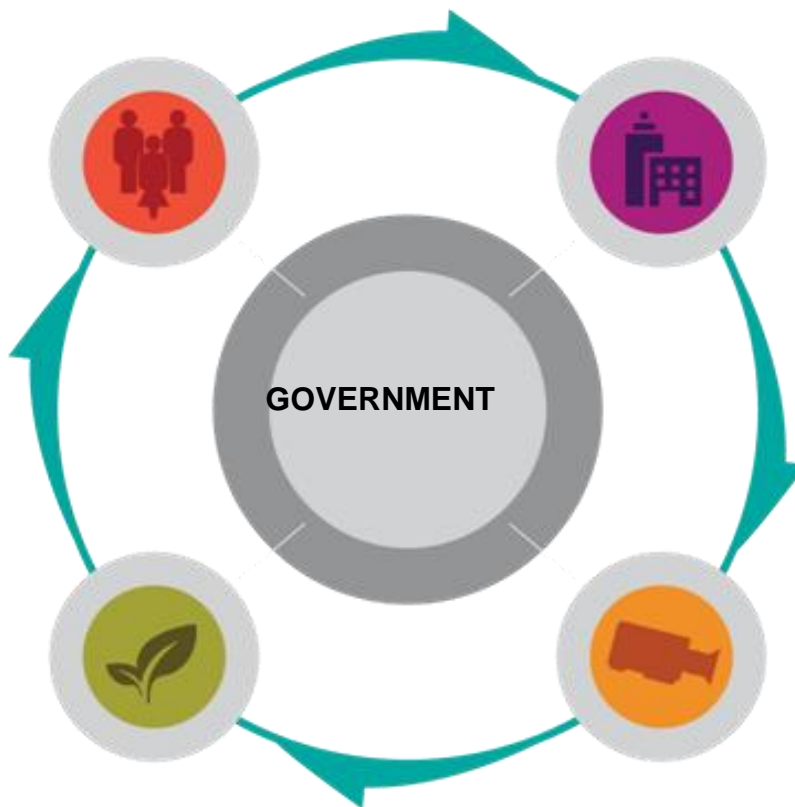
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2010 World Cup Futbol Games – South Africa

CHALLENGE

In the event of a large-scale emergency, the Virtual Ops Center (VOC) Solution was installed in the new, state of the art Disaster Management Center to coordinate police, firefighters, emergency medical services and government agencies, across the South African Province of Gauteng. The existing communication systems lacked collaborative capabilities, requiring personnel to make numerous phone calls to convey critical information.

SOLUTION

VOC Solution provides effective emergency response with a resilient communications network that people can count on even when power and phone lines are inoperative. Implemented by IBM, the fully integrated, wireless rapid response solution enables seamless interoperability and data exchange, allowing VOC to instantly deliver critical information to responders across the region.

BENEFITS

40-65% responder productivity increase expected during emergencies

Greater public safety

Multidisciplinary integration serves as a model nationwide



"This IBM portal software is absolutely critical because our on-line center is used to protect and save lives," - Colin Deiner of the Gauteng Disaster Management Center

<http://www.03.ibm.com/press/us/en/pressrelease/24507.wss>



United Nations



- Customer challenge/need:
 - After the January 12, 2010 earthquake in Haiti, United Nations Department of Field Services' Salem Avan, Chief of Field Technology and Security Service, came to Lotus FSS with a challenge to build a separate Lotus Connections environment in support of identifying missing UN mission personnel working in Haiti, as soon as possible.
- Solution summary:
 - On January 22, Lotus FSS along with Lotus Level 2 Support and the Connections development teams delivered a new fully operational Lotus Connections 2,5.0.1 environment.
- Customer results:
 - Two wikis were created: one for UN Personnel Missing, and the other for UN Personnel Identified.
 - UN personnel posted questions in the "UN Personnel Missing" wiki for unknown/unaccounted UN personnel.
 - Unofficial known and identified UN personnel "whereabouts" were posted to the "UN Personnel Identified" wiki.
 - Key UN Communications team members reporting to the UN Secretariat General were identified as moderators for the Wikis.

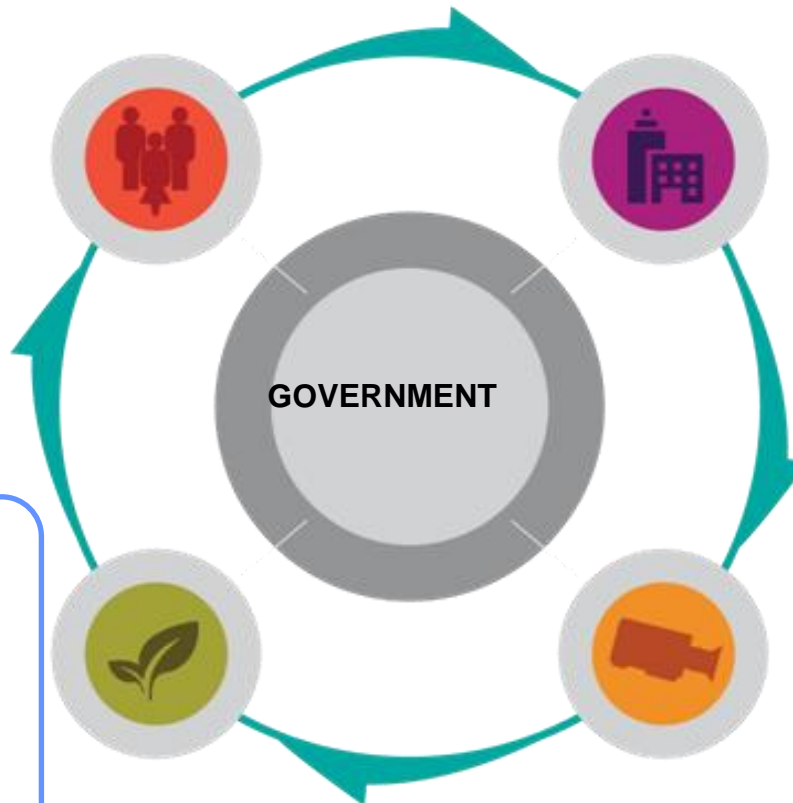
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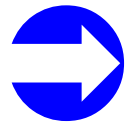
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“Green 2.0” Green government portal solution for Drinking Water Ontario

<http://www.ontario.ca/ONT/portal51/drinkingwater/>

- The **Canadian Ministry of the Environment** is using WebSphere Portal to interface with the public, academic researchers, industry groups and non-governmental organizations
- **Public** can access only aggregated information about their regulated drinking water supply and other area's drinking water supplies for general purposes
- **Drinking Water Partners** can access only their own detailed profile information for the purposes of ensuring it is current and providing periodic updates to the Ministry
- **Local Medical Officer of Health** can access current test results for drinking water systems and communicate with Ministry inspectors on adverse water quality incidents
- **Ministry Emergency Officials** can issue alerts and updates on spills and drinking water emergencies
- Users require accurate information to **conduct inspections** of drinking water systems and private laboratories, **review submissions** and issue approvals, record and **monitor drinking water test results**, respond to **emergency situations** and formulate policy and **drinking water standards**



What Capabilities can IBM Offer in the Government Space?



A Strategy to Support transformation to smart Government

Focus Areas

Government 2020

Domestic
Demographic
Shifts

Globalization

Environment

Rising
Citizen
Expectations

Growing
Safety

Evolving
Technologies

Financial Crisis Impact

Less
Tax
Revenues

More Costs

Regulatory
Reform

Economic
Stimuli

Greater
Civil
Unrest

Reduce Costs

Find
new
revenues

New regulation

Collaboration

Innovation in

Security &
Public

Social Stability

Stimulate
Economic
Activity

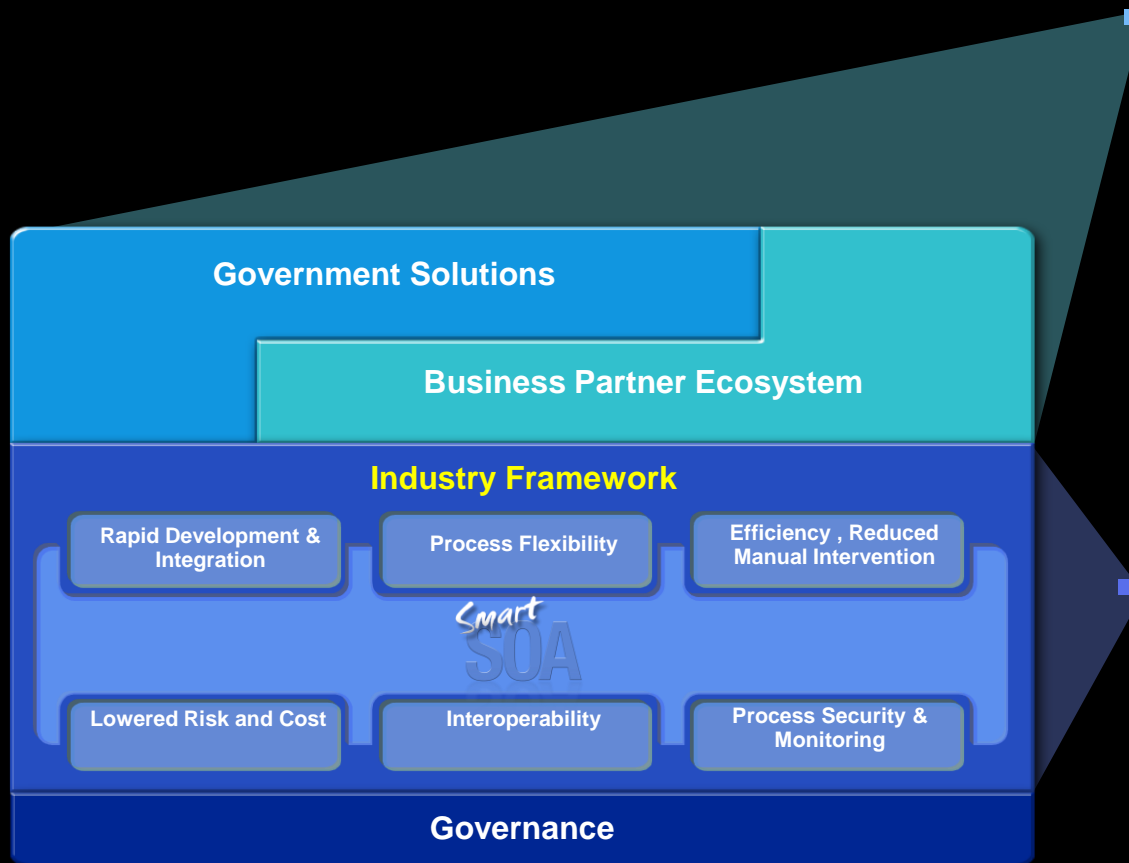


IBM
SWG
Government
Framework &
Solutions
Approach

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The IBM Solution Strategy to a smarter government *Leverage Industry Frameworks that clearly Link Business and IT*



Provide solution offerings based on industry assets and best practices that enable **agile and efficient government operations**

Provide a **framework** that creates flexibility and accelerates the deployment and integration of multiple smart solutions

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IBM's solution strategy is aligned with the needs of national, regional and local governments.

GOVERNMENTS ARE FOCUSED ON...



Social services and social security



Customs and Borders Management



National Security and public safety



Transportation



Communications



Finance. Taxation, Revenue Management

IBM IS LEADING IN...

Multi-channel delivery
Automated data collection and analysis
Infrastructure transformation

Border
Risk management and assessment
Global tracking

- Emergency response
- Digital video surveillance
- Emergency response networks

Fare management plans
Fleet and asset management (MRO)

Community broadband networks
Mobile worker support

E-tax filing
Audit management

Identity management
Financial management

Internet security
Mobile operations

Road usage charging
Transportation information management

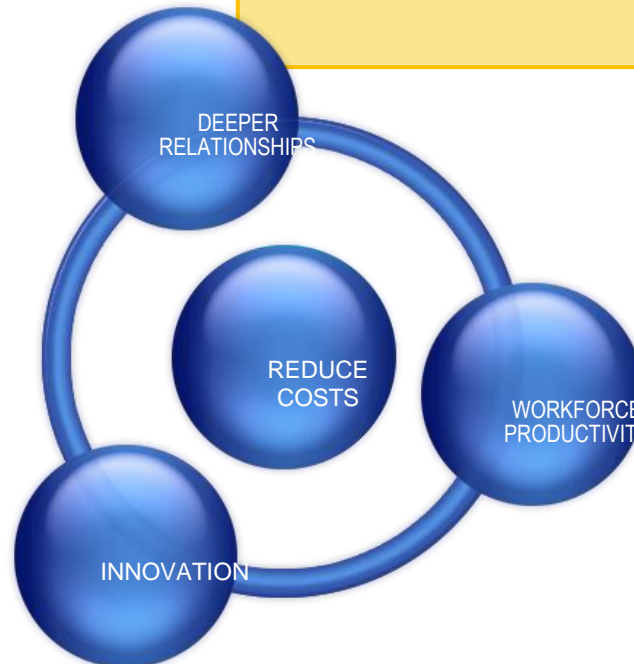
Non-filer assessment

The Lotus Mission: Smarter Collaboration

- **Reduce costs**
to improve the effectiveness of your people while optimizing your costs
- Build **deeper relationships**
to work more closely with your clients and partners to protect your revenue streams
- Increase **workforce productivity**
to improve the agility of your business and quality your results
- Spur **innovation**
to position your company to grow while surviving the downturn

The Lotus Mission:

Empowering people to be **more effective**,
responsive and
innovative
in the context of the work they do



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The Lotus Business Platform



Knowledge Worker



Informational Worker (Boundary)



External Partners



Universal Access



<p>Messaging</p>	<p>Communicating</p>	<p>Connecting</p>	<p>Integrating</p>
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Lotus®

Open Standards Architecture

Business Applications

Information Management


Solution Delivery Strategy



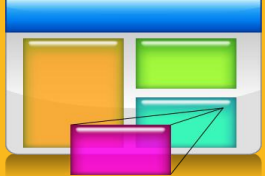
Messaging



Communicating



Connecting



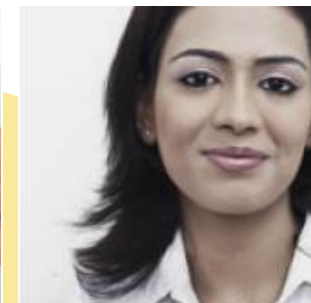
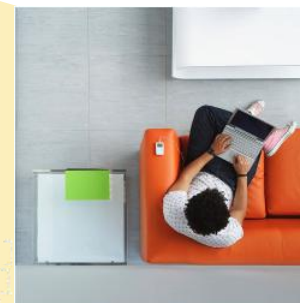
Integrating



Cloud / Online



On Premise / Appliance



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Seamlessly Combine Content, Process and Collaboration Services

Apps

Content

Cloud

Collaboration

Consumer



Role Based

Personalized

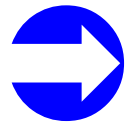
Contextual

Secure



Service

Dynamic



The Collaboration Agenda for Government



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Smarter software for a Smarter Planet.

collaboration agenda™



Translating technological innovation into industry-specific contexts

Industry Specific Teams focused on your business and your people

The Conversation is about how to advance your business objectives

Industry Specific ROI Metrics around collaboration capabilities

Insurance



Banking



Healthcare



Government



Making easier for people to work with business process



- Integrating collaboration with Business process
- Shorter process cycle times
- Allowing people to work the way they want to work
- Optimizing the talent

Aligning the Collaboration Technology to Business Outcomes

Enhance business models and process transformation

Balance risks, security and compliance

Improve citizen and business experience

Manage outcomes of benefits and enrollment

Manage overall government performance

Instant Messaging



Blogs



Social Bookmarks



Education



Experts



User Ratings



Dashboards



Video



Social Networking



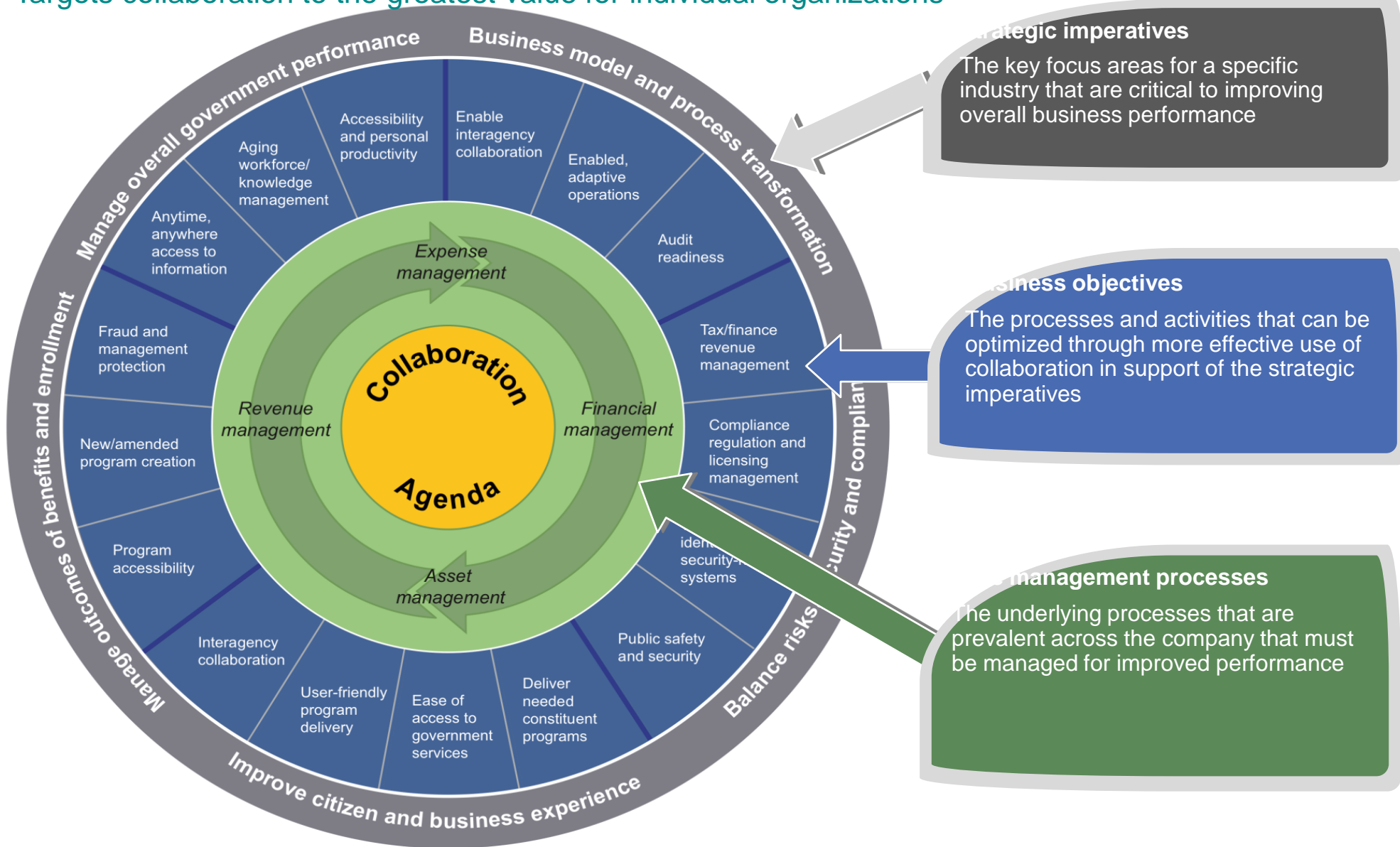
Personalized Content

Communities

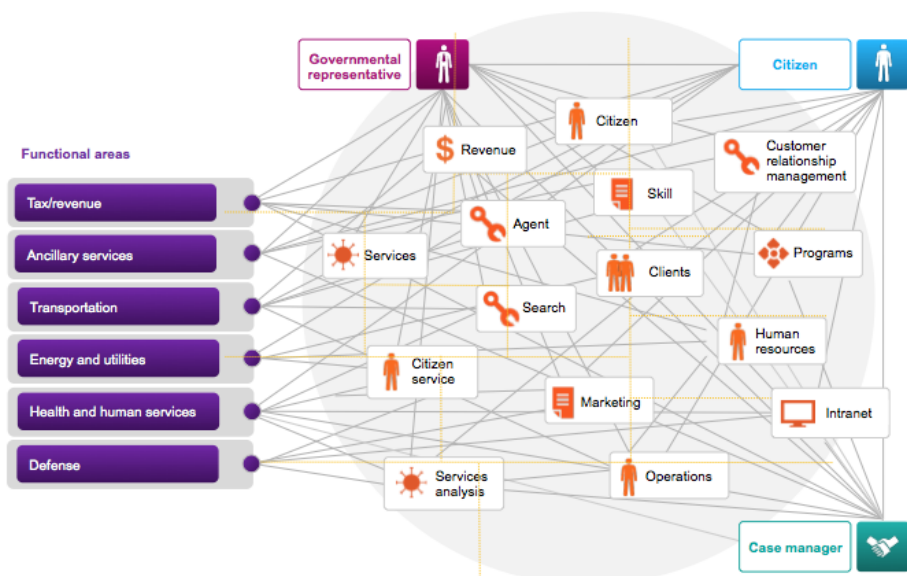


Government business outcomes map

Targets collaboration to the greatest value for individual organizations



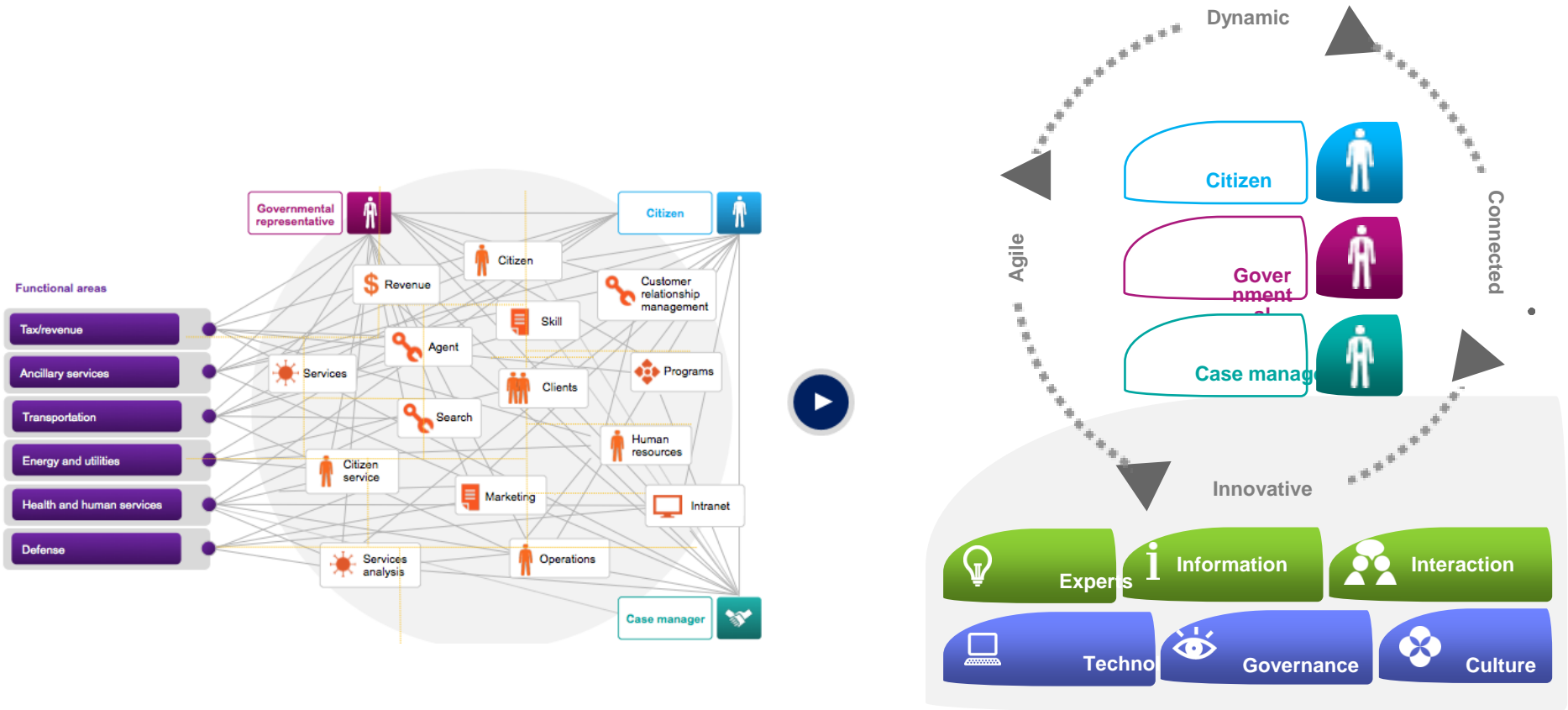
How can you help people find experts, collaborators and information?
By adopting a smarter, more integrated collaboration approach



CURRENT STATE

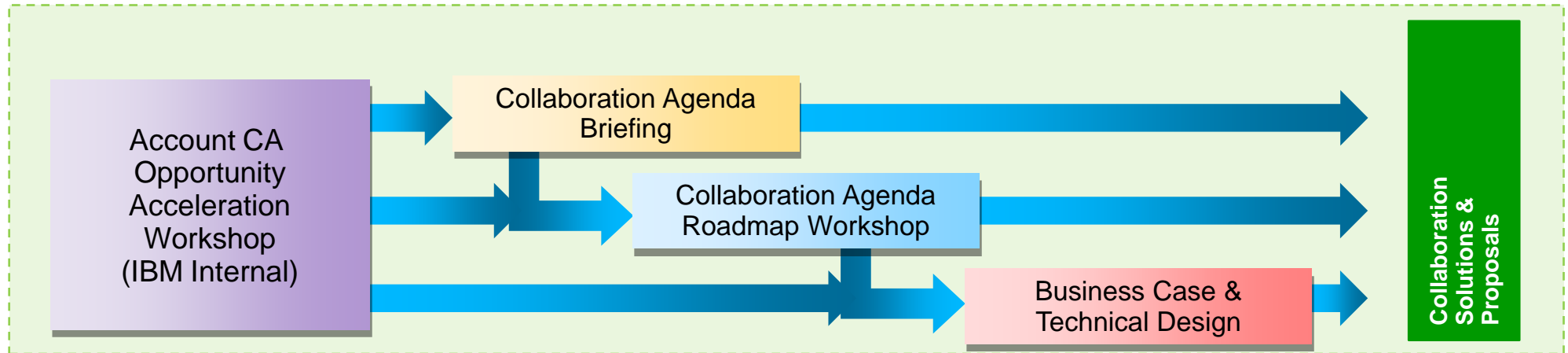


How can you help people find experts, collaborators and information?
By adopting a smarter, more integrated collaboration approach



CURRENT STATE  DESIRED STATE

Collaboration Agenda – Working with the Customer

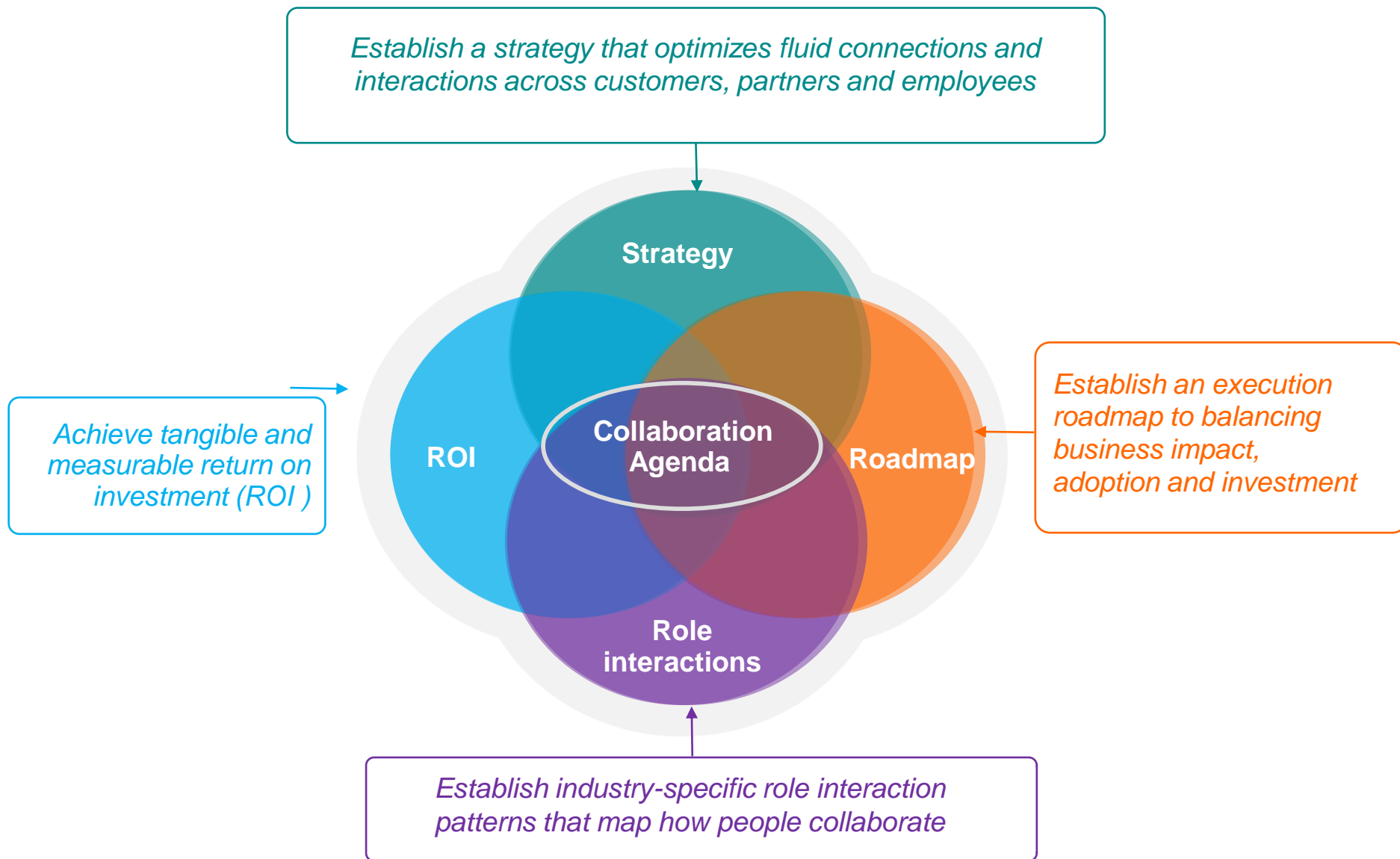


- 1 **Collaboration Agenda Briefing**
- ✓ Overview of the Collaboration Agenda
 - ✓ Application to their specific industry and business projects
 - ✓ Validate the focus and priority initiatives

- 2 **Collaboration Roadmap Workshop**
- ✓ Build a vision and high level roadmap
 - ✓ Identifying key collaboration-based business initiatives
 - ✓ Aligning LOB and IT around specific projects
 - ✓ Develop a POV on the architecture needed to support the initiatives.

- 3 **Business Case and Technical Design**
- ✓ Business Value Assessment, including ROI and TCO
 - ✓ Architect project(s) and provide detailed scope and project plan
 - ✓ Technical architecture roadmap and timeframe

The industry-based *IBM Collaboration Agenda*[™] rapidly creates a roadmap to deliver Return On Investment



Case Study: Miami-Dade County



- Most populous county in Florida and the ninth most populous county in the US
- Serves a population of more than 2.4 million people
- Home to 35 incorporated cities
- Makes up approximately 1,950 square miles in southern Florida.



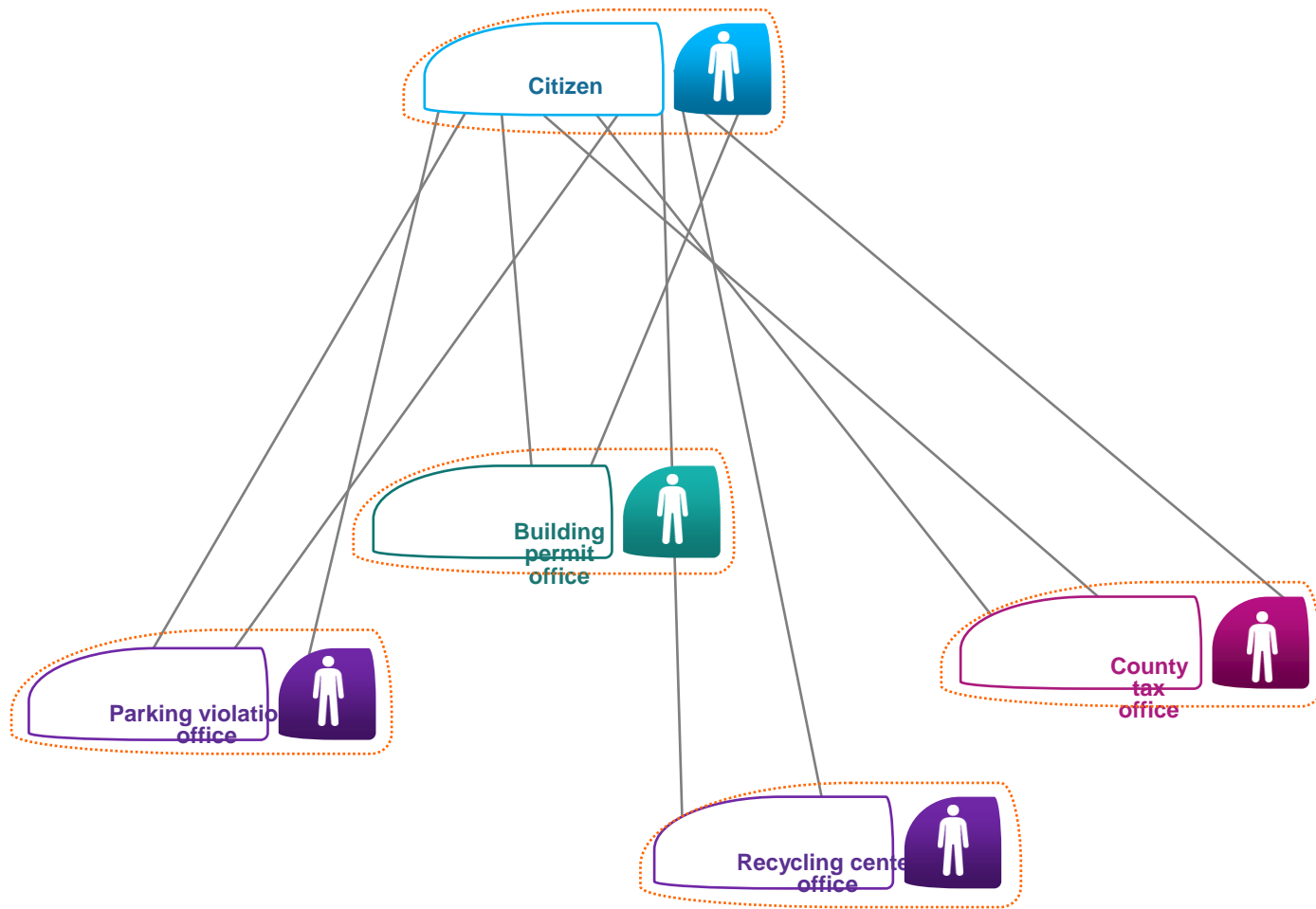
The challenge: Get the right information and capabilities to citizens

State of collaboration prior to solution implementation

Local government
interaction very inefficient

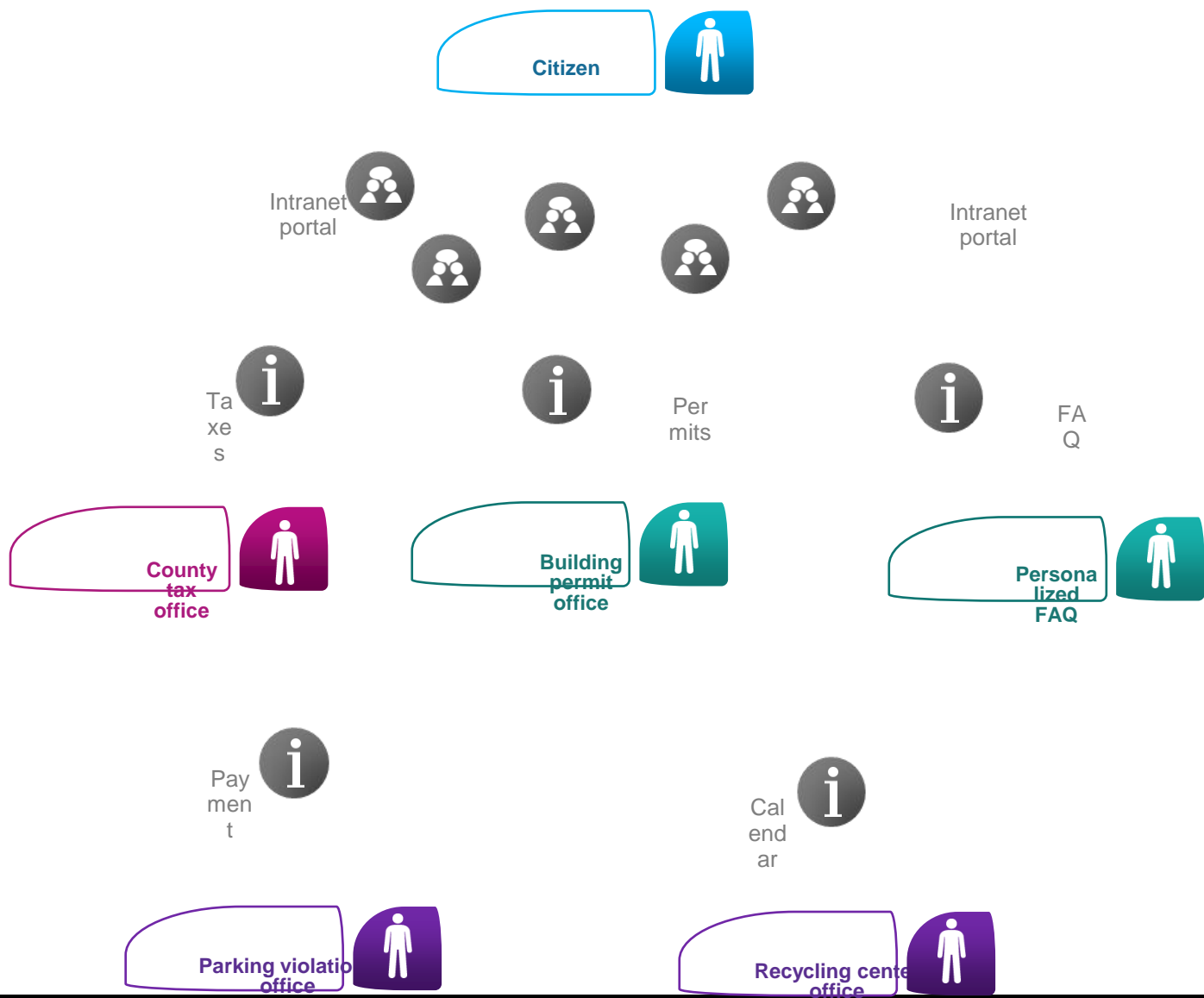
Extensive paperwork and legwork required to perform simple tasks, such as paying a ticket

- Dispersed and difficult-to-find information
- Physical involvement by a county employee needed for every interaction with a citizen
- Citizens required to visit office in person for many simple transactions
- Some latency related to these activities, resulting from difficulty in making payments and inefficiency
- No central access point for agency and office contact information that is specific to the location of citizens





The solution: An easy-to-use centralized access point State of collaboration after implementation of the Lotus solution



... provided with a consolidated
county functions via the
net portal

Gives users access to multiple
county offices from one
convenient, centralized location

- Eliminates the need for citizens to go into an office to complete some transactions
- Encourages discipline in activities such as recycling and paying tickets
- Minimizes the need for involvement of county employees in transactions

... access to personalized
information

- Provides customized calendar and county contact information based on the addresses of users
- Increases the relevance of portal data to users



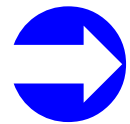


The county is now able to provide new levels of access to relevant information to the citizens of Miami-Dade

	•Role interaction	•Enabling capability	•Improved convenience to citizens	•Increased citizen discipline	•Improved operational efficiency	•Central location for important information
Citizens ↔ Multiple county offices		<ul style="list-style-type: none"> ▪ Personalization ▪ Document Mgmt ▪ Calendaring ▪ Single Sign-On 	HIGH	HIGH		HIGH
Citizens ↔ County information		<ul style="list-style-type: none"> ▪ Personalization ▪ Document Mgmt ▪ Calendaring ▪ Single Sign-On 	HIGH	MEDIUM	MEDIUM	HIGH
County offices ↔ County offices		<ul style="list-style-type: none"> ▪ Personalization ▪ Document Mgmt ▪ Calendaring ▪ Single Sign-On 	MEDIUM		MEDIUM	HIGH

“This portal has greatly increased our employee efficiency and also made many processes much more convenient for our citizens.”

—Miami-Dade County

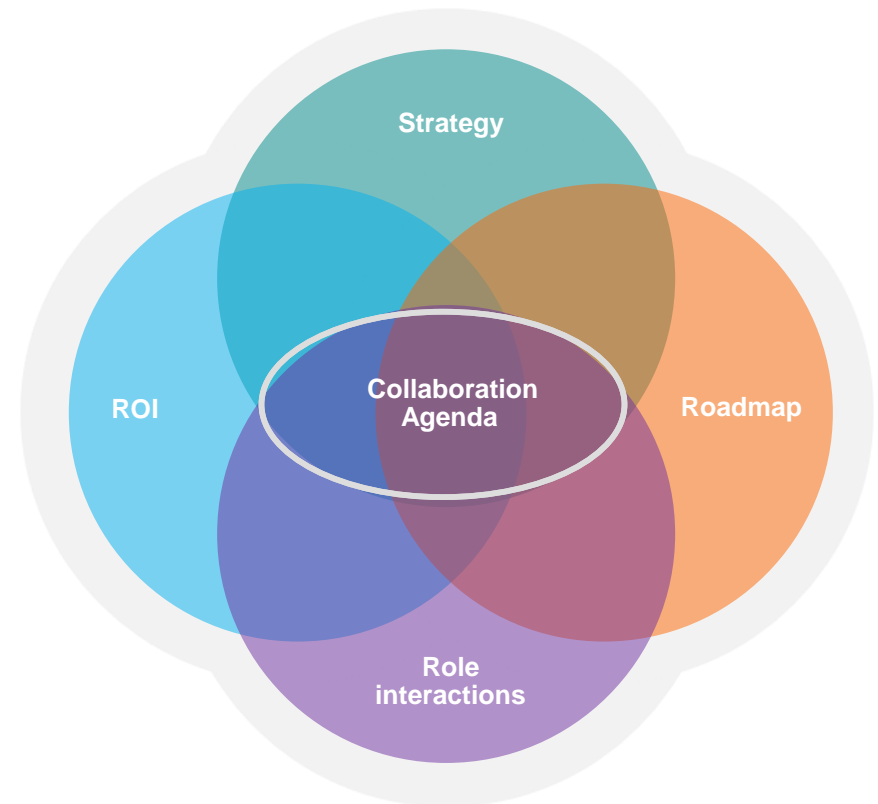


Getting Started

5

Do I Need the Collaboration Agenda?

- Are you trying to work out the Business Value to your organisation of Web 2.0?
- Do you need to provide a greater level of access to expertise and content, while reducing operational costs?
- Do you use Sharepoint for document collaboration, but need to be able to provide this type of collaboration in the context of actual business processes?
- Do you need to extend the investment you have made in legacy systems and business applications, while providing a modern, role based and scalable interface to these systems?
- Do you need to provide ways for your employees to safely connect to partners and customers/citizens in order to seek feedback on policies, services and products?
-



Summary

- Trends that are driving government priorities today
- Innovative solutions that governments are deploying
- IBM Collaboration capabilities for Government portals and collaboration
- The Collaboration Agenda



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THANK YOU

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