

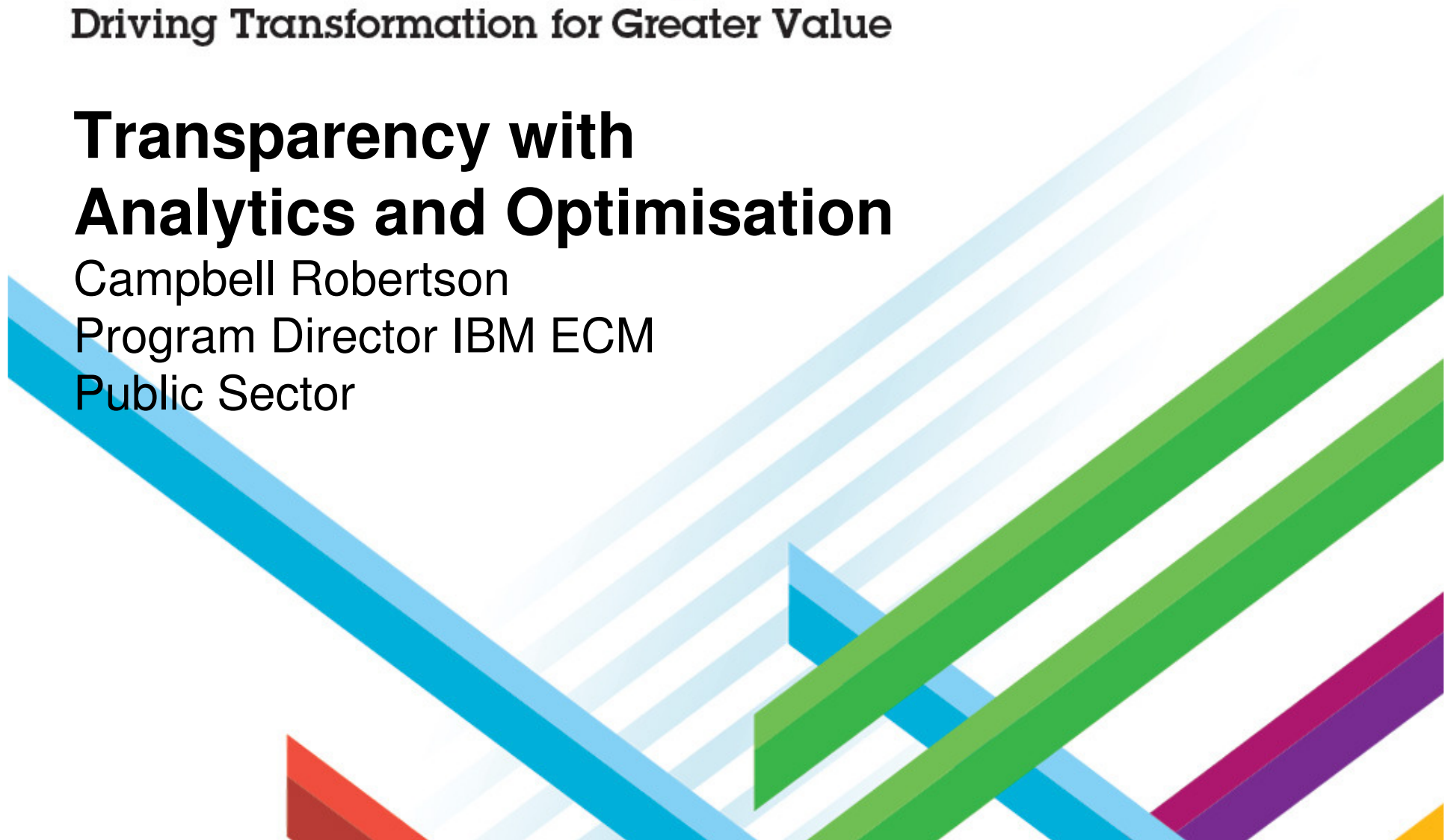


IBM LeadershipConnect

Driving Transformation for Greater Value

Transparency with Analytics and Optimisation

Campbell Robertson
Program Director IBM ECM
Public Sector





How do you become more open ?

Analyze and Optimise



- **Understand what you have**
- **Understand what is wanted**
- **Improve your understanding with Analytics**
- **Optimize Tasks in your departments**



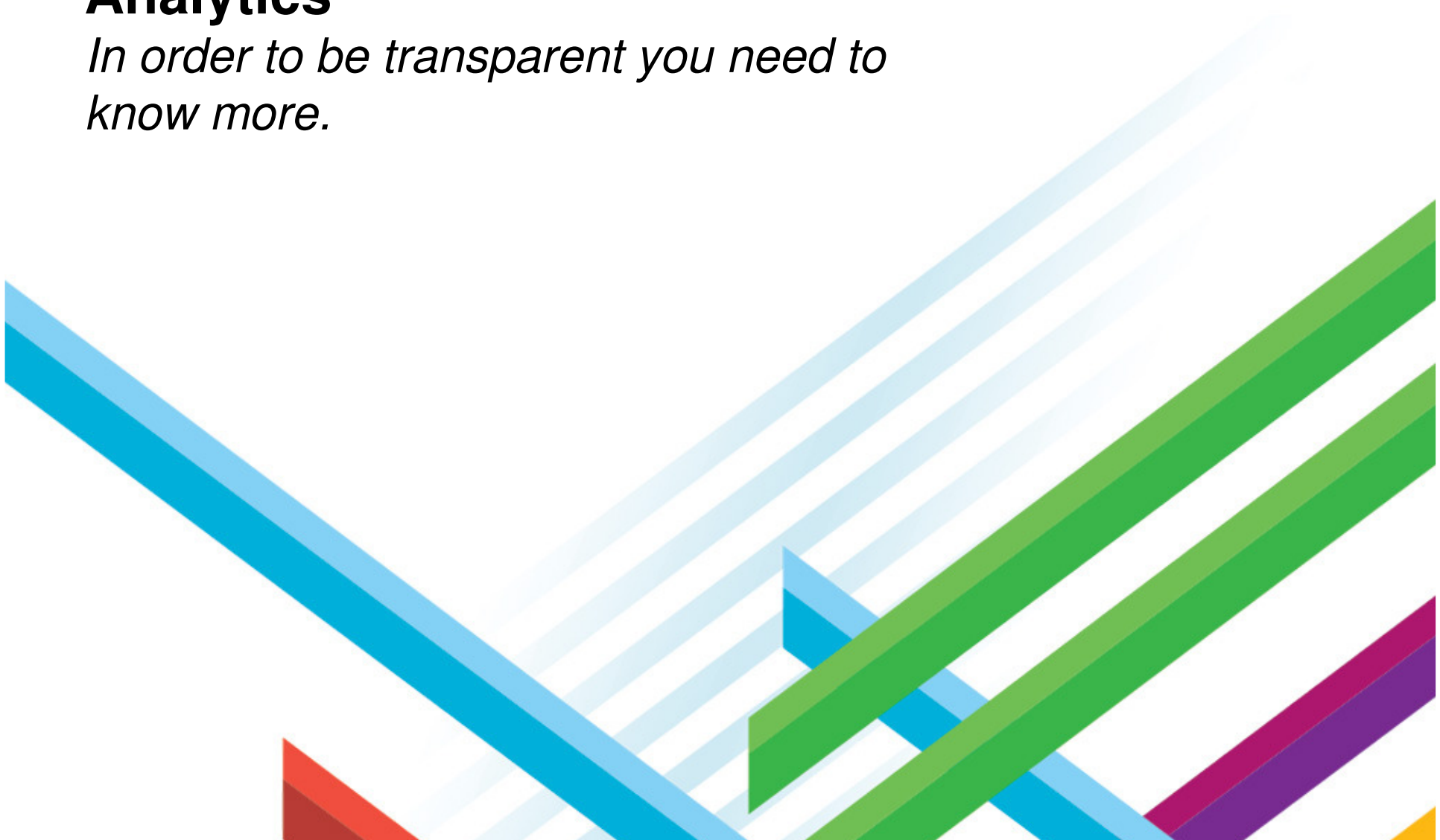
The 3rd Platform raises the stakes





Analytics

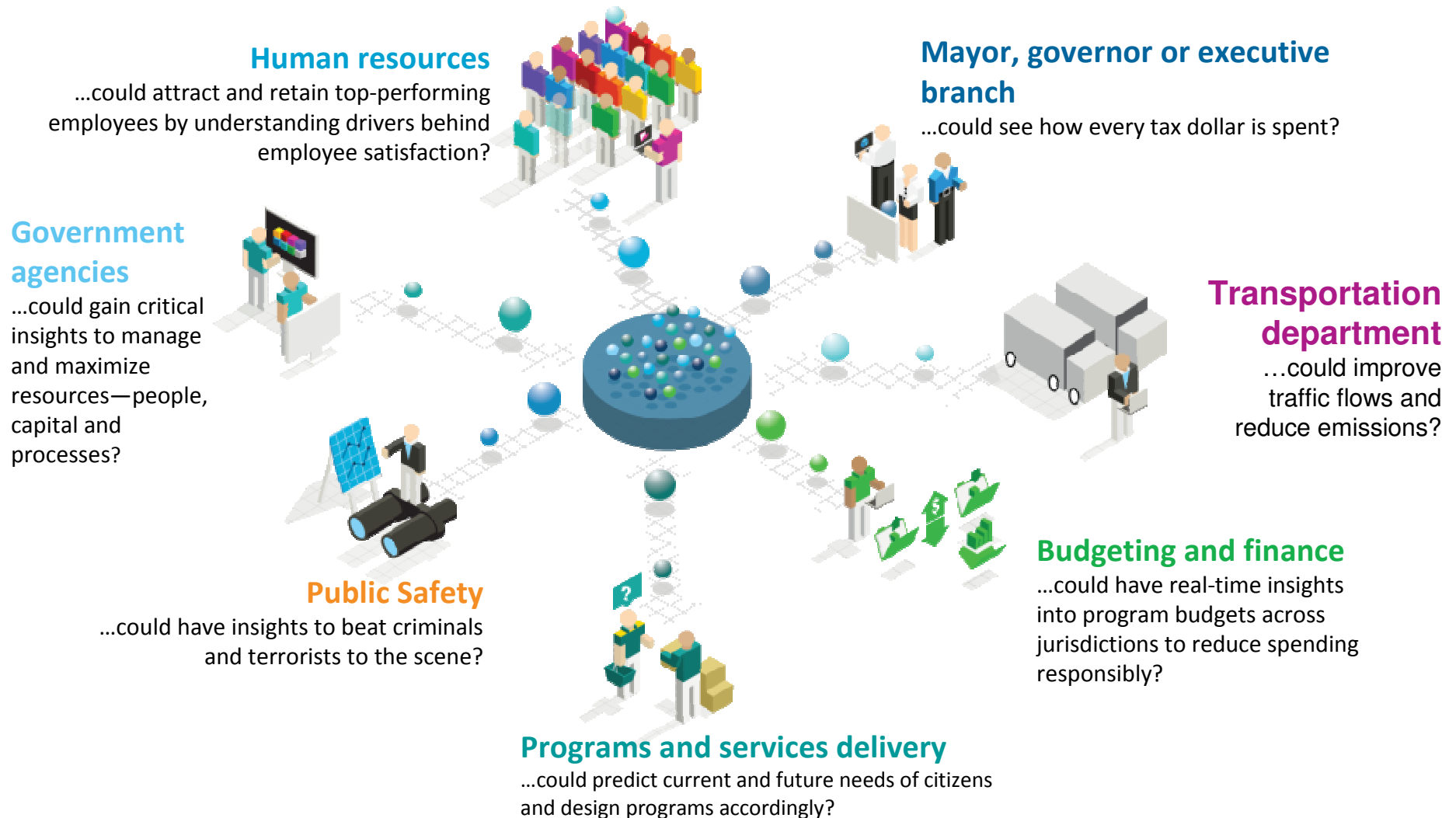
In order to be transparent you need to know more.





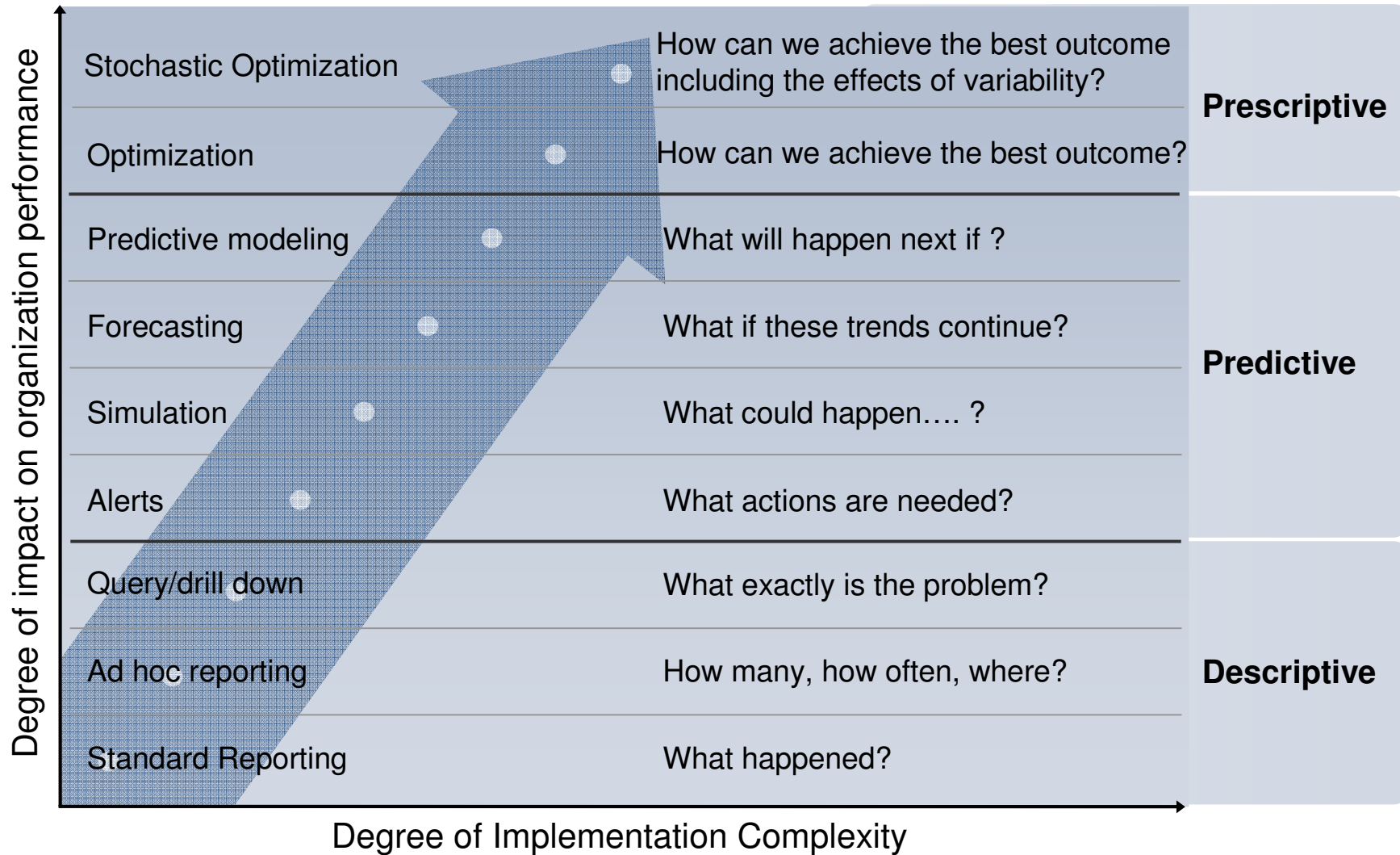
Governments are turning to analytics to deliver smarter outcomes

What if ...





Know where you are and where you want to go





Opportunities exist to exploit the explosion of information ...

15 petabytes
Amount of new information created each day - eight times more than the information in all US libraries

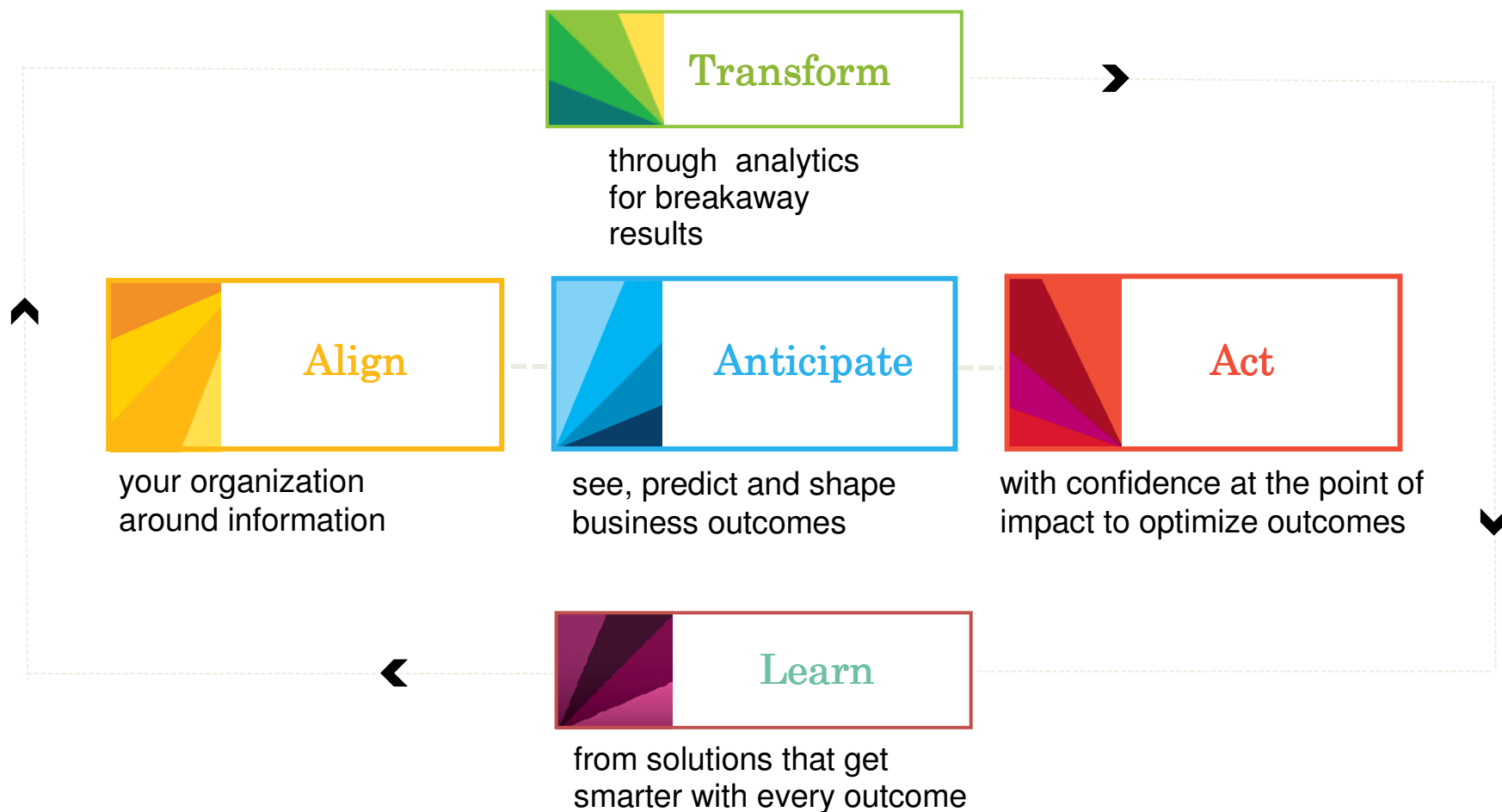
Content growing exponentially every year

... yet some organizations operate with **blind spots** and information is **not actionable**

- Volume of information → **Lack of Insight**
Managers frequently make critical decisions without the information they need
- Variety of information → **Inefficient Access**
Employees don't have access to the information across their organization needed to do their jobs ... notably unstructured information including paper
- Velocity of decision making → **Inability to Act**
CEOs say they do not have real-time information to make key business decisions



Smarter Analytics is an holistic approach that turns information into insight and insight into business outcomes.





Optimisation

All about improving decision making





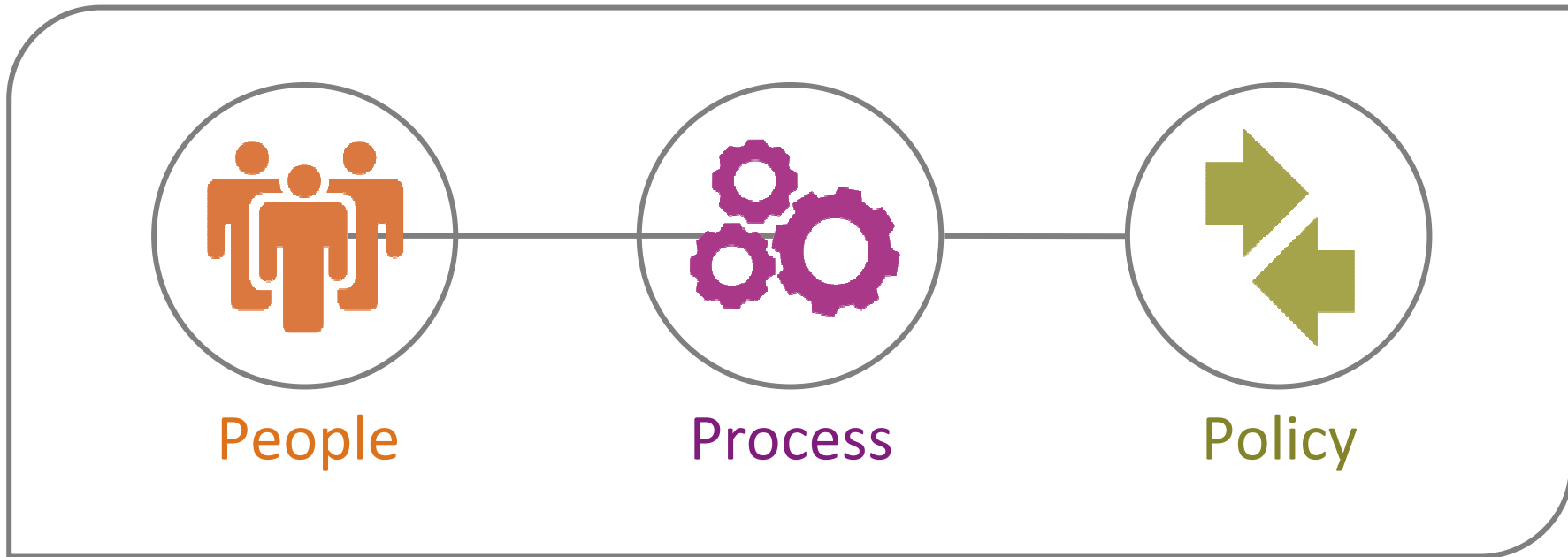
Common **goals** for most Public Sector departments

- Reduce and Eliminate Fraud and Abuse
- Facilitate multimodal communication
- Enhance employee productivity
- Improve business processes
- Reduce administrative costs
- Stop water cooler decision making





Regardless of the form, **management is key**—
you need to align people, process and policy





Management is about converging types of information

CAPTURE

and gain control of the content to determine the value

ACTIVATE

and put the content in context

SOCIALIZE

for better collaboration and access

ANALYZE

and identify patterns to gain insights

GOVERN

for reduced cost and risk

Capture

- Document capture automation
- Production imaging
- Enterprise report management
- Platform standardization and consolidation

Activate

- Comprehensive case management
- Integrated collaboration and rules
- Case analytics
- Document centric workflow

Socialize

- Office document management
- Social content and collaboration

Analyze

- Content analytics and assessment
- Enterprise search
- Content classification and tagging
- Master content

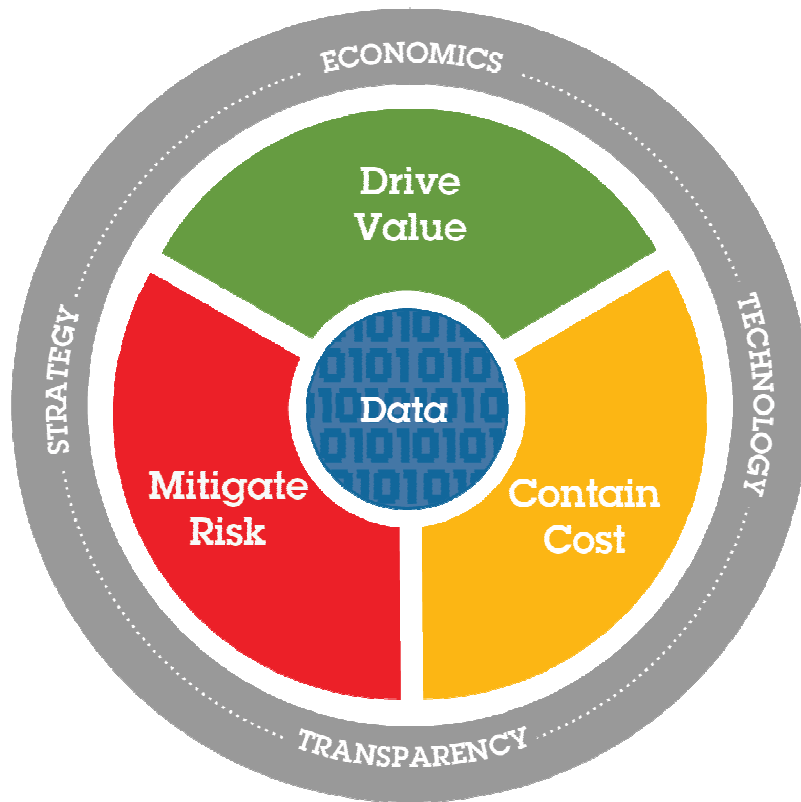
Govern

- Smart archive
- Records and retention management
- eDiscovery
- Disposition and governance



IBM's Information Lifecycle Governance solution improves information economics by better aligning information cost with its value

IBM Information Lifecycle Governance Solution



ILG lowers the total cost of information while increasing the value derived from it:

- **Eliminate unnecessary cost and risk** by defensibly disposing of data debris
- **Align cost to value** through value-based archiving and tiering
- **Reduce information risk** by instrumenting privacy, e-discovery and regulatory policy across the data environment
- Enable business to **realize information value** as context erodes with analytics-in-place, content management and collaboration



Where to Start - Types of Initiatives Needing Optimisation *Doing More with Less*

- **Eliminate redundant and inefficient agenda and minutes workflows for programs**
- **Deliver more accurate and timely legislative information in shorter time**
- **Reduce dependencies on paper increase efficiency**
- **Archive and track legislation easily for openness**
- **Correspondence Management - eGovernment benefits**
- **Taxation - Case Management etc**
- **Complaints Management**
- **ERP Modernization**
- **Permitting**
- **Baht coming in....and Baht going out....**



Transparency and Openness require...



- Impartiality?
- Integrity?
- Productivity?
- Quality?
- Compliance?

Can you
measure success?





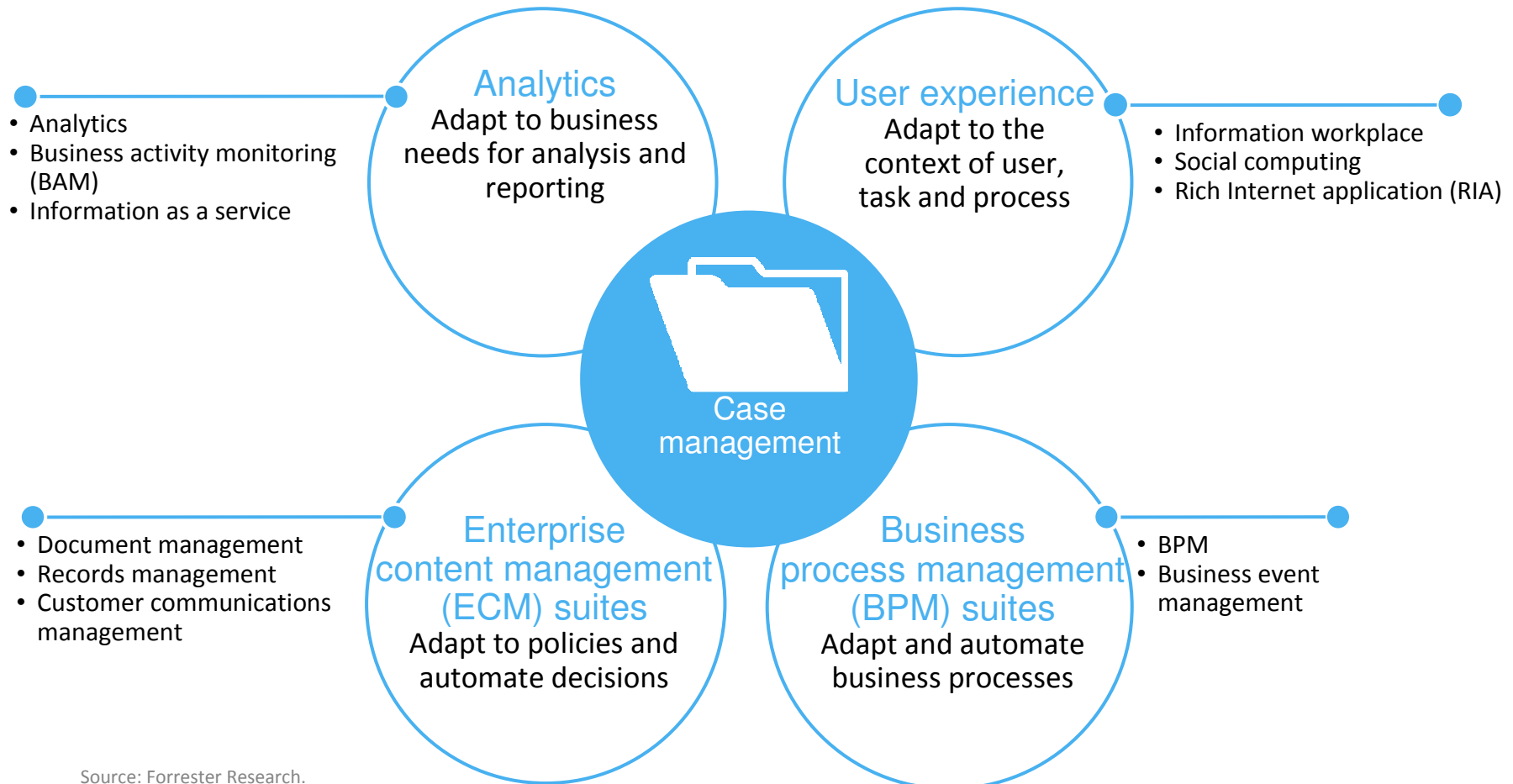
A Government Solution Assessment Found

- **Approximately 13% (62 minutes) of staff time is spent on paper management**
- **Approximately 50% of Supervisors' time is spent manually balancing workload, measuring employee productivity and supporting backlog**
- **Approximately 50% of paper files are copied and multiple copies stored as records**



Advanced Case management

The integration and synergy of multiple platforms



Source: Forrester Research.



A National Regulatory Department Building a powerful end-to-end content and case management solution

“Now we’ve created a solution where we’re not just storing content, but helping users find it and put it to good use for decision-making. We’re creating a base of ‘trusted content.’”



The need

- Streamline and speed responses to requests under the Freedom of Information Act (FOIA)
- Automated the efficient identification and routing of requests or new policy drafts to subject matter experts for review
- Automate manual steps of locating and assembling for review all materials—including emails—relating to a given topic or category

The solution

- IBM Case Manager, IBM Classification Module and IBM OmniFind provide seamless, end-to-end processing of incoming content, with particular applicability to documents requested under FOIA.
- The solution automates the manual steps of scanning, content assessment, classification, storage and Web-enablement of incoming documents for self-service retrieval from the agency’s site.
- IBM Case Manager provides a collaborative review environment using rules to automatically establish a case folder, route the material to the appropriate reviewers and ensure version integrity.

The benefits

- IBM Case Manager dramatically streamlines resources required to collaboratively managing the tasks involved in FOIA requests, new incoming documents, policy reviews, claims and background checks
- Content remains stored in a single repository to aid in reusability and version control
- Automated classification tools enable fast, precise searches and help documents reach appropriate experts for concurrent reviews



A social services department

Building a efficient and precise criminal background check solution

The solution will streamline criminal background checks that are part of application review processes and will set the agency up with a platform that can support future growth.



The need

- This US state agency for Office of Children and Family Services needed to ensure that their Criminal History Review System (**CHRS**) efficiently, securely and effectively expedites applications for criminal background checks, ensuring that no child is placed into a home where the person has a criminal background
- Deploy a platform that is flexible to support future needs and potential solutions for other business areas

The solution

- IBM translated the agency's requirements into an Advanced Case Management approach and recommended that IBM Case Manager could best serve the agency's needs
- IBM Case Manager will be used as the agency's platform for the new CHRS infrastructure.

The benefits

- IBM Case Manager dramatically reduces the time needed to process criminal background check applications, helping the agency protect the children within the State
- The new ICM architecture can support deployment of efficient solutions for other business areas while remaining independent of other agencies



A Department of Industrial Relations

Speeding response time for Workers' Compensation claims



The need

- Automate and simplify adjudication for Workers' Compensation claims.
- Quickly resolve workers' compensation claims by enhancing responsiveness to claim filings.
- Enable any user at any location – including approved external users – to search for and see cases along with all relevant information.

The solution

- The agency selected IBM Case Manager to address the combination of unstructured and paper information requirements for Workers' Compensation cases, improving efficiency and visibility of case adjudication.

Projected benefits

- Streamline tasks for creating files, setting hearings, and serving decisions, orders and awards
- Improve access to case records while preserving confidentiality
- Provide cost and time savings to parties to a case and to the state
- Reduce delays and eliminate duplication
- Support enforcement against uninsured employers



A Department of Defense organization

Enhancing the value of technology and information assets with IBM Case Manager software

IBM Case Manager shifts the focus from multiple IT departments individually managing base technology (“blinky” lights) to allowing departments to focus on building solutions that gain the most value from critical information.



The need

- Cut millions of dollars from IT budget
- Make better use of the technology assets already in place
- Reuse content and improve process efficiency across operational areas

The solution

Selected IBM Case Manager as an integral part of an organization-wide content management solution across 700,000 employees.

- IBM Case Manager is part of a broad strategy to provide a single ECM solution and then partition usage to individual departments.
- The client sees that 80-90% of all their business operations are case management based operations.
- Plans a phased deployment of IBM Case Manager to address a wide range of activities such as employee onboarding and offboarding, task management, Freedom of Information Act request management, legal case file management (e.g., inspector general performing investigation) and contracts management.
- Configured to help non-technical users create, manage and adapt case-based applications for their specific areas.

Projected benefits

- Reduce IT costs by eliminating application silos and consolidating assets
- Streamline operations across the organization leveraging dynamic tasks and real-time access to the most up-to-date information in the proper context
- Gain greater value from critical information and leverage existing investment



Best Practices





Get the basics right and link to **tasks**

Analytics

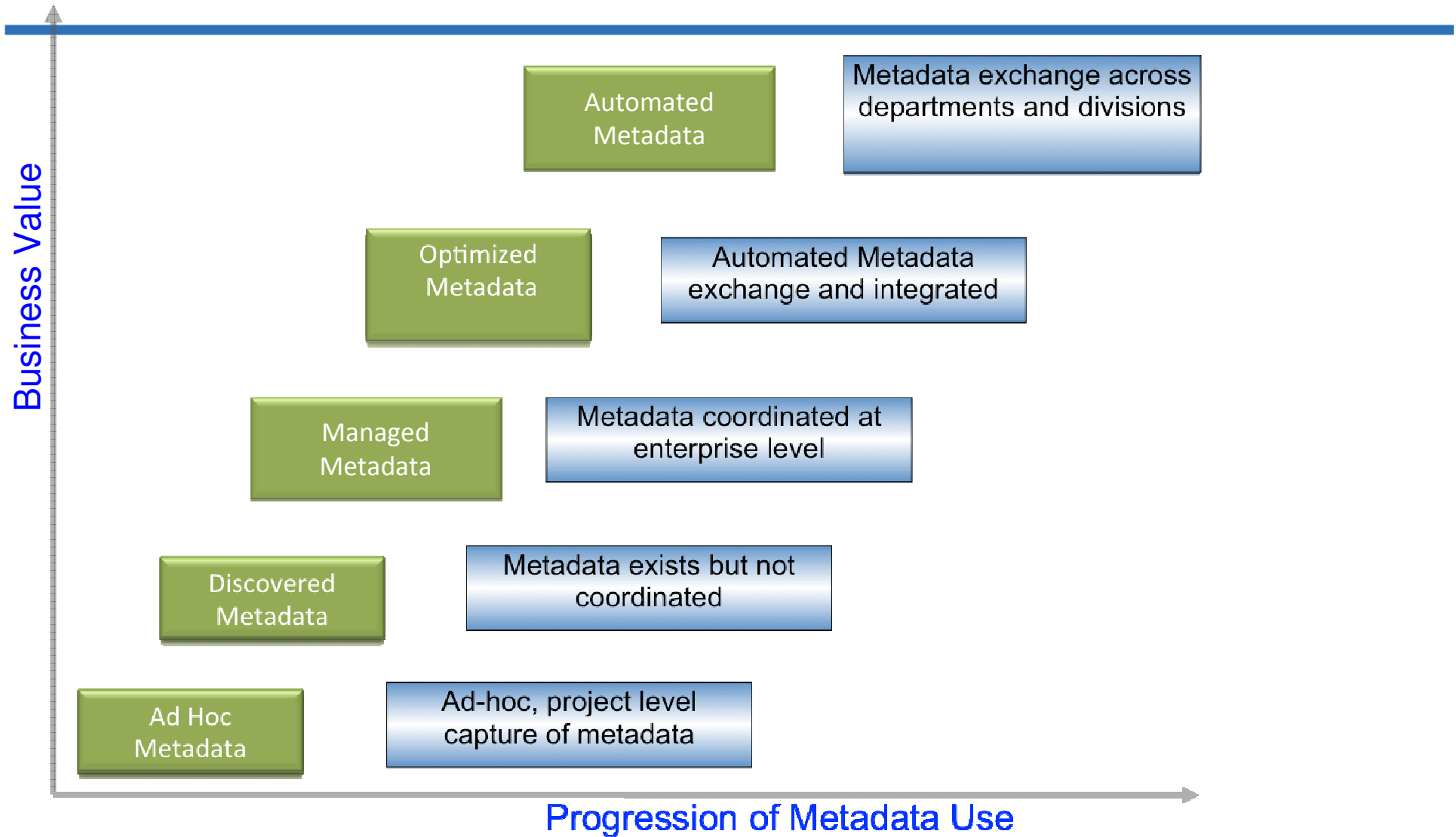
- Establish good governance strategies:
 - Have accountability for bodies of content
 - Give operational support
- Have good answers to these questions:
 - Who will own the information?
 - How will information be categorized and tagged?
 - Who will establish and maintain the IM policy?
 - How will adherence to policies be measured and enforced?
- Don't manage all information at the enterprise or business-unit level
- Use BPM to enforce a information management life cycle
- End User's Cheat Sheets
- Assess policy and process alignment
- Understand your mission – are you information dependent or not

Optimization

- Create a cross-functional oversight team including business, IT, legal and finance personnel as well as an executive sponsor
- Identify compliance requirements (program, regulatory, legal, fiscal)
- Understand the modality of your program
- Look to Lean/Six Sigma to simplify processes
- Determine functional and technical requirements
- Communicate information management policies and processes
- Know what and why you are converging IM assets and how and by when
- Know your credibility and dependency to LOB

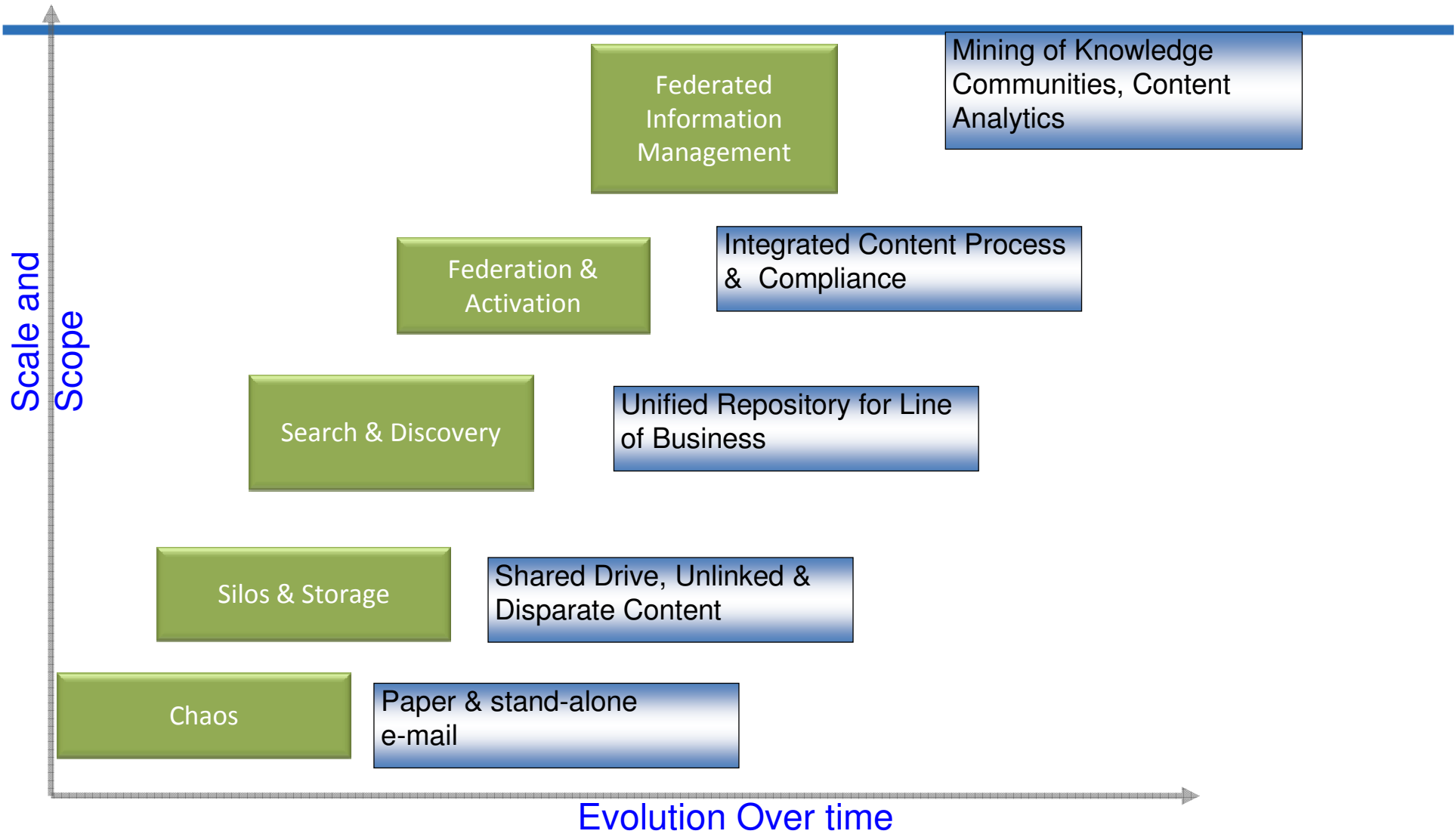


Metadata Maturity Model (ICT Governance)



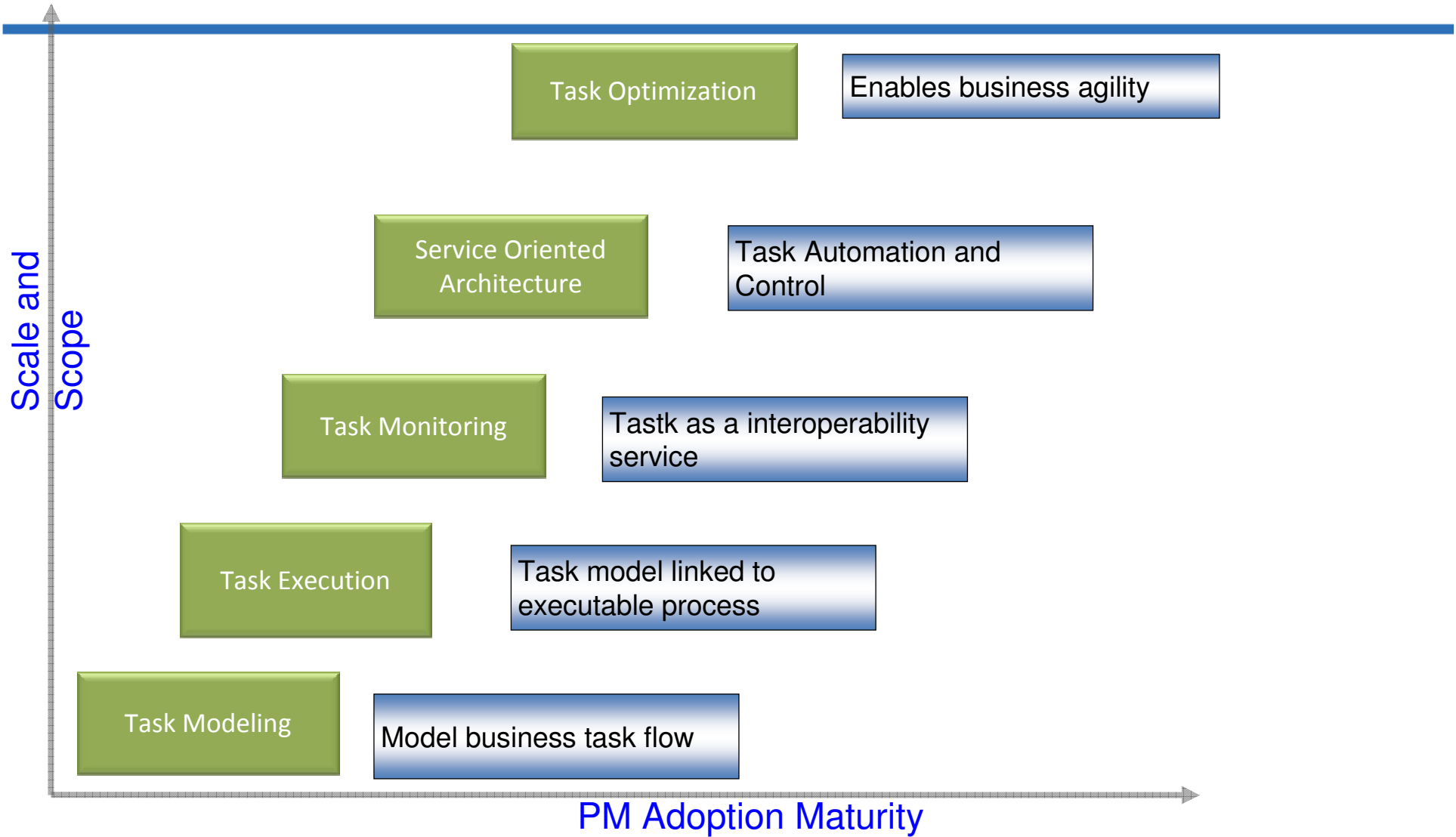


Enterprise Content Management Maturity Model





Task Optimization Maturity Model





Next Steps





Next Steps

- **Identify and develop a Governance Strategy**
- **Develop an Advanced Case Management Strategy**
- **Participate in a Business Value Assessment**
- **Prioritize based on Gap Analysis**
- **Identify your Maturity Model of Task, ECM and Metadata**
- **Align your Strategy to the 3rd Platform**
 - Social
 - Mobile
 - Big Data
 - Cloud
- **Work with IBM on a strategic session to identify where to start**
- **Remember Workers Cheat Sheets and Water Cooler Decision Making**



Questions

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