

Microsoft Citizen Service Platform

How Microsoft technologies empower governments to serve citizens

Are your **people**  **ready?**

Effective Government depends on people. Are yours ready?

Today's governments face profound changes – an increasingly global, connected world; an ageing society; rising citizen expectations and tight budgets – and all this on top of the pressing need for a safer, healthier environment. Your people have the power to meet these challenges and serve their communities better in the 21st century. However, if they are to transform government services, they need the right tools.

We call organizations that empower their staff to deliver cost-effective, seamless services 'people-ready' organizations. Technology has a key role in creating 'people-ready' organizations. Recognising this, Microsoft has designed a vision and a platform architecture called the Citizen Service Platform. We invite you to share this vision – to forge seamless connections between your government, its citizens and the businesses you serve – and we offer you the tools to make it a reality.

It's about sharing information between departments and agencies

Government agencies are looking for simpler processes, less paperwork, and fewer interactions. Our vision enables your people to collaborate more efficiently and productively to provide a better service, reduce costs, and improve management insight.

It's about smarter internal communications and better collaboration

Our vision provides for total flexibility in communication, whereby diverse information is seamlessly incorporated into the applications you use, helping you avoid duplication and increase efficiency, whether your staff are working in the office or in the field.

It's about cost savings

The Microsoft platform integrates seamlessly with electronic document and records management systems. This makes it easier and more cost-effective for citizens to access your services. It also helps you to comply with your legal obligations to help safeguard information.

It's about streamlining business to comply with regulations

It's about creating a systematic and disciplined approach to your records so that you can comply with government regulatory guidelines and maintain a service that is transparent at all times.

It's about providing individualized services for citizens

Our vision allows your citizens to access individualized government services through portals and Web sites, improving service and cutting costs, with security-enhanced management of identity, authentication, and access rights.

It's about knowing where you stand

To help government organizations anticipate needs and accurately forecast budgets, Microsoft business intelligence solutions can track key performance indicators against goals, providing up-to-the minute scorecards and reports, which turn information into insight.

It's about rationalizing your IT

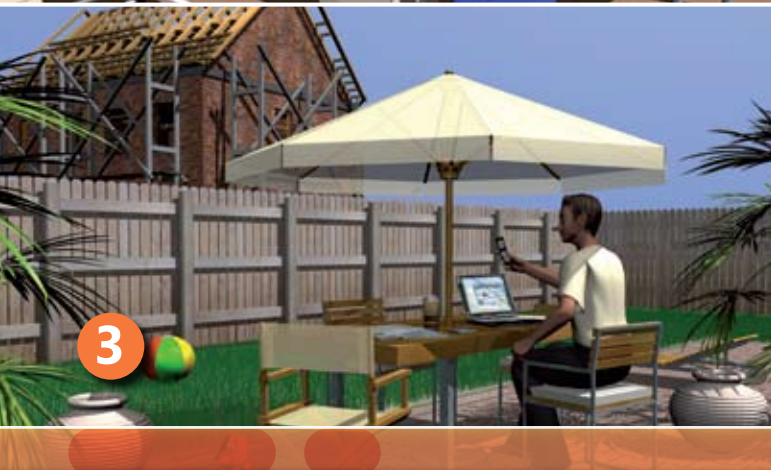
And finally, it's about creating an IT environment that can adapt to your changing needs: an environment that is simple and cost effective, and can be managed across diverse systems, departments, and organizations.



“When you can make a process that usually takes 10 days reduce down to just a few hours, you know you have chosen the right solution for the business, the employees, and the customers.”

Wolfgang Muller, Customer Team Lead, Austrian Ministry of the Interior





Microsoft's vision for effective Governme

1. Share information; reduce duplication

- Create rich electronic forms that make collating, and managing data easy for your staff, using Microsoft® Office InfoPath®.
- Minimize time wasted creating and retrieving forms needed for basic applications, at the same time reducing costs and avoiding double entry errors.
- Enable staff to quickly and more securely update information regardless of where they're located.
- Automate workflow and approval processes easily and swiftly, reducing staff frustration and increasing customer satisfaction.
- Streamline work practices by allowing staff to enter data once and once only, with the ability to view and update this information across multiple systems.
- Ensure that records are retained for the correct time period to comply with regulations such as Sarbannes-Oxley and HIPAA.

2. Provide secure, individualized government services

- Employees, external contractors, business people, and citizens have access to your information and systems while cryptographic standards help protect privacy and security of data.
- Microsoft® Active Directory® makes it simple to manage, migrate, and assign network identities and relationships across your networked environment.
- Microsoft® Identity Integration Server automates identity updates across disparate platforms. This synchronization of identity information enables governments to provide users with single sign-on, simplifying authorized access to all of the networked applications and services available.
- Microsoft® Certificate Lifecycle Manager reduces the costs of smart cards with digital certificates, simplifying security management and enabling users to self-administer common tasks.
- Windows CardSpace™ provides a consistent user experience for citizens, with strong protection features which help against tampering and spoofing.



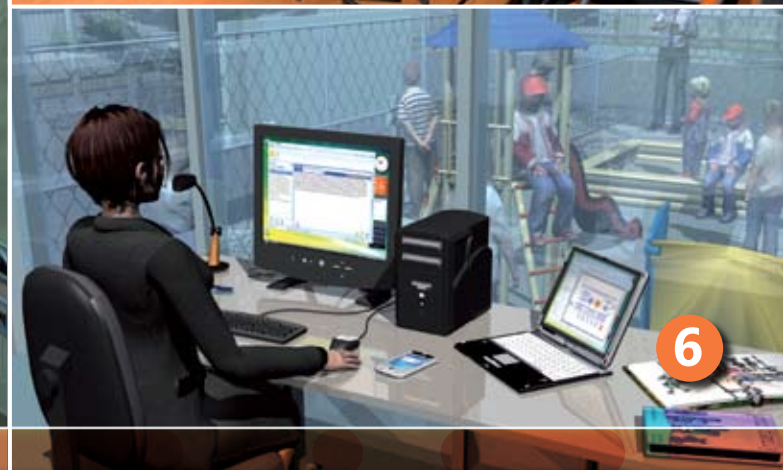
Platform - the Microsoft Citizen Service Platform

3. Provide information in one easy location

- Using Microsoft® Office SharePoint® Server, government departments can more securely aggregate information from a variety of departments into a single, citizen-centric portal site, supplying services online, via PDA, or over the phone. You can literally create a 'one-stop shop' for government services across multiple departments, vastly simplifying customer interactions.
- Multiple sources of customer data can be integrated with multiple channels of service delivery, including call centers.
- Citizens can seamlessly connect with your system to download forms, submit applications, gather information, and make payments.
- Your staff are freed from time-consuming paperwork, increasing their productivity and reducing costs.

4. Improve communication and collaboration

- Real-time collaboration features enable your people to work together across different departments and geographical boundaries. A cost-effective Electronic Document and Records Management (EDRM) solution based on the Microsoft® Office system includes applications that help staff share information, automate tasks, schedule meetings, complete forms online, and access common calendars and address books.
- Enjoy simpler processes, less paperwork, less duplication, and fewer interactions.
- Improve customer service with faster response times, less paperwork, and fewer errors.
- Increase employee satisfaction and productivity.
- Simplify compliance by mandating an automated document management, archiving, and record retention policy.
- Exchange data between systems – even legacy systems based on industry standards.



5. Create efficiencies by streamlining financial management

- Help ensure your people can comply, regulate, budget, report, spend, and deliver government services on time and on target with Microsoft Dynamics®, part of Microsoft's suite of Enterprise Resource Planning (ERP) products.
- Replace paper-based procedures with a single integrated system to manage payroll, improve project accounting, human resource management, business analytics, and citizen relationship management.
- Plan ahead and stay on track with real-time financial information accessible at all times to give you greater insight.
- Track purchase requisitions online against budgets and set up alerts to suit.
- Manage interfund transfers with ease, helping ensure that account balances are always accurate, and enjoy seamless integration with purchase order processing.

6. Streamline interactions

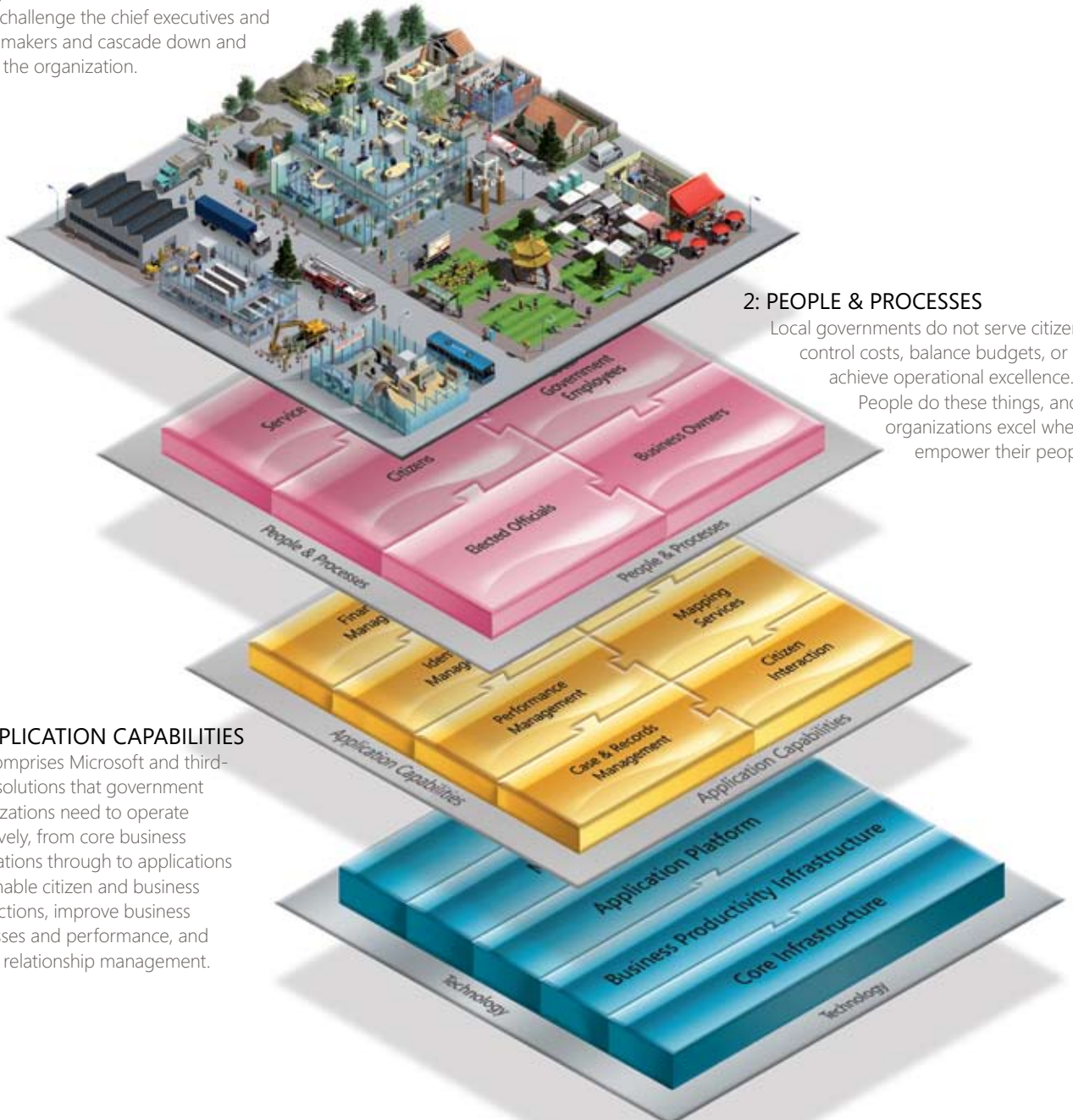
- Maintain a clear picture of your citizens' needs, from first contact through to service fulfilment, with a Microsoft Dynamics® citizen relationship management solution.
- Streamline important tasks such as grant writing, field inspections, and call center management, easily tracking electronic messages from citizens and colleagues alike.
- Improve citizen satisfaction, making their interactions with government smoother and your processes more responsive.
- Enable staff to quickly access and update information using security features, regardless of where they're located, with support for mobile devices.
- Give every staff member the same view when dealing with queries, creating a more consistent, well-informed service.

Microsoft Citizen Service Platform Architecture

Microsoft has developed a conceptual four-layer model for mapping the business challenges facing local governments and the technology solutions to address these challenges. The 4 layer model is designed to help us create systems based upon a common set of services and this diagram summarizes the model.

1: KEY CHALLENGES

The top layer of the model considers the key challenges that most local governments face. These are cross-cutting issues that slice through services and structures. These issues challenge the chief executives and policy makers and cascade down and across the organization.



2: PEOPLE & PROCESSES

Local governments do not serve citizens, control costs, balance budgets, or achieve operational excellence. People do these things, and organizations excel when they empower their people.

3: APPLICATION CAPABILITIES

This comprises Microsoft and third-party solutions that government organizations need to operate effectively, from core business applications through to applications that enable citizen and business connections, improve business processes and performance, and citizen relationship management.

4: TECHNOLOGY

Microsoft's end-to-end infrastructure provides a security-enhanced, scalable, and easy to manage foundation on which government organizations can overlay the applications they need. It is divided into core infrastructure, business productivity infrastructure, and application platform infrastructure. Microsoft has developed an optimization strategy for each of these areas to help governments create a 'people-ready' organization that empowers staff with the right tools and information to improve services, increase citizen satisfaction, and reduce cost.

For more information visit:
www.microsoft.com/csp

Microsoft and its partners provide the technologies



Citizen Interaction

To meet increasing customer demand for individualized online services, Microsoft® Office SharePoint® Server provides a single, citizen-friendly point of access to a range of government departments and agencies and the services they offer. This solution not only cuts costs and reduces time wastage; it's also extremely easy to use. Citizens can submit building plans, view community information, pay their taxes, and much more.

Portals can be accessed through kiosks in libraries and government buildings running Windows Vista® where citizens can use smartcard devices to prove their identity and pre-populate forms. Many portal sites allow for the tracking of permit approval processes, and some even feature video content, including Webcams, with live feeds of everything from government committee meetings to traffic jams.



Intelligent Forms and Workflow

Many government departments that are looking to improve operational efficiency are deploying Microsoft® Office InfoPath® to standardize their documentation processes; creating Intelligent Forms solutions that reduce task duplication, help protect data integrity, and minimize time wastage.

Picture a people-ready organization where staff can rapidly create, retrieve, and view forms, such as permits and approvals, and effortlessly improve the customer experience by giving citizens security-enhanced online access to the forms they need. Important information can be validated at the point of entry and then routed automatically through to the next step in the process. If a manager's approval is required, this can be allowed for through easy integration with Microsoft® Outlook®. In other cases information can be submitted into different systems for automated processing.



Case & Records Management

A Microsoft Dynamics® citizen relationship management (CRM) solution provides the tools and capabilities to create and maintain a clear picture of citizen's needs, from first contact through to service fulfilment, maintaining individual records that are easy to manage and access online.

Any electronic communication with citizens (or even internal communications) can be easily organized, stored, and tracked. In this way outreach awareness of services is improved, specific needs of groups within the community can be met, costs can be lowered, and citizen satisfaction can be improved. Streamlining citizen communications enables your staff to be more responsive in real time, providing faster customer service through quick, convenient access to records and standardized workflows, making it easier to adhere to regulations and controls.



Mobility, Collaboration & Productivity

Government organizations are finding that the move to flexible and mobile working can be a catalyst for transformational change. When implemented strategically, as part of a wider programme, many benefits can be achieved, including improved services to citizens, increased staff commitment, reductions in travel time and carbon emissions and significant cost savings from better asset management and productivity improvements.

With the rich set of tools and technologies now available within the Microsoft Citizen Service Platform and from Microsoft partners, local government officers and politicians can be empowered to work anytime anywhere, with full access to all the information they need. They can easily collaborate with colleagues in other agencies and be fully supported within the team environment that is so important in public service.



and applications required for Government



Performance Management

Governments are under pressure to provide accurate information to citizens and businesses about the effectiveness of programmes and spending. Microsoft performance management solutions give real-time, whole-organization information, which can be communicated to - and shared with - everyone who needs it. So everyone gets a better understanding of where they are against KPIs and can be more effective at providing services to the general public.

Microsoft offers data warehousing, reporting and analysis, and performance management products and toolsets that can enhance productivity and foster confident decision making based on departmental plans and budgets that are fully-aligned with overall government strategy. They can enable you and your people to turn data into insight, transform ideas into actions and turn change into opportunity.



Mapping Services

The Microsoft® VirtualEarth™ platform allows government organizations to visualise, understand and interpret data in the context of its geographic location and surroundings. It is an integrated set of services that provides quality geospatial data, precision imagery and Web mapping services to millions of people worldwide.

GIS is a critical tool for local governments, as they must manage planning and land use permits for development. The emergence of technologies such as Virtual Earth has enabled a new generation of GIS solutions, often known as mashups, which overlay real time data such as local activities or emergency status information onto a GIS image. Virtual Earth™ can help local government build a more detailed picture of its citizens' needs and its ability to meet those needs.



Financial Management

Enterprise Resource Planning (ERP) offers an attractive solution to government organizations seeking to integrate financial processes to increase efficiency, make informed budgetary decisions, and improve security and control over financial management in order to meet regulatory standards.

Microsoft Dynamics® is part of Microsoft's suite of ERP products. It replaces cumbersome paper-based procedures with one integrated system that can manage payroll and financial management, improve project accounting, human resource management, business analytics, and citizen relationship management. Tight integration between modules in Microsoft Dynamics® enables people to enter data once only, making accurate, real-time information accessible to staff across an organization, according to their needs. Microsoft Dynamics® provides granular control over budget expenditures.



Identity Management

Personalized, highly secure access to confidential data has become an absolute priority for government organizations seeking to streamline identity management, authentication, and access rights. People-ready government organizations wanting to make the right information available to authorized users, be they employees, contractors or citizens, are using Microsoft® Active Directory® to manage, migrate, and assign network identities.

And to create the simplicity of a single sign-on across disparate platforms governments are using Microsoft® Identity Integration Server together with Windows CardSpace™, which provides a more consistent user experience through a single security credential across all services. To manage the costs involved in smart cards with digital certificates they are using Microsoft® Certificate Lifecycle Manager to automate common management functions and allow users to self-administer common tasks.



The Microsoft Citizen Service Platform....

Citizen Interaction



City of London, UK Team Knowledge

In the City of London, one of the most prestigious parts of the city recently deployed a contact center to handle all communications. By deploying Microsoft Dynamics® CRM with Team Knowledge's TKDialogues scripting product, they can service over 65% of requests at the first point of contact by providing predictable processes and easily accessible answers to common requests, and its flexibility allows it to adapt to changing business processes.

"We have phased the introduction of a contact centre over 18 months and five phases re-engineering processes to bring them from back to front office. This has helped to transform the level of customer service residents and businesses in the City receive."

Susan Attard, Deputy Town Clerk

Financial Management

City of Tartu, Estonia Columbus IT

The city leaders wanted to consolidate their accounts into a single program with reporting tools that could offer more insight into budget and accounting processes. Prior to the deployment of Microsoft Dynamics® AX, data often had to be entered manually into Microsoft® Office Excel to generate reports. Now, employees can define and work with multiple financial dimensions, which break data into categories for more detailed analysis. They can also map charts of accounts into reporting structures and aggregate figures into a framework for strategic analysis.

"Now, rather than spending hours sifting through data, accountants across the city's agencies can focus on putting the information to work for Tartu's citizens."

Liia Jaskeläinen, Chief Accountant, Tartu Social Assistance Department

Case & Records Management

Royal Borough of Kingston Ciber

The new call center system and "data hub" has allowed Kingston's council to significantly improve its resident contact processes, free up time for back office staff to attend to more important matters, and deliver "one version of the truth" for each resident across all departmental systems. The ability to synchronize resident contact information across all departmental systems has numerous advantages, both for borough residents as well as for the government workers who serve them.

"Microsoft Dynamics® CRM has helped to transform the way we respond to our citizens by providing a single point of access to all our services, and giving us a joined up view of our business."

Gerry Sevenoaks, Head of Strategic Services, Royal Borough of Kingston



Intelligent Forms and Workflow



Fredericksberg, Denmark Resultmaker

The Building Permit solution that Fredericksberg has implemented is saving them \$2m per year or \$20 per citizen. They have 2,000 annual applications per year and they all used to have some errors or missing pieces because of the complexity of the information required and regulations that need to be met. They have reduced errors from 100% to 0% with the new forms and workflow system.

"With the solutions from Resultmaker we have experienced high reliability, more efficiency and a quicker service to our citizens so we are very content."

Mads Lebech, Mayor of Fredericksberg

Case Studies



Mobility, Collaboration & Productivity

Porto, Portugal
CaveDigital

In order to address the complexities of council agenda management the city of Porto set about looking for a solution to automate the process, and electronically control the workflow of the many documents which are involved. With Microsoft partner CaveDigital, the city is now able to operate a fully electronic decision making process, running the process of proposal management right through to publication of final minutes on the internet. This solution has now been adopted as a standard template within the Citizen Service Platform.

"As well as the productivity gains the solution is expected to save around 12 trees per year."

Pedro Serramo, CEO of CaveDigital



Mapping Services

City of Miami
IS Consulting

With Virtual Earth™, the City of Miami has established an innovative Web presence. It is allowing its citizens and visitors to connect more effectively with the city's services and attractions. It has also streamlined its urban planning and permitting processes. By using Virtual Earth™ to assist its emergency responders, Miami is improving public safety and potentially saving lives and property. Miami is using its online mapping technologies to help its citizens connect to their government and get the most out of the services the city provides.

"Virtual Earth™ is changing the way that people interact with information. It helps our citizens interact better with government services, and engages them in a friendly, enjoyable customer experience."

Jim Osteen, Assistant Director for Information Technology, City of Miami

Performance Management

City of Camden, USA
Infusion

The Mayor's Digital Dashboard, accessible to the mayor and chief operating officer, offers a consolidated, graphical view as well as specifics about each identified (key Performance Indicator) KPI towards the goal of making better and more informed decisions that impact the City of Camden. This management tool shows what department directors and City employees are doing and if tasks are completed within or past the established timeframes. During the planning phases of the project, benchmarks for core KPIs were established to help track improvements in the City's operational performance.

"We can track problems with our constituency, offer better services, and deliver cost savings. Everybody seems happy about the services, and that gives us accountability. That's what every city needs."

Gwendolyn Faison, Mayor of the City of Camden, New Jersey



Identity Management

London Borough of Newham, UK
Ascentium

In what is hailed as a first for the U.K. public sector, the London Borough of Newham is piloting information cards with nine other local authorities for around 200 users to access shared confidential information. As more and more government departments and councils join together to offer shared services, a common way of authenticating users becomes increasingly necessary. Another key driver is to limit the number of identities that people use to access applications, thereby improving productivity and cutting administration costs.

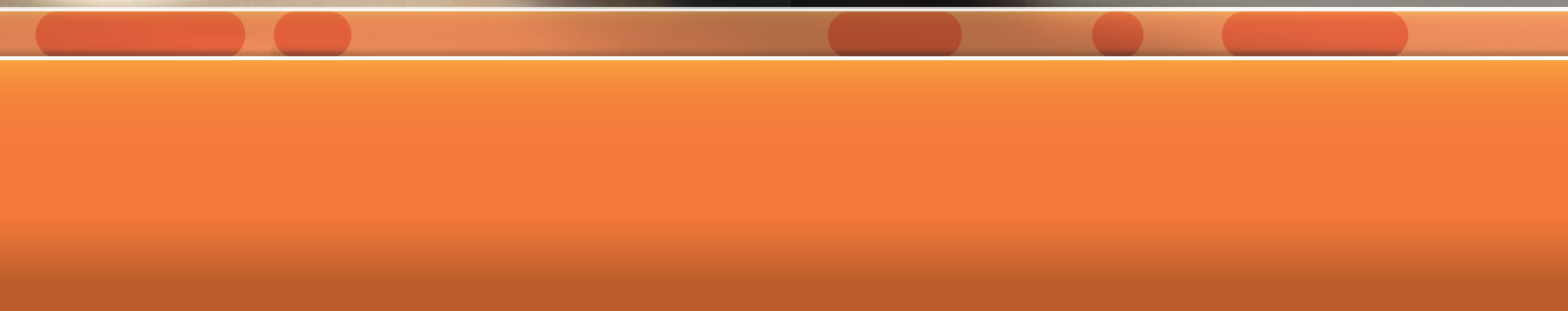
"To our knowledge, this is the first ever information card implementation in the United Kingdom public sector. It is a pioneering project using Microsoft® technology with huge implications for how citizens will interact with government organizations in future. "

Geoff Connell, Chief Information Officer, London Borough of Newham



“Using eGovernment services has increased the efficiency of our employees. For example, the time to submit a request has dropped by an average of 40 percent.”

Ashraf Abdelwahab, Deputy to the Minister,
Egyptian Ministry of State for Administrative Development



Why Microsoft?

A government, on its own, cannot serve its citizens; it is always people who serve people. Recognising this, Microsoft focuses on helping governments around the world create 'people-ready' organizations. We believe in empowering individuals to better serve their communities by giving them intuitive, powerful technology that does away with the traditional red tape, enables collaboration, automates time consuming tasks, streamlines budget management, and radically improves the customer experience. The benefits are profound, with successes shared by staff and citizens alike.

A world-class partner network

Microsoft partners include some of the most innovative and dynamic government solutions providers and systems integrators in the world. They can work with you to build successful solutions that support every aspect of government of your operation, making them automated, mobile, security-enhanced, and far less costly.

Software + Services

To continue to provide today's government agencies with flexible solutions that support mission-critical environments, Microsoft offers a 'Software + Services' delivery model. Software + Services combines the best of both worlds by ensuring the same level of sophisticated capabilities in both offline and online environments. This enables government staff to enjoy the benefits of advanced, fully-featured communications, collaboration, and accounting applications – regardless of device or connection status. Microsoft complements this with sophisticated synchronization and enterprise class storage and security capabilities, which can be managed on-premise or included as a service offering.

Reliable service and support

Microsoft provides reliable, dedicated service and support through our partners or directly through our own premier support. This provides you with direct access to expert technical consultancy and resources, helping you minimize your risks and maximize the benefits of your Microsoft technology investment.

A solid platform that adapts to your needs

The Microsoft Citizen Service Platform enables you to invest incrementally to rapidly establish operations and meet your goals and then to scale easily as staff and citizens' needs grow. New solutions not only leverage the friendly, familiar Microsoft user experience, minimizing training, but they're easily integrated with your existing IT systems and underpinned by security systems, enabling you to create smart new ways of doing business, and delivering superior customer service. The consistent standards, operating systems, and application compatibility tools of the Microsoft platform also help make IT environments cost-efficient to operate and manage, reducing IT costs.

Privacy and security

The Microsoft platform builds security features, identity, and trust relationships into every layer of the computing environment, from hardware to software and services, enabling you to address compliance requirements with confidence.

Microsoft Financing

Microsoft provides a competitive financing solution that enables government to buy software, services, and hardware in a simple and affordable manner, when you need it, within your budget.

May we help?

If you are planning a Transformational Government project and would like to discuss whether the Citizen Service Platform could help you then please either talk to your local Microsoft team or one of our many partners.

With thousands of reference sites and successful deployments across the world, we have both the experience and expertise to help you assess your IT infrastructure and select and deploy cost-effective, proven solutions that provide the key capabilities you need for today and tomorrow.

Please email your contact details to csp@microsoft.com and we'll be happy to get in touch with you to progress your interest in the CSP.

To learn more about the Microsoft Citizen Service Platform, visit www.microsoft.com/csp.



www.microsoft.com/csp

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