



INFORMATION MATTERS:  
THE IBM INTERACTIVE GUIDE



## ■ Your Information Matters Agenda

### Freeing information

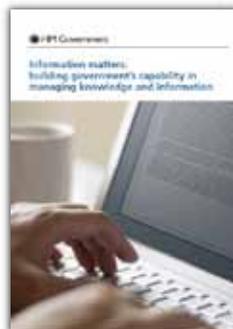
*“Successful societies and economies in the future will depend on how well they enable information to be appropriately shared while maintaining essential protection for those on whose behalf the information is held.”*

**Sir Gus O'Donnell**  
**Cabinet Secretary and Head**  
**of the Home Civil Service**

IBM Information on Demand for local government is a direct response to 'Information Matters: building government's capability in managing knowledge and information'.

Because at every level, government struggles to free information from departmental silos and deliver it to the right person, at the right time, whilst satisfying national security, public safety and citizen services requirements.

The ability to overcome this challenge is essential.



### Realising the value of information for local government

IBM Information on Demand enables organisations to define, access and use trusted information to optimise performance.

To achieve this goal, the IBM approach is to provide an Information Agenda that is both a strategy and a tactical roadmap. The Information Agenda brings together the people, processes and technology necessary to transform increasing volumes of information into a valued asset.

[Click here](#) to download 'Information Matters: building government's capability in managing knowledge and information'.



## ■ IBM's modular approach

The need to manage information effectively has never been more important. However, most organisations have to take into account complex IT landscapes, involving platforms, operating systems, communications, storage and applications. These represent a huge, ongoing investment, so 'rip and replace' is rarely an option.

IBM takes a modular approach to ensuring the flow of trusted information across local authority functions – by adapting and enhancing your existing IT infrastructure.

And, being modular, it enables you to avoid the dangers of departmental information silos on your own terms, and at your own pace.

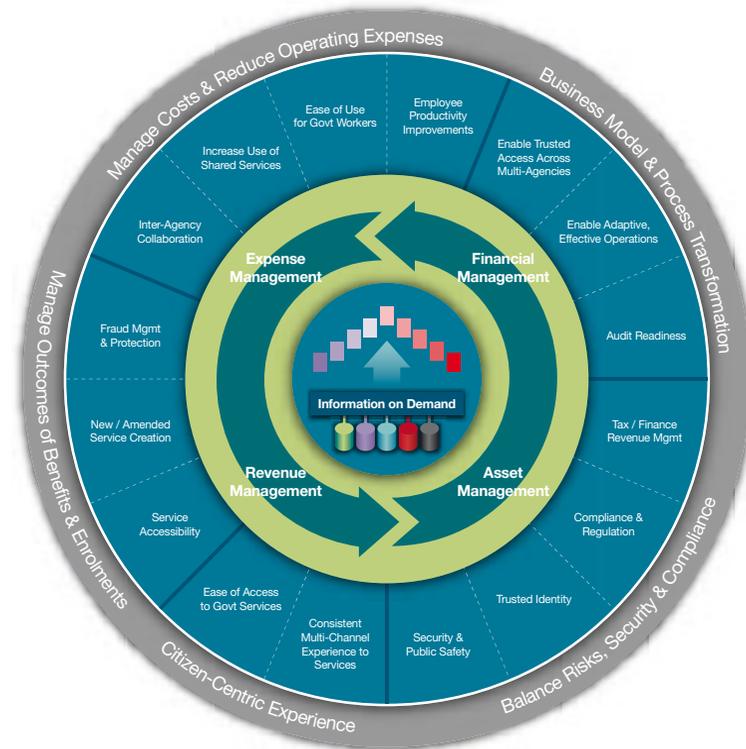
CIOs and senior IT managers should consider a hosted IBM Information Agenda Workshop. Going through the process of building an integrated Information Agenda, with actionable projects, can result in faster execution and return on investment (typically 6-9 months).

[Click here](#) to learn more about building an Information Agenda.



## Information Agenda for local government

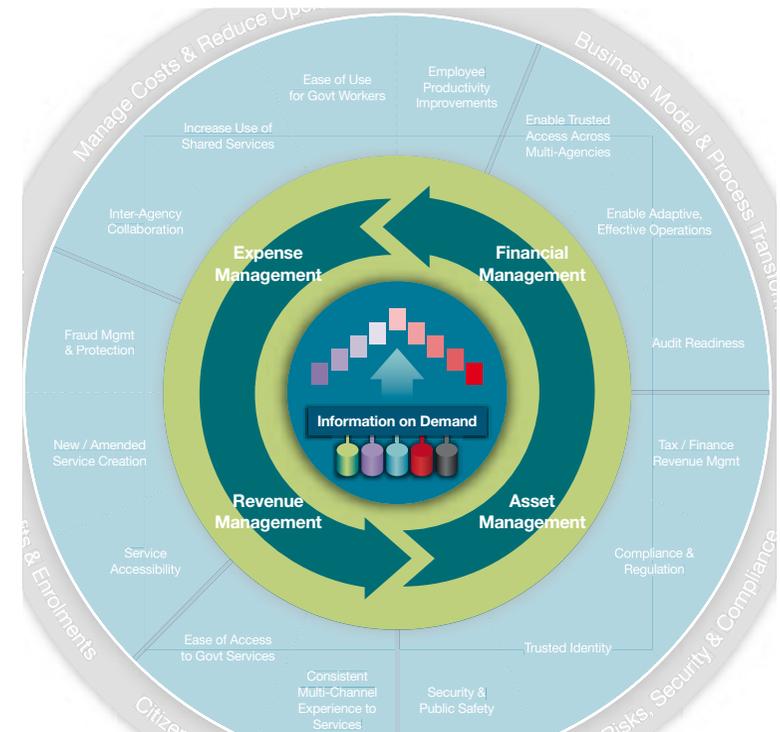
Government agencies and authorities employ information to address growing service demands, control costs and improve return on investment. The IBM Information Agenda Guide for local government provides a framework to help achieve key business goals and objectives.



## ■ Information Agenda for local government

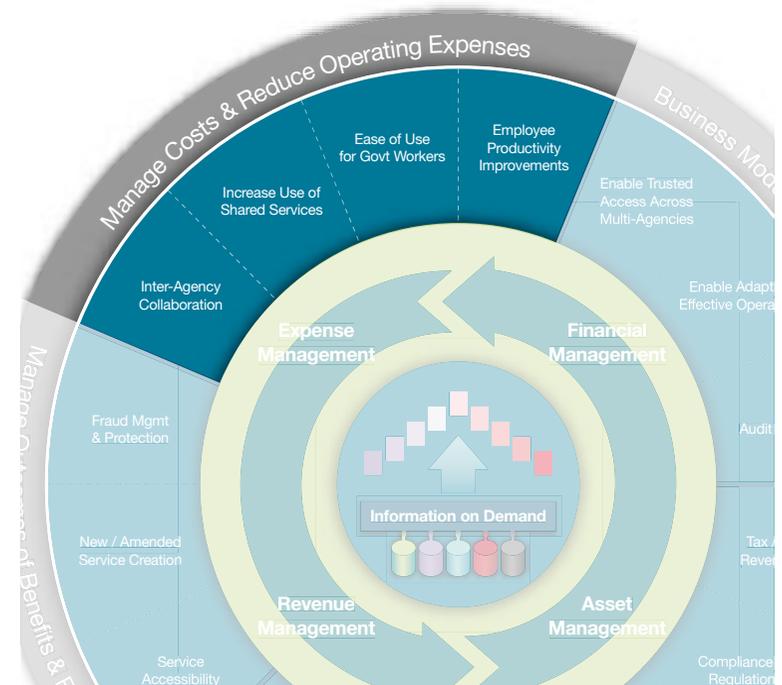
Smart government agencies and authorities employ information to address growing service demands, control costs and improve return on investment. The IBM Information Agenda Guide for local government provides a framework to help achieve key business goals and objectives:

- Manage and reduce costs
- Reduce risk with regulatory compliance
- Streamline and automate business processes
- Increase support to existing and new services
- Uncover and reduce fraud risks
- Support new initiatives with an integrated information framework



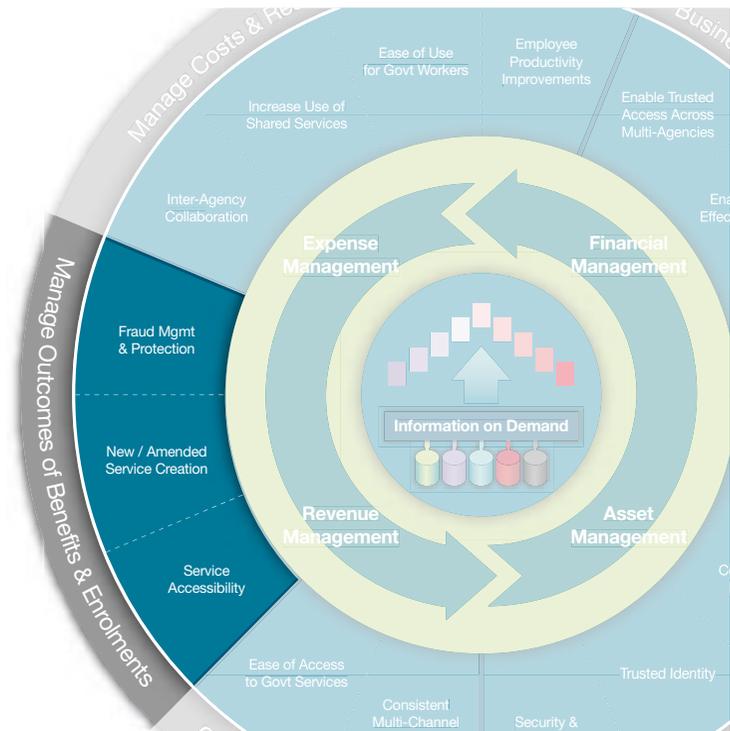
## ■ Managing costs and reducing operating expenses

Inefficient manual processes and duplicating information are major running costs for local governments. Especially when it comes to cross-agency information sharing.



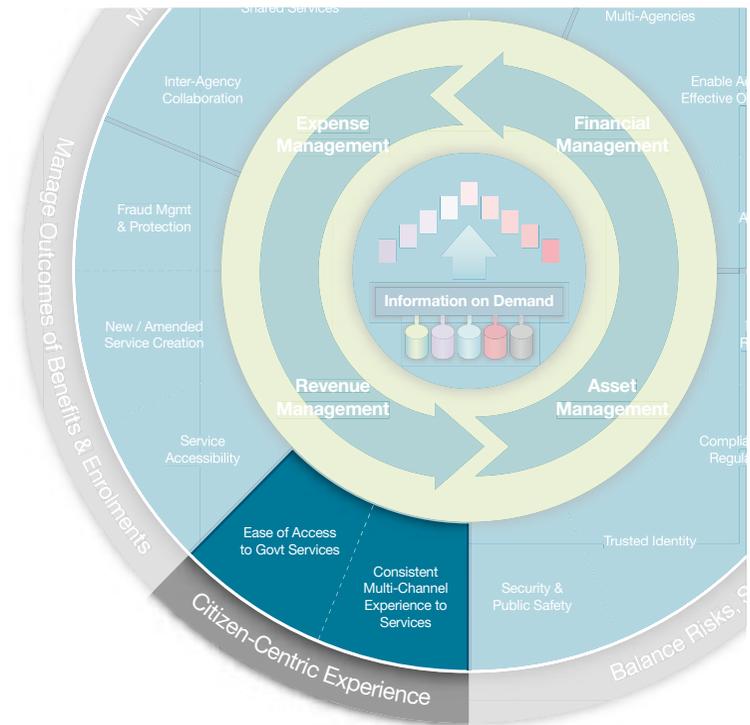
## ■ Managing outcomes of benefits and enrolments

Creating, managing and accessing services and cutting fraud are top concerns for local government agencies. Ensuring that the right services are delivered to the right citizens at the right time is a particular challenge. But with millions of beneficiaries to track, it can be a complex task.



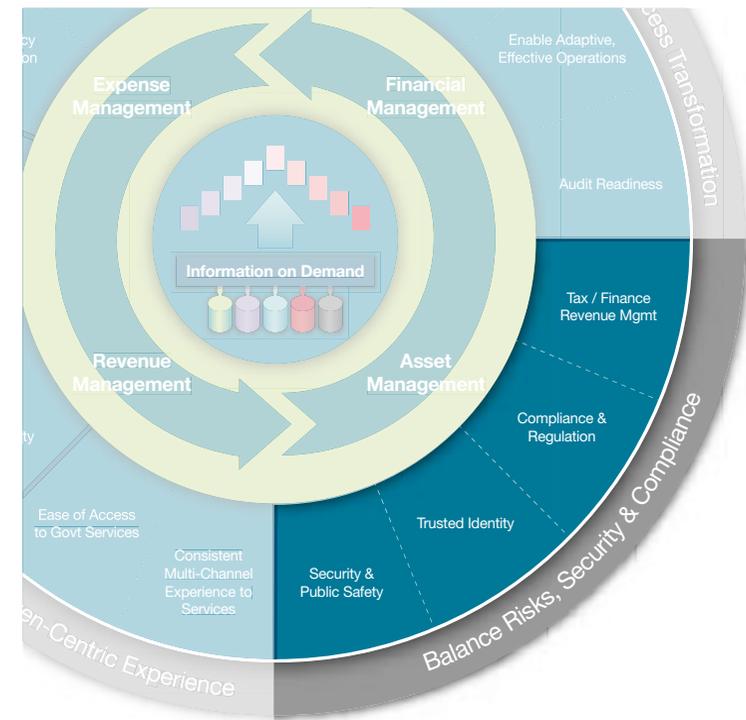
## ■ Citizen-centric experience

Focusing on the needs of the individual citizen is key to improving government services. Being able to respond quickly to enquiries and requests will increase citizen satisfaction. As will improving service delivery – thereby 'reducing avoidable contact' with citizens. By transforming the way citizens get services, local governments can save money and improve results.



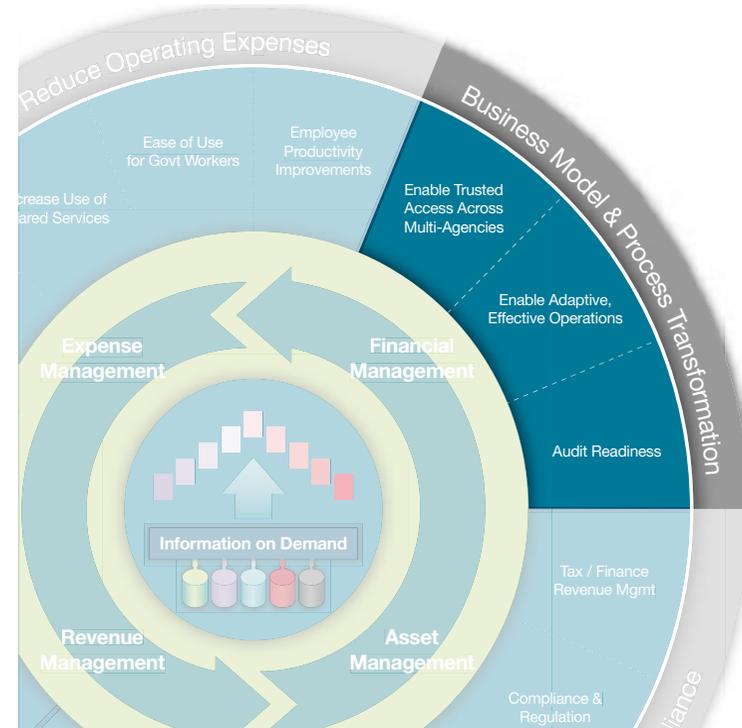
### ■ Addressing risk, security and compliance

Regulatory compliance is a major concern for local government, as is managing operational risk, reducing fraud and protecting sensitive information. Addressing these issues means making data clearer and increasing government transparency – streamlining compliance with regulatory requirements.



### ■ Transforming business models and processes

To deal with budget pressures and the rising demand for services, government organisations are using non-traditional methods to transform their policies and processes to serve customers better. There is also a need for a consistent framework for performance management and accountability in local government.



## ■ Building an Information Agenda

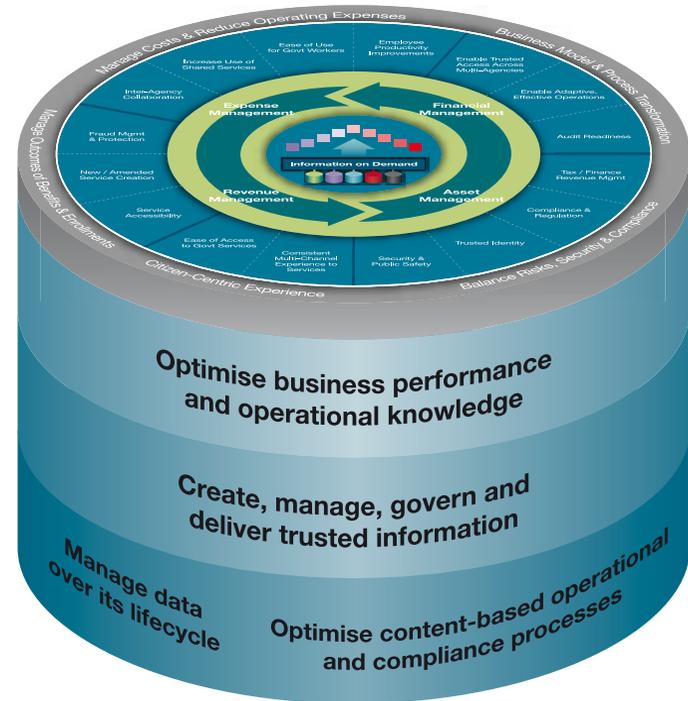
The IBM Information Agenda Guide for local government incorporates industry best practices to help identify the primary information centric business imperatives that drive virtually every business decision.

An effective Information Agenda helps organisations achieve several key objectives:

- Identify data and content that is vital to the organisation
- Identify how, when and where information should be made available
- Determine data management processes and governance practices
- Identify and prioritise the information projects that deliver the most return
- Align the use of information to match the organisation's business strategy
- Create and deploy an information infrastructure that meets both immediate and future needs

IBM helps accelerate the process and minimise the risk of creating an Information Agenda through industry-specific Information Agenda guides. The IBM Information Agenda Guide for government is a practical, proven approach for turning a client's IOD vision and strategy into reality.

[Click here](#) to download your copy of the IBM Information Agenda Guide.



## Information Agenda for local government

### Transforming business models and processes

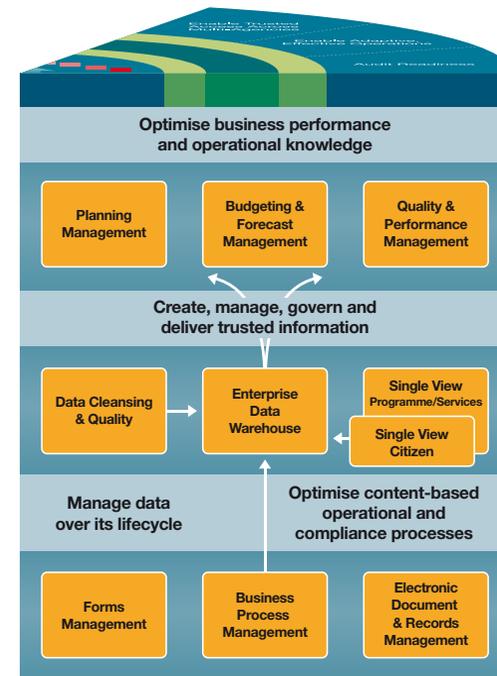
- Addressing risk, security and compliance
- Citizen-centric experience
- Managing outcomes of benefits and enrolments
- Managing costs and reducing operating expenses

Business process management lets you create processes that enable you to deal with events as they happen. By integrating processes, content and existing IT environments, people making daily critical business decisions can access the data and content they need.

Business intelligence and performance management shows you how parts of the organisation are performing, why they are performing the way they are, and what needs to be done to optimise performance.



[Click here](#) for more information on transforming business models and processes.



## Information Agenda for local government

Transforming business models and processes

### Addressing risk, security and compliance

Citizen-centric experience

Managing outcomes of benefits and enrolments

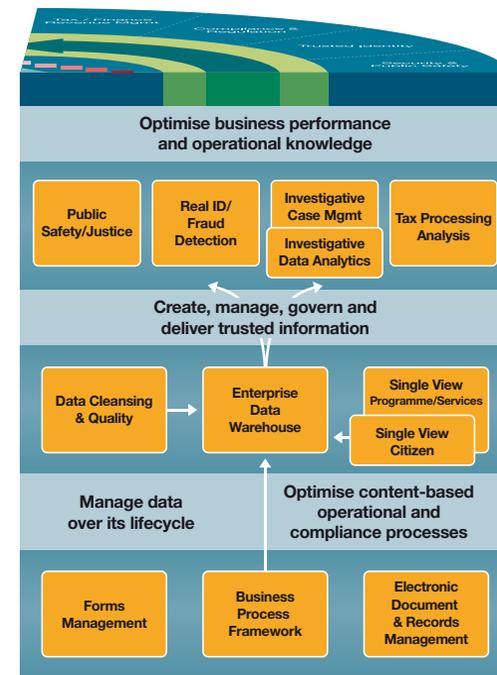
Managing costs and reducing operating expenses

IBM's Electronic Document and Records Management solution lets you manage risk and compliance with accurate, auditable information when you need it. So you can secure and control all information across the organisation with consistent records management policies.

IBM delivers enterprise insight with actionable intelligence, including relevant information, with advanced analytics to detect internal and external threats and fraudulent activities.



[Click here](#) for more information on addressing risk, security and compliance.



## Information Agenda for local government

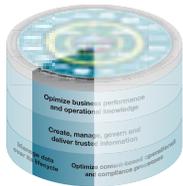
Transforming business models and processes  
Addressing risk, security and compliance

### Citizen-centric experience

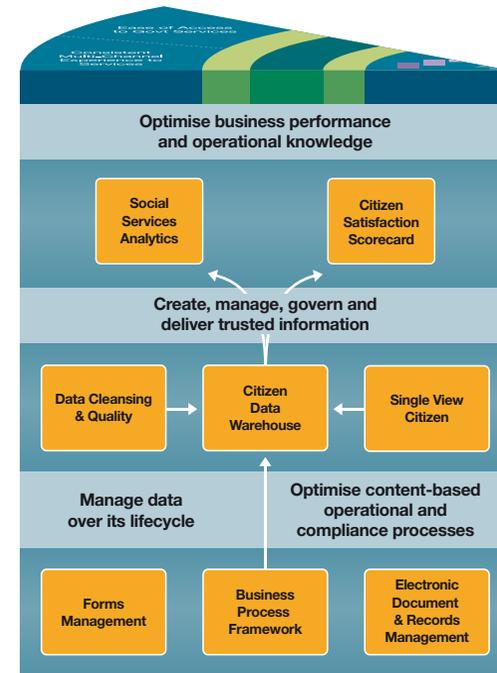
Managing outcomes of benefits and enrolments  
Managing costs and reducing operating expenses

IBM can deliver a complete view of citizens across agencies, regardless of channel – improving efficiency whilst meeting the needs of the citizen.

This single view can significantly help to "reduce avoidable contact" – where a citizen has to contact a number of departments to notify of a change in circumstances.



[Click here](#) for more information on citizen-centric experience.



## Information Agenda for local government

Transforming business models and processes  
 Addressing risk, security and compliance  
 Citizen-centric experience

### Managing outcomes of benefits and enrolments

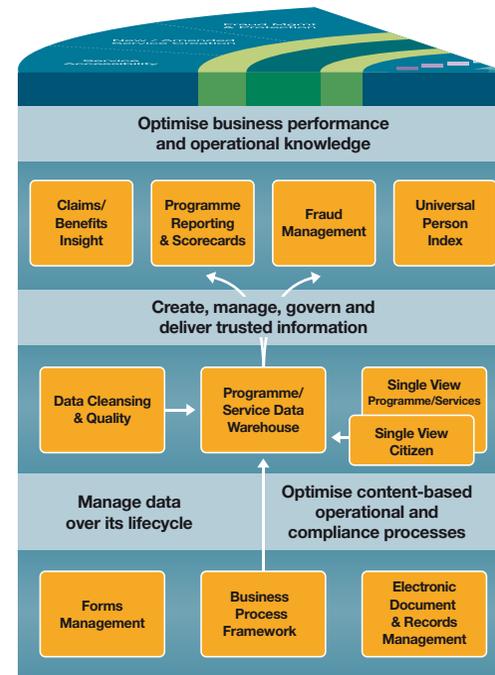
Managing costs and reducing operating expenses

With effective identity management across multiple agencies, government can identify and prevent fraud more easily, and provide the proper benefits to each individual. Accurate benefit reports and scorecards can be compiled quickly because they use a single source of real-time information.

IBM's master data management, data warehousing and cleansing, enterprise content management and entity analytics platforms can help government organisations support strong identity management – resolving eligibility versus claims of services and benefits.



[Click here](#) for more information on managing outcomes of benefits and enrolments.



## ■ Information Agenda for local government

- Transforming business models and processes
- Addressing risk, security and compliance
- Citizen-centric experience
- Managing outcomes of benefits and enrolments

### ■ Managing costs and reducing operating expenses

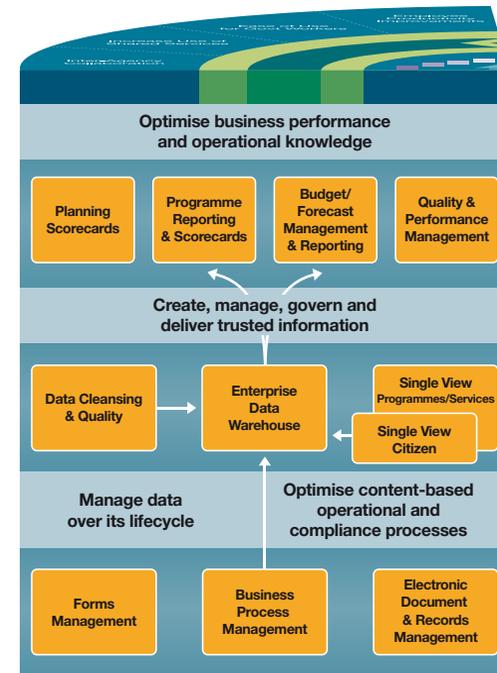
Collecting data from multiple agencies within a single data warehouse encourages cross-agency information sharing and collaboration.

Automated forms management can reduce paper use and enhance productivity.

Business intelligence and performance management can provide efficient reporting, analysis, and scorecarding across all data sources, reducing administrative overhead and identifying cost saving opportunities.



[Click here](#) for more information on managing costs and reducing operating expenses.



### ■ Video: Information on Demand portfolio

Discover how to get a competitive advantage – by unlocking the business value of information.

This video is the perfect place to start if you are planning initiatives requiring master data management (MDM), information integration, enterprise content management (ECM), data warehousing, business intelligence and data server innovations.

[Click here](#) to learn more about the IBM Information on Demand portfolio.

### ■ Additional Resources

We have a number of additional resources for you to download.

[Click here](#) for more information.



## ■ Contact us

Thank you for your interest in Information Matters: The IBM Interactive Guide. If you would like further information from IBM on Information on Demand for local government please click on the button below.

[Click here](#) for more information.