

IBM Business Analytics for Smarter Government Transcript

Part 1: The Business of Government

Government organizations exist to serve the people. And on a Smarter Planet, those people are more empowered than ever to ask more of their elected leaders.



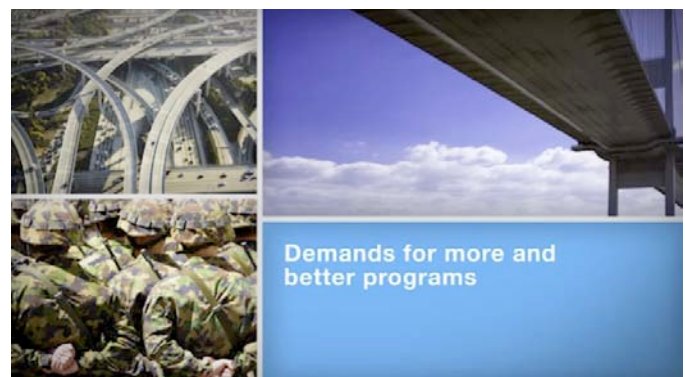
Public and legislator scrutiny has always come with the territory of government, but today meeting expectations comes with serious challenges.



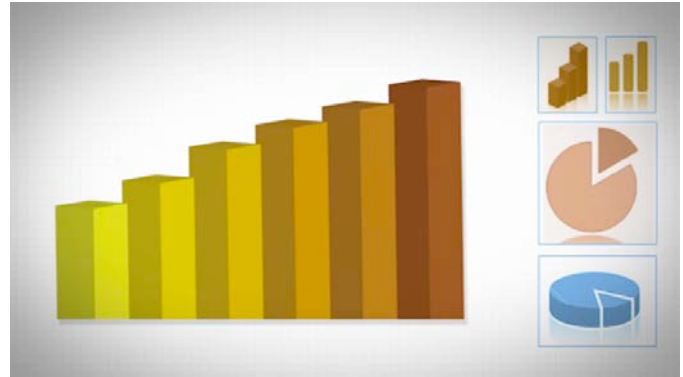
Government organizations are facing shrinking budgets and less tax revenue. And that means fewer funds for government services—even as costs continue to rise.



At the same time, citizens and lawmakers are demanding more and better programs, along with greater transparency and accountability.



The challenges must not go unanswered. And solutions that address the business side of government are a good place to start.



So let's take a closer look, and see how these challenges can be met on a Smarter Planet.

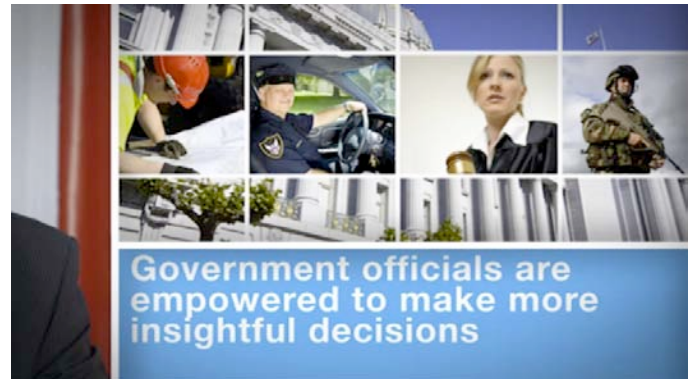


Part 2: Business Analytics for Smarter Government

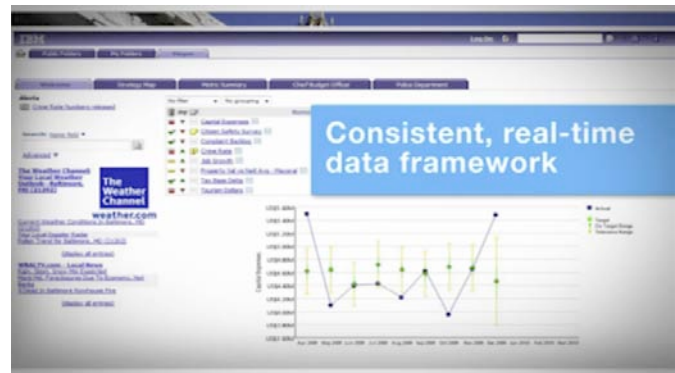
With Business Analytics solutions from IBM, government organizations can work smarter.



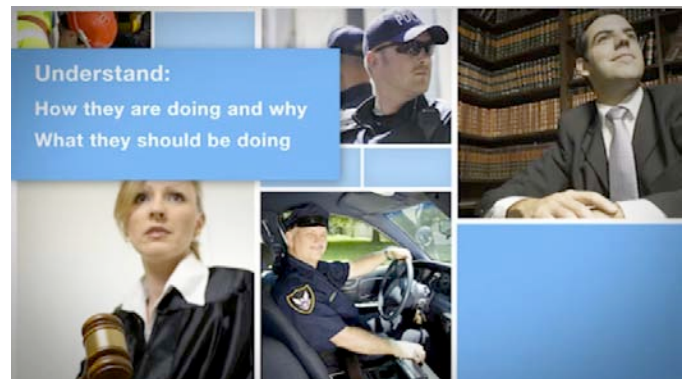
As disparate data gives way to unified information.... and distributed departments gain a consistent view of that data... government officials are empowered to make more insightful decisions—faster.



Offering a consistent, real-time data framework, Business Analytics Solutions for Smarter Government track performance against goals with a single version of the truth.



So everyone involved stays in the know. And elected leaders can efficiently understand how they are doing, and why—as well as what they *should* be doing to make any needed improvements.



These solutions track overall government goals, and also provide best practices to track progress at lower levels—down to individual groups, agencies, and departments. And this gives officials a clear understanding of how funds and assets are being used—and whether or not they are being used successfully.



These advanced capabilities let government organizations keep their pledge of transparency and accountability to citizens and legislators.



And they give leaders the trusted information needed to improve programs and services, lower risks, and achieve better government outcomes.

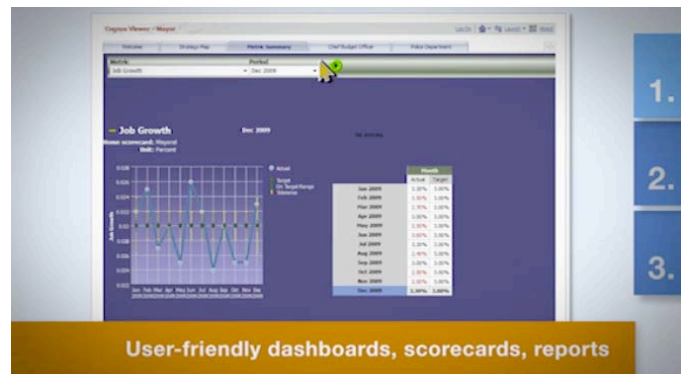


In the next three sections, you can learn more about how IBM Business Analytics Solutions help Smarter Governments improve Mission, Financial, and Operational Performance—for the good of citizens and the health of their communities.

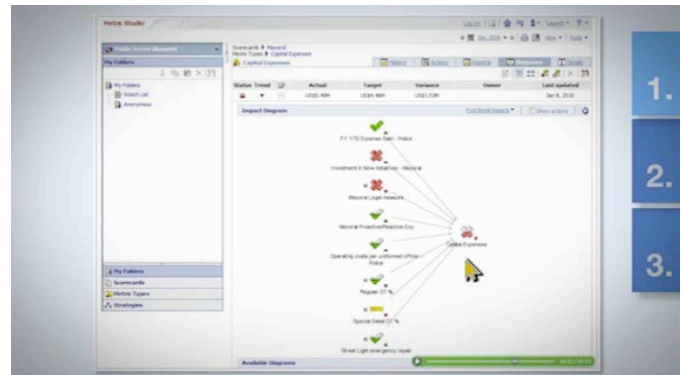


Part 3: Mission Performance

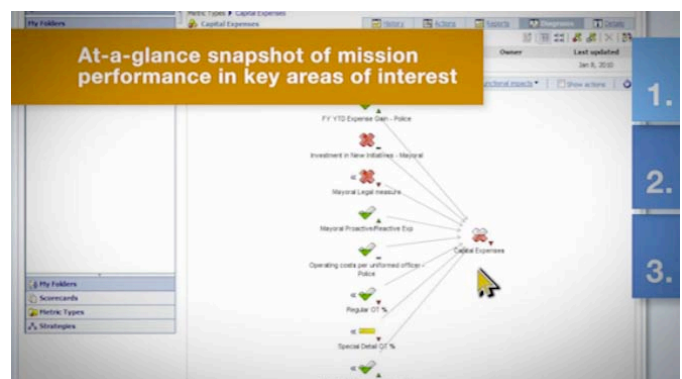
With Business Analytics Solutions for Smarter Government, organizations can take a three-step approach to improving mission performance. First, they can efficiently manage data, tracking mission goals against actual performance with user-friendly dashboards, scorecards and reports.



Key programs and services can be tracked against citizen expectations over time—and predictive analytics can be mapped to target goals to develop programs for the future.



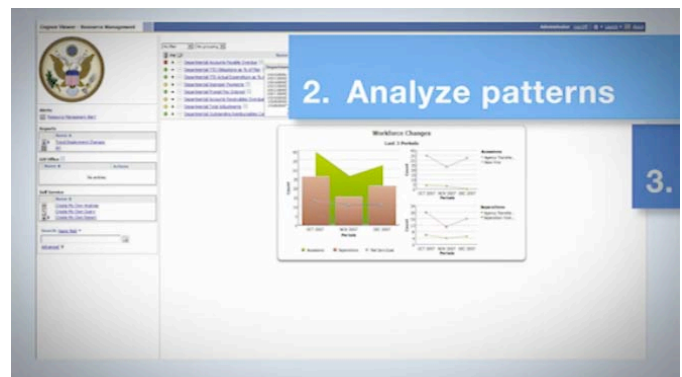
Intuitive color coding and user-friendly graphics give an at-a-glance snapshot of mission performance in key areas of interest.



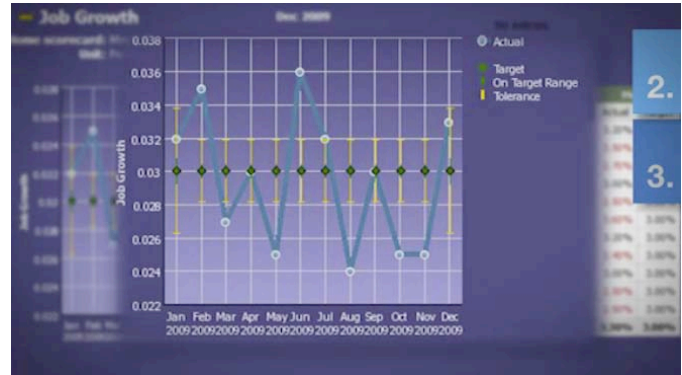
Users can quickly and easily access reports with data on one or multiple aggregated mission areas, in graphical format.



Second, leaders can leverage this aggregated data to analyze patterns that reveal cause and effect, giving them valuable insight about the full impact of a key mission failing to achieve its stated goals—or the full benefits achieved when missions succeed as planned.



Trends can be analyzed over time and by category.



And numerical data can easily be tracked, with analysis of actual versus target goals clearly displayed.

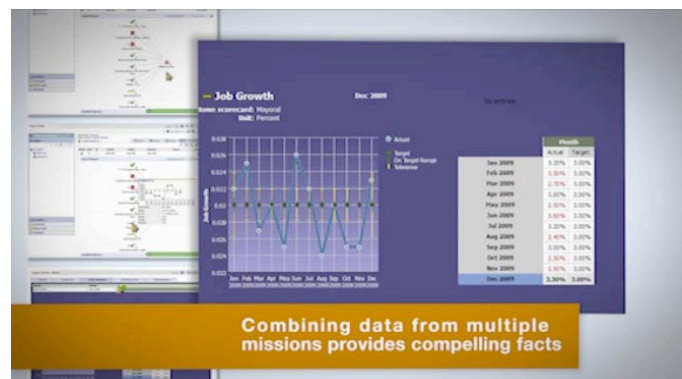


Finally, the results-driven data model provided by Business Analytics solutions helps organizations optimize outcomes—empowering leaders to make decisions that will positively impact mission goals.



By combining data from multiple missions, the solution provides compelling facts that government officials can use to take actions that help ensure that their key performance indicators are moving toward an outcome that is good for citizens, and reflects well on their administrations.

Please continue on to the next section to learn more.



Part 4: Financial Performance

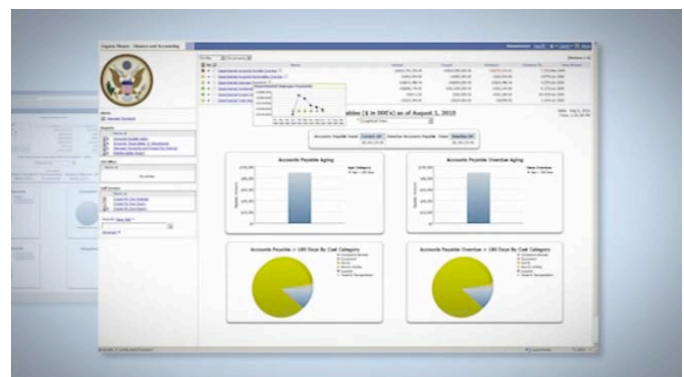
Business Analytics Solutions for Smarter Government help organizations easily understand how the Financial Performance of departments and programs is tied to attaining mission objectives.



Financial reporting capabilities funnel data from multiple accounting areas into one view—enabling users to compare the budgets and costs of key government initiatives against the performance of those programs.



Dashboards offer intuitive, graphical data about funds flowing into and out of governmental departments, offering at-a-glance insight about the organization's financial health.



And these reports also enable financial analysis, giving stakeholders a clear picture of the big picture.



Financial performance indicators and key metrics provide up-to-the-minute data about whether financial outcomes are painting a positive image—and at-a-glance highlighting warns users when financial performance slips into the red.



Stopping the reactionary cycle of crisis mode, risk management capabilities let organizations proactively keep tabs on areas of financial concern, like overdue accounts, improper payments, and outstanding commitments to third parties.

And leaders can be on alert when departments start burning through budgets—so corrective action can be taken, getting the bottom line back under control.

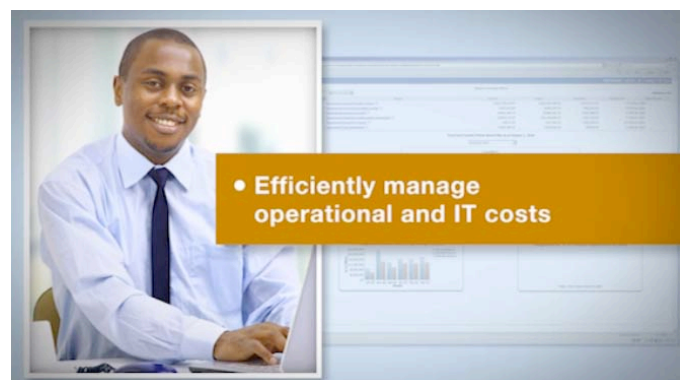


Users can get ultra-detailed views of multiple budget areas, helping them quickly grasp how specific budgets are allocated. What-if scenarios and predictive models provide insight into the best use of resources—enabling users to redeploy funds as needed to map dollars to priorities for future spending.



These advanced capabilities help government organizations

- Align budgets and resources,
- Allocate funds to meet key government objectives, and
- Efficiently manage operational and IT costs



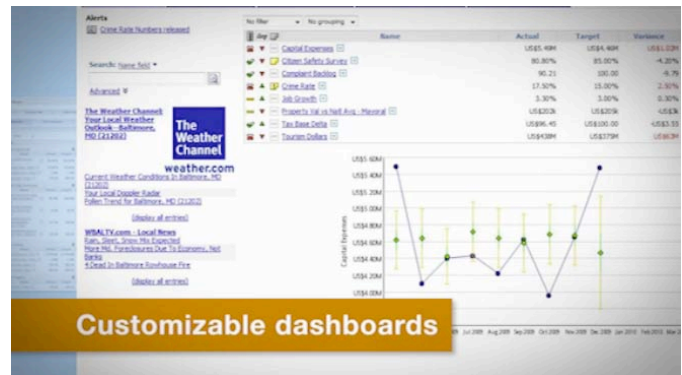
Please proceed to the next section to learn more.

Part 5: Operational Performance

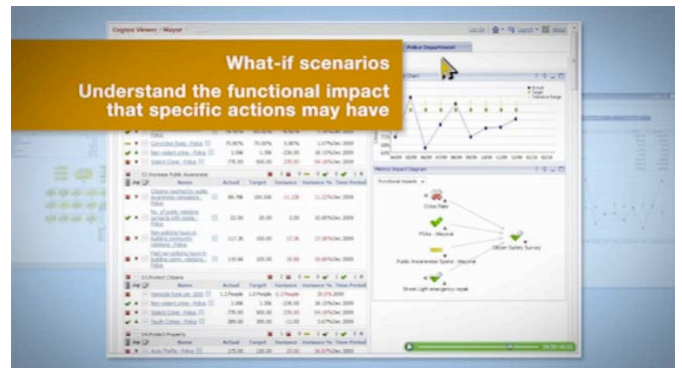
Operational performance can also be greatly improved with Business Analytics Solutions for Smarter Government. Advanced capabilities give stakeholders real-time and forward-looking perspectives on how daily operations affect long-term goals.



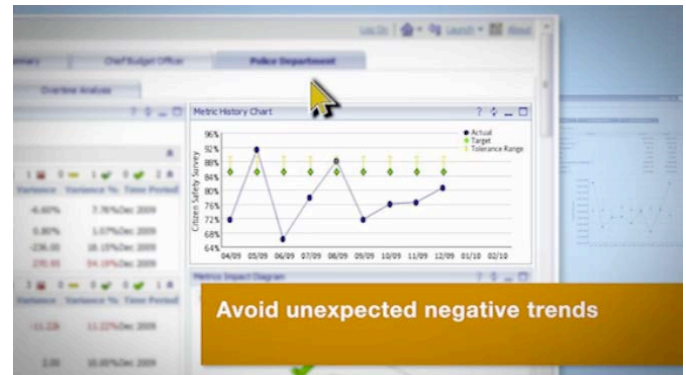
Planning workday priorities is simple with user-friendly dashboards that provide real-time alerts, local news, weather and other customizable information—so users can decide what information is most important to keep an eye on everyday.



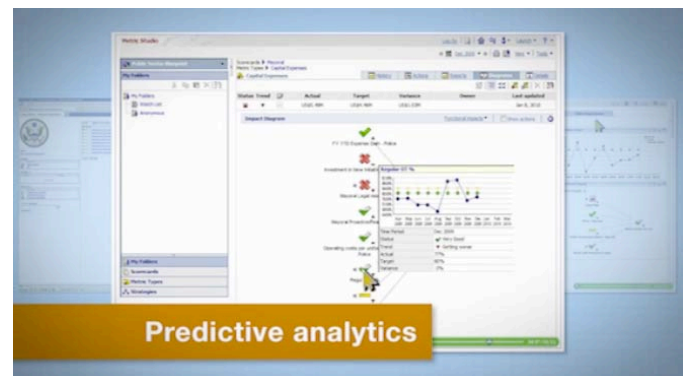
Specific departments can proactively run what-if scenarios to understand the functional impact that specific actions may have on other programs—and how those all relate to key government initiatives.



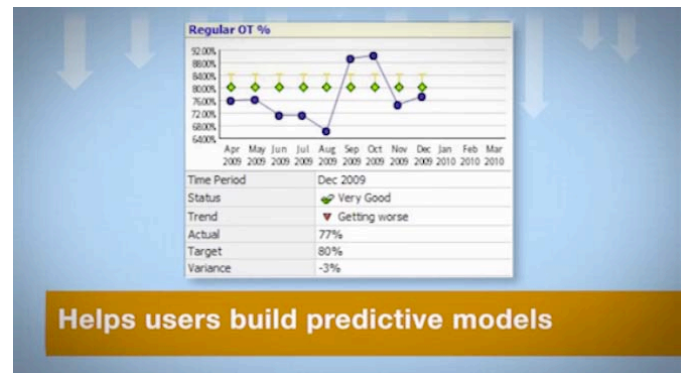
And this information can help leaders with forecasting to avoid unexpected negative trends that can affect government outcomes. Users can even drill down to performance trends linked to specific stakeholders within an agency or department—so those held responsible for results can easily see who is accountable for executing successful programs.



With these capabilities, predictive analytics is possible—providing government leaders with trusted information about how their legacy-impacting initiatives will do in the future if factors remain the same, or if circumstances change.



This information helps users build predictive models, empowering leaders with insight-driven action—to adjust priorities and shift direction as needed, helping to turn downward trends into positive results for the future.



With these advanced operational performance tools, government organizations can

- Reduce uncertainty and increase data transparency,
- Ensure day-to-day operations are in line with strategies, goals and expected outcomes, and
- Demonstrate transparency and accountability for outcomes



Continue on to the next section for a final look at Business Analytics Solutions for Smarter Government, and resources for further information.



Part 6: Wrap-Up

With IBM Business Analytics Solutions, government leaders—and those tasked with fulfilling their initiatives—can work smarter.



Analytics can help government organizations escape the cycle of operating in crisis mode by empowering them with the Mission, Financial and Operational performance tools they need to track and guide the progress of government leadership strategies.



Advanced analytics solutions from IBM offer one complete view of trusted information, enabling government organizations to

- Manage and reduce risk
- Improve operational efficiency
- Boost transparency and accountability, and
- Ensure the successful outcome



of key government initiatives...

For better government performance,
and more satisfied citizens.

To learn more about IBM Business
Analytics Solutions for Smarter
Government, visit us online.

