

Microsoft Citizen Service Platform

From the very beginning, we created the Microsoft Citizen Service Platform to address the key issues that challenge local governments the most – tenacious, crosscutting issues that slice through services and structures. We worked closely with local government experts to identify the universal issues that local governments must address. What’s interesting is that while municipalities and regions around the world operate in different cultural contexts and scale, the challenges they face are remarkably consistent. Microsoft CSP was designed to help local governments meet 10 key challenges in three areas:

Addressing constituents’ key needs

1. Improving Customer (Citizen and Business) Service Delivery

Every council is under pressure to deliver better service to the community without increasing costs. Citizens and businesses want greater access to government information and services with simpler processes, less paperwork, and more efficient interactions.

2. Delivering Social Care

In most parts of the developed world, an aging population is placing increasing demands on public services. In other parts of the world, expanding populations are expecting better public services and putting local governments under pressure to deliver better-quality services with static or diminishing budgets.

3. Raising Standards in Education

Education is far wider than schools; it encompasses all aspects of lifelong learning and development. It includes ensuring that local residents have the skills and knowledge they need for continuing education and employment.

4. Sustaining the Local Economy

Today, most local governments share a similar vision. They want “sustainable communities” that support local businesses, maintain local employment, and provide support to the local workforce through affordable housing, social care, and education.

Helping local governments to work more effectively

5. Increasing Operational Efficiency

Across the developed world, an ever-aging population is placing increasing demands on public services, while at the same time a decreasing proportion of the population is working and paying taxes.

6. Improving Compliance and Accountability

Compliance and accountability are essentially about showing what money has been received, how it has been used to deliver agreed-upon services, and who is accountable for the delivery and performance of services.

7. Working Collaboratively and Taking Advantage of Shared Services

Public service bodies are increasingly collaborating to provide services to their citizens and service users.

8. Improving Staff Productivity

Local governments have historically laboured with poor ICT tools and facilities for productivity and collaboration.

Making the world a better place

9. Leveraging the Power of Technology

A key initiative of many local governments is to rationalise their IT so that they have a seamless, integrated, and secure environment that lets them deploy resources more efficiently while being easy to manage.

10. Caring for the Environment

IT can make a significant contribution for a more sustainable, “greener” approach which can help address the major environmental challenges facing the world today. Local government is at the forefront in this struggle having to consider key issues such as transportation, waste management and the potential impact of climate change on the local environment and security of its citizens.

Powerful Local Government Applications

Microsoft CSP delivers high performance and strong functionality, to meet a wide range of needs across 8 application capabilities:

- Citizen Interaction
- Intelligent Forms and Workflow
- Case and Records Management
- Mobility, Collaboration and Productivity
- Performance Management
- Mapping Services
- Financial Management
- Identity Management

In Microsoft CSP, the Microsoft SharePoint Portal Server enables powerful local government applications covering content publishing, and case and document management. Capabilities, which are fully incorporated in the Citizen Service Platform’s templates, include:

- *Collaboration*: Enabling technologies allow teams to work together effectively, providing intuitive, flexible, and secure mechanisms for sharing information.
- *Portal*: Microsoft CSP allows local governments to personalise the user experience of an enterprise Web site.
- *Enterprise Search*: Relevant content can be quickly and easily located, no matter where it's located.
- *Content Management*: Users can create, publish and manage content regardless of whether it exists in discrete documents or is published as Web pages.
- *Business Forms and Integration*: Microsoft CSP helps local governments to quickly and effectively implement forms-based business processes.
- *Business Intelligence*: Microsoft CSP delivers information that is critical to achieving local governments' business objectives.

Microsoft Citizen Service Platform Building Blocks

The following are the core building blocks from Microsoft to deliver the vision of the Citizen Service Platform:

1. **Windows Live and Office Live**, are general purpose Web based services that can enable a basic level of functionality and do not require an onsite installation to get a basic government website up and running.
2. **Windows SharePoint Services (WSS is included with Windows Server)**, this requires an onsite installation of Windows Server but allows greater flexibility in the design of services. Also provided by Microsoft are a set of generic templates for organisational collaboration and common business processes.
3. **Microsoft Office SharePoint Server (MOSS)** is the next step up in collaboration and web publishing capability and where the majority of the Citizen Service Platform templates are published. These were described earlier and include web publishing, case management and document management. Microsoft partners can provide a wide variety of applications that will integrate with MOSS to extend the functionality while continuing to provide the familiar easy to use Microsoft interface.
4. **Microsoft Customer Relationship Management Server (MS Dynamics CRM)** provides specific support for citizen record access, contact centre support and flexible case management. In combination with MOSS they can provide a rich platform for further customisation and advanced application scenarios which can be provided by Microsoft partners.

Examples of the Citizen Service Platform

Biscay TIK, Spain

The BiscayTIK Project, developed by the Diputación Foral de Bizkaia (Biscay Provincial Authority), in Spain's Basque Country, is already established as a worldwide benchmark with regard to using Information and Knowledge Technologies for providing citizen service. The Microsoft Citizen Service Platform-based project will provide free e-mail or the entire population of Biscay and will give town halls modern integrated management applications and a web portal where citizens can access services and carry out and fulfill a wide range of tasks and obligations. The initiative will help bridge the gap between local administration and citizens, leaving town halls and local authorities better-placed to deliver better, cheaper and more efficient services.

Torre Vieja Hospital, Spain

Torre Vieja Hospital in Spain is a high performing public hospital that uses keyhole surgeries and other modern techniques. The current funding regime in Alicante province requires the hospital to achieve high operational efficiency and employee productivity. Moreover, foreign nationals visiting the region expect world-class services. From the beginning, the hospital put Microsoft technologies at the heart of its healthcare services and built an integrated infrastructure. As a result, the end-to-end paperless environment helps staff access patient records anytime anywhere, make timely decisions, and serve more patients. High efficiency has led to 50 percent lower patient waiting times than the average in Spanish hospitals. Moreover, the hospital spends only €571 per patient per year-compared to €898 spent on average by most other public hospitals.

City of Edinburgh Council, UK

Based in Scotland's capital city, the City of Edinburgh Council provides a range of services from more than 70 principal locations to 480,000 citizens, businesses, and organisations in Edinburgh and Lothian. In 2005, the City of Edinburgh Council embarked on a service-led IT transformation programme with its outsourcing partner BT. The excellent partnership work created a virtuous circle with reductions in service costs leading to efficiencies, which then generated further opportunities, leading to more service improvements.

The new infrastructure has provided the Council with a technology platform that is more capable of supporting future requirements and allows BT to manage the IT estate more effectively and help the Council adopt new and more effective ways of working. The key success factor of the programme was the deployment of new managed desktops to users, which allows the centralisation of management and support services. This has simplified the estate by reducing the number of servers and storage required, enabling the Council to move towards a common services strategy for file, print and authentication. Many of the servers have been virtualised by running Microsoft server products under a VMware environment.

The project was implemented in two years and the Council has already achieved a net benefit of £5 million in direct IT costs alone with total savings over five years estimated at £6.4 million. A return on investment was realised in just 14 months. More importantly the standardised and rationalised infrastructure environment has provided an agile platform allowing new ICT services to be deployed more rapidly. The initial savings have been reinvested by the Council creating a virtuous cycle where ICT continues to add value to the business.

Wakefield District Council, UK

Wakefield Metropolitan District Council is leading the modernisation drive in United Kingdom public services by delivering real benefits for employees and citizens through its Worksmart change programme. Wakefield needed to upgrade its collaboration and communications servers to better support service delivery and flexible ways of working for employees. Through its Microsoft Services Premier Support agreement, Wakefield acquired a resilient Microsoft solution delivered by managed services using Microsoft Exchange Server 2007. Wakefield is deploying the latest technologies to support Worksmart. It will contribute to more than £4 million in revenue savings, and has already reduced carbon emissions by 35 tons in the IT team as a result of home working, and savings of 127,000 annual commuting miles.

Sun City, China

Sun City (Beijing, China) has recently selected Cerrus International's award winning Saturn system to manage the areas of care, HR, Income and building Maintenance. With one of the world's largest ageing populations, Sun City is just one example of how China is adapting to cope with this growing social care challenge. Working with Cerrus International, Microsoft's Citizenship Services Platform provided the basis for the Saturn 3 Technology system currently used to deliver personalised elderly care services across Sun City while providing the Beijing government with the ability to manage client records and balance budgets.

City of Bergen, Norway

The city government of Bergen in Norway has turned paperless in a pioneering initiative in Europe to increase efficiency and reduce its environmental footprint. The program was established in January 2008 and utilises Microsoft OneNote, an easy-to-use note-taking and information-management program from the 2007 Microsoft Office system. Microsoft OneNote allows users to easily organise, search, and share information. Bergen City Government will save 515,000 A4 sheets of paperless annually that would require 70 trees, 200,000 liters of water and 36 tons of CO2 equivalents.