



Beyond the Cloud: The 10-year view of IT and Government



Mark Yates
Lead Analyst, IDC Government Insights

IDC: Getting Data to Reveal IT's Secrets

Central and Eastern Europe

Albania
Azerbaijan
Belarus
Bosnia & Herz.
Bulgaria
Croatia
Cyprus
Czech Republic
Estonia
FYROM
Georgia
Greece
Hungary
Kazakhstan
Kyrgyzstan
Latvia
Lithuania
Malta
Moldova
Montenegro
Poland
Romania
Russia
Serbia
Slovakia
Slovenia
Tajikistan
Turkmenistan
Ukraine
Uzbekistan
Rest of CEE



Middle East/Africa

Turkey
UAE
Saudi Arabia
Kuwait
Qatar
Oman
Bahrain
Lebanon
Syria
Iran
Jordan
Israel
Rest of ME
Egypt
Morocco
Algeria
Tunisia
Libya
Ghana
Kenya
Uganda
Nigeria
Namibia
Ivory Coast
Ethiopia
Tanzania
Botswana
South Africa
Rest of Africa

- 220+ staff
- Offices in more than 20 Countries
- Research coverage of 60 countries

Intro: Third platform – where we will stand

- Billions of users
- Millions of apps (~95% for phones)

- Hundreds of millions of users
- Tens of thousands of apps

- Millions of users
- Thousands of apps



Third platform technologies



→ **Mobile Devices and Apps**



→ **Cloud Services**



→ **Big Data Analytics**



→ **Next Generation Solutions**
– to better serve citizens

User expectations will change

Fundamental shift in how citizens communicate with each other and with work – government will follow



Screening

- Smart phones –
- POS terminals –
- Thin clients –
- Check-ins –
- Tablets –
- ATMs –
- PCs –
- TVs –
- etc –



Interacting

- with each other –
 - with technology –
 - govt w/ govt –
- new symbiosis
blurring lines
between self &
technology



Predicting

- commercial sites –
- meteorology –
- government –
- healthcare –
- telecoms –
- finance –
- retail –

Screening: the world through the window

“We are no longer people of the book, we are people of the screen”

– Kevin Kelly



→ The screen is not the channel – it provides access to the channel.

→ The channel is the portal or the entity at the other end of a task-specific screen (e.g. airport check in or POS system).

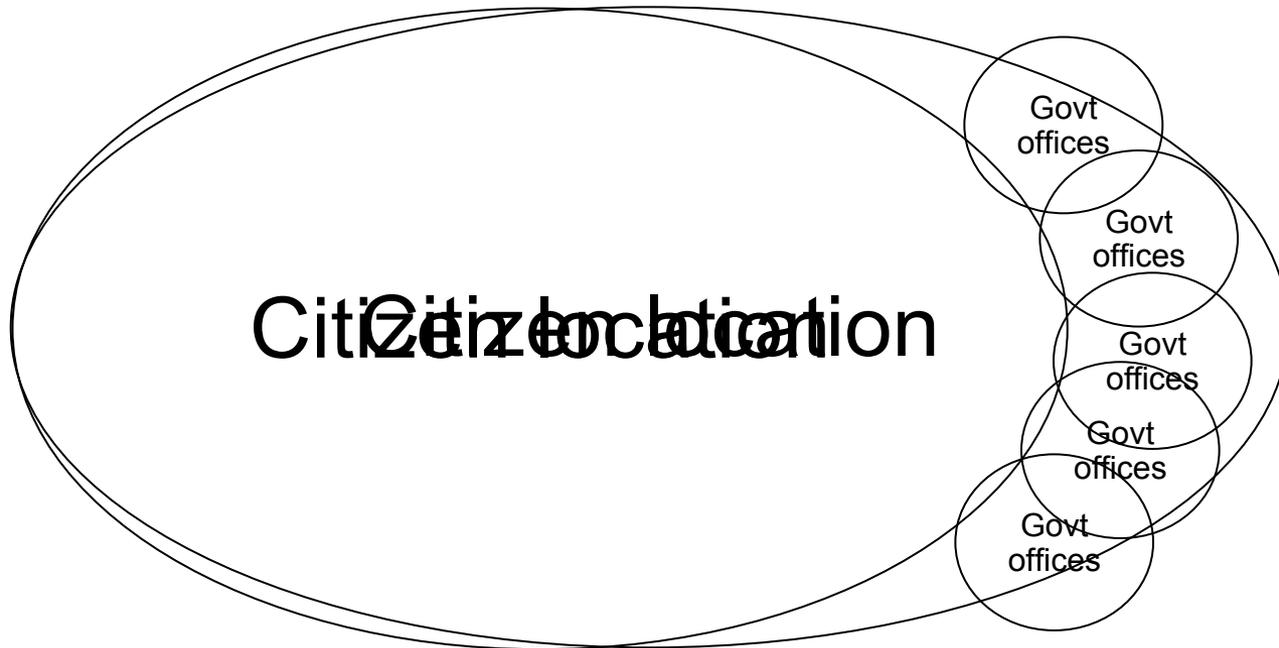
→ The screen will be the communications expectation: calling, texting, IMing, email, VoIP, web access, music, TV, film, document transfer (Databox), ticket purchase, hotel booking, etc.

→ Service must be designed for screens



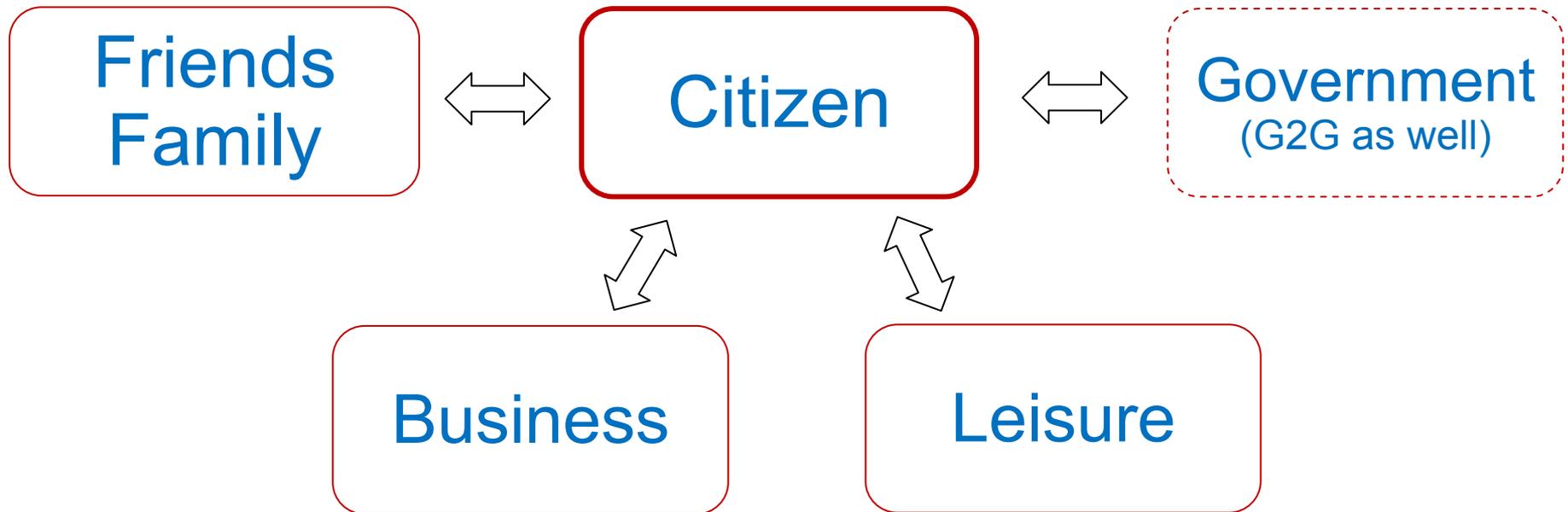
Screening: the world through the window

The beauty of the screen – makes it easier to serve citizens



What else does the screen enable?

Interacting: citizens and their government



Interacting: citizens and their government

	Friends Family	Business	Leisure	Government
Email				
IM / SMS				
Facebook / Google+				
Twitter				
Website/portal				
Linked-in				
Phone / VoIP				
Other (forums, Doc solutions, etc)				

Interacting: citizens and their government

- **Official documentation: taxes, licenses, social services, life events, voting, etc.**
- **Policy and legislative input: twitter, forums, Facebook, portals, etc.**
- **Community input: neighborhood improvement, state improvement, parks/trails feedback, petitions, services processes, etc.**

Screens and interaction ... what else is it good for?

Predicting: easier than the weather

Big Data collects it all – next generation solutions puts it to use

“Everything” collected

- Service use times, dates, lengths, locations, demographics, etc
- Offices contacted, when, why, primary issues, staff, etc
- Web and portal visit data, form use, downloads, primary media, preferred media, etc
- Social media likes, retweets, etc
- Opinions, comments, feedback, threads, email content, etc

To answer questions

- Who needs a service? When do they need it? Why do they need it? Where do they need it?
- Where are repairs, improvements, new services, etc needed?
- What kinds of policies and processes will benefit the most citizens?
- How can citizens become participants in government?

Next steps for benefits all around

Create or use a ready-made smart government maturity model for planning

A framework with an established set of goals that charts every IT decision will help ensure rapid progression to next generation intelligent government. (Of course) IDC has a model predicated on three essential goals:

- **Increase citizen participation in government**
Engage public to enhance decision buy-in and increase public participation in government.
- **Create information transparency in government**
Utilize technology to put information about agency decisions and operations online and in forums available to the public.
- **Collaborate across government entities**
Utilize innovative tools, methods, and systems to cooperate at all levels of government and engage the public in the work of their government.

Centralize resources to work towards common platforms

Push managers, directors, deputy ministers to create IT services and resources centers within the government.

Incorporate the “third platform” into all tenders

Mobility – cloud – big data → make sure all suppliers, both internal and external, know and work towards the long-term vision of screening, interacting, and predicting.

Thank you



Mark Yates, Lead Analyst

IDC Government Insights CEMA

myates@idc.com

+420 221 423 208