



# The Long View: The Look of Government in 2030

Jan Petrůj  
Research Analyst  
IDC Government Insights  
ISSS 2013

# 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



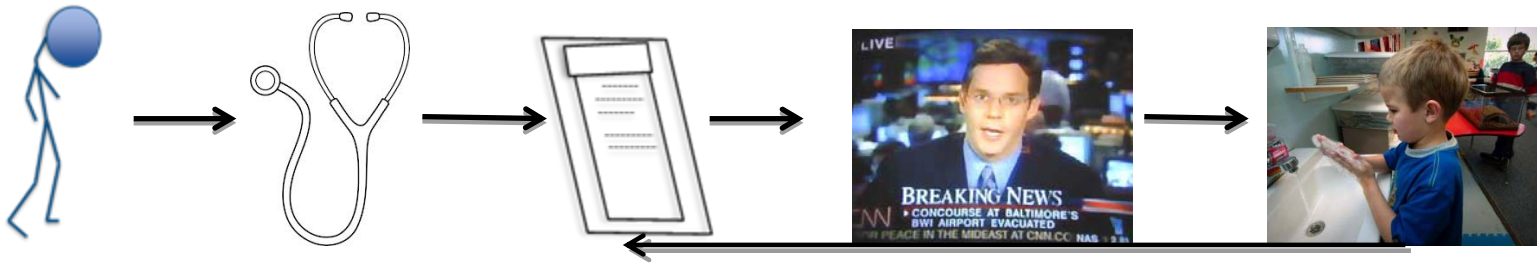
## Middle East/Africa

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 in

# Flu Tracking – then and now

MON TUE WED THU FRI SAT SUN MON TUE WED THU FRI SAT SU

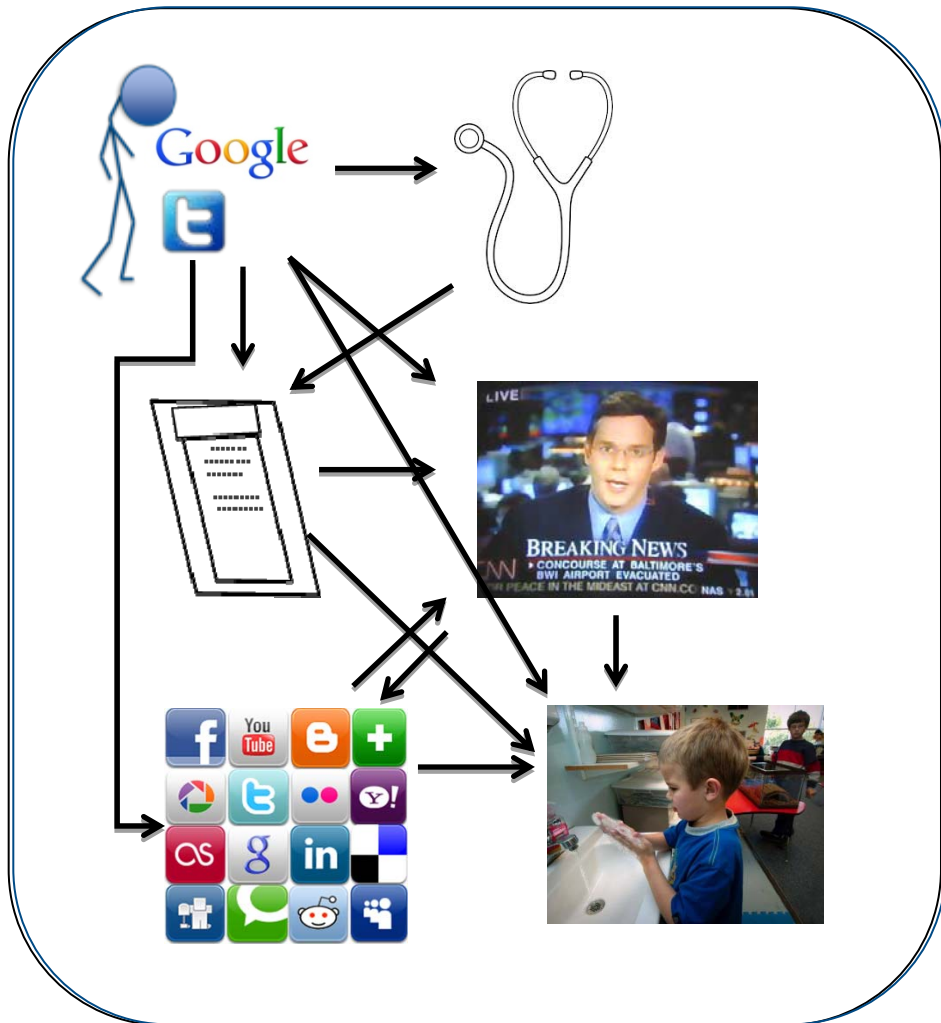


- Tracking done mainly through doctor visits
- Largely linear, with info passed along
- Access comes at end of process
- Widely practiced in US, Western Europe, and Central & Eastern Europe

**5-10 days**

# Flu Tracking – now and tomorrow

MON TUE WED THU FRI SAT SUN MON TUE WED THU FRI SAT SU

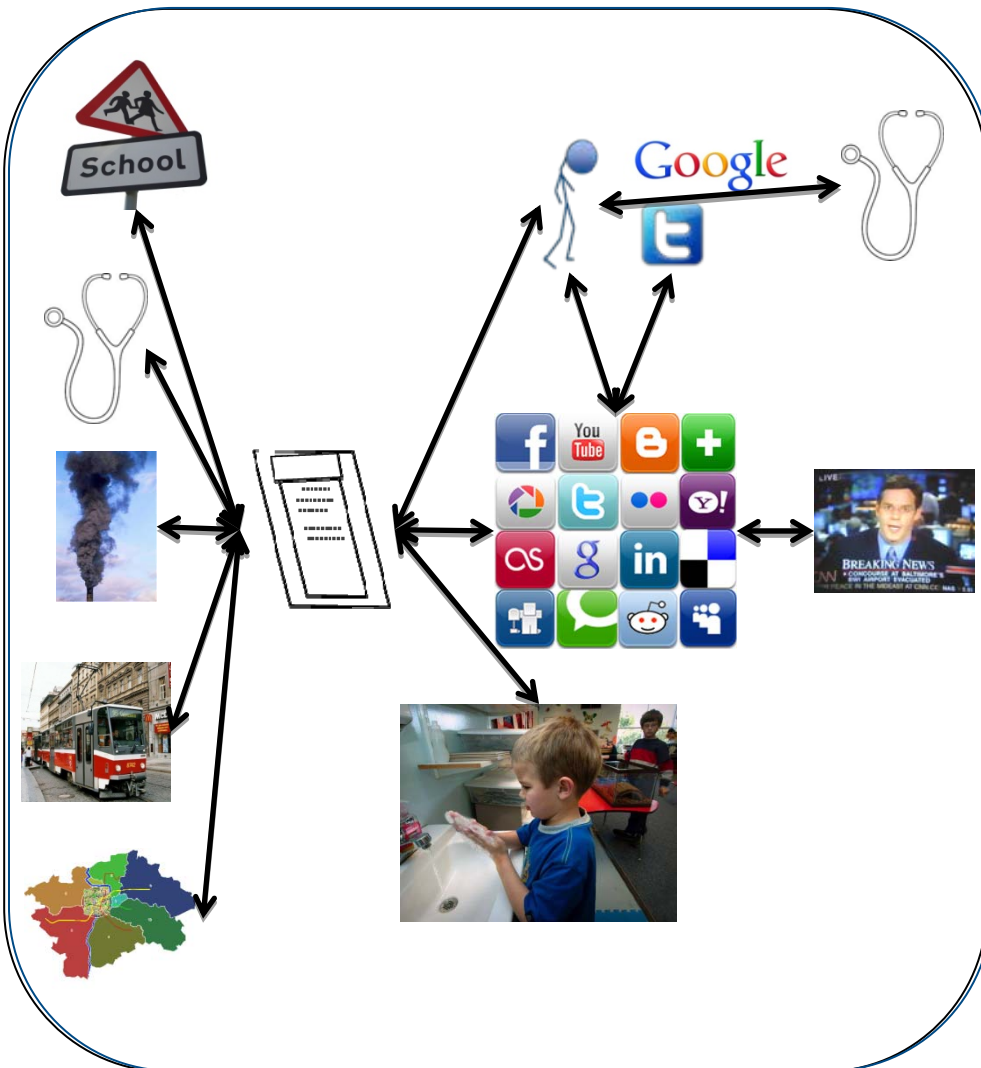


- Tracking done with search engines and social media
- Non-linear information flow
- Access comes at start of process
- Being experimented with

**3-5 days?**

# Flu Tracking – day after tomorrow

MON TUE WED THU FRI SAT SUN MON TUE WED THU FRI SAT SU



- Public health authorities analyze historical data and flu spread patterns
- Immunization reports analyzed geographically vs. likely outbreaks
- Data cross-tabbed with school records, local health authority records, public transportation use and density, air quality, response effectiveness, etc
- Analysis predicts where flu will hit hard
- Prevention efforts limit outbreaks and change the pattern of outbreaks

“-2 days”?



# Technology Moving There

- **Billions of users**
- **Millions of apps (~95% for mobile devices)**

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

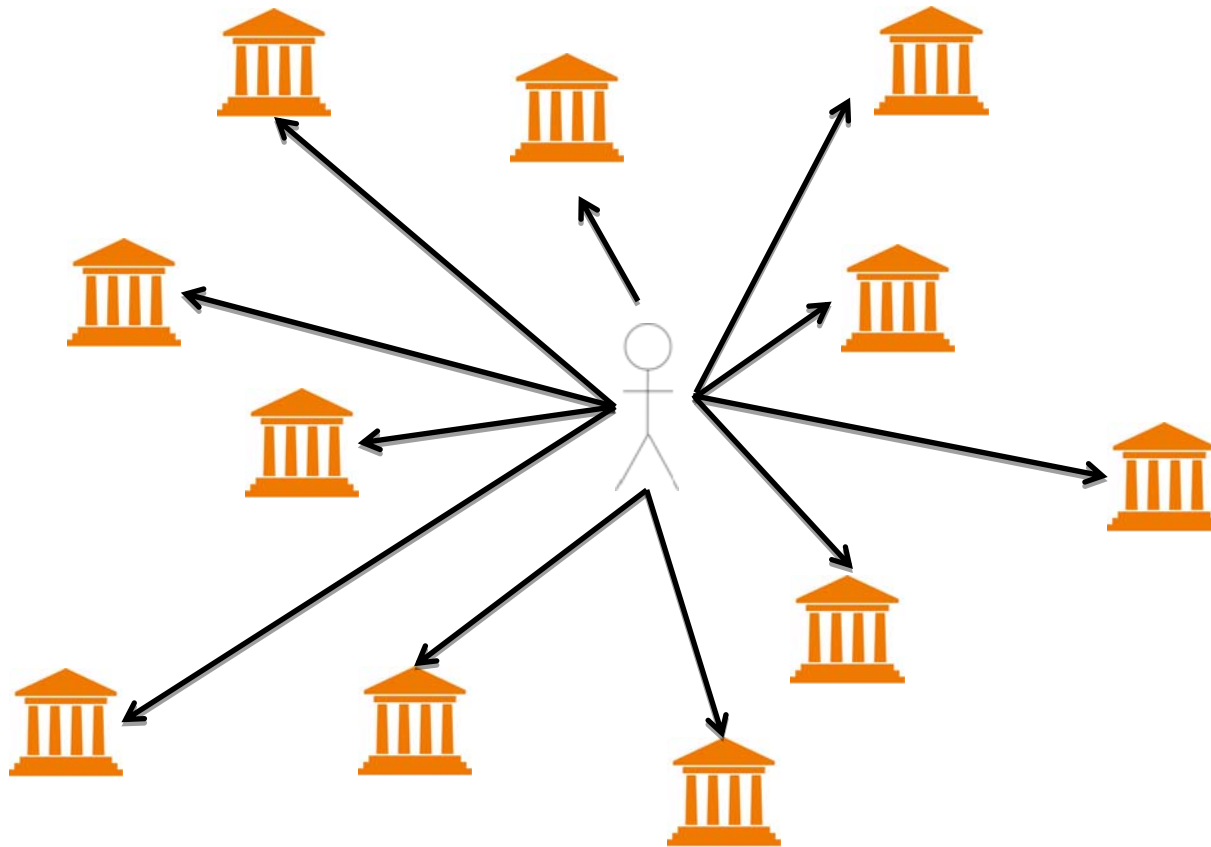


- **Millions of users**
- **Thousands of apps**



# Traditional Relationship

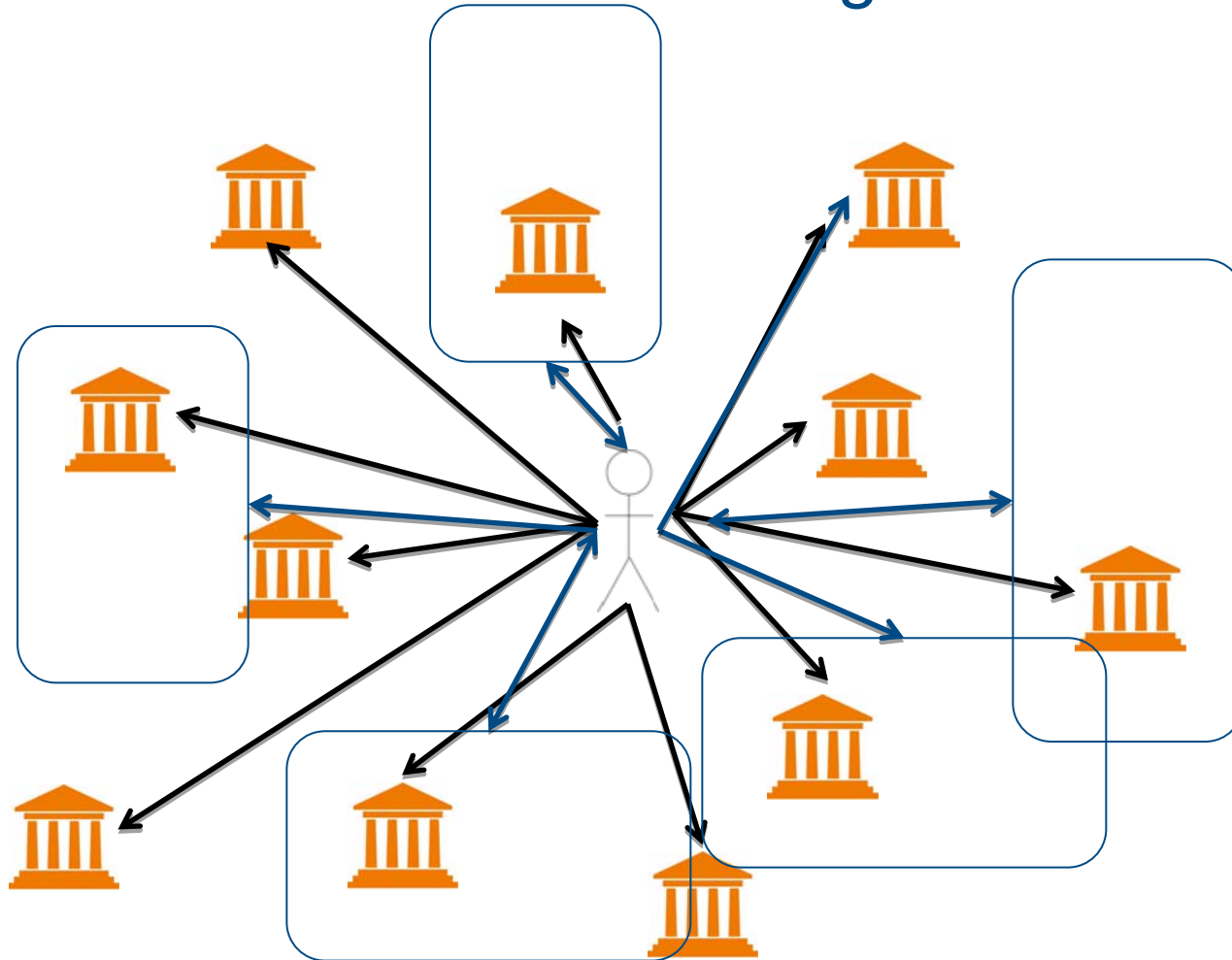
- Citizen and business to government





# Emerging Relationship

- Citizen and business to government

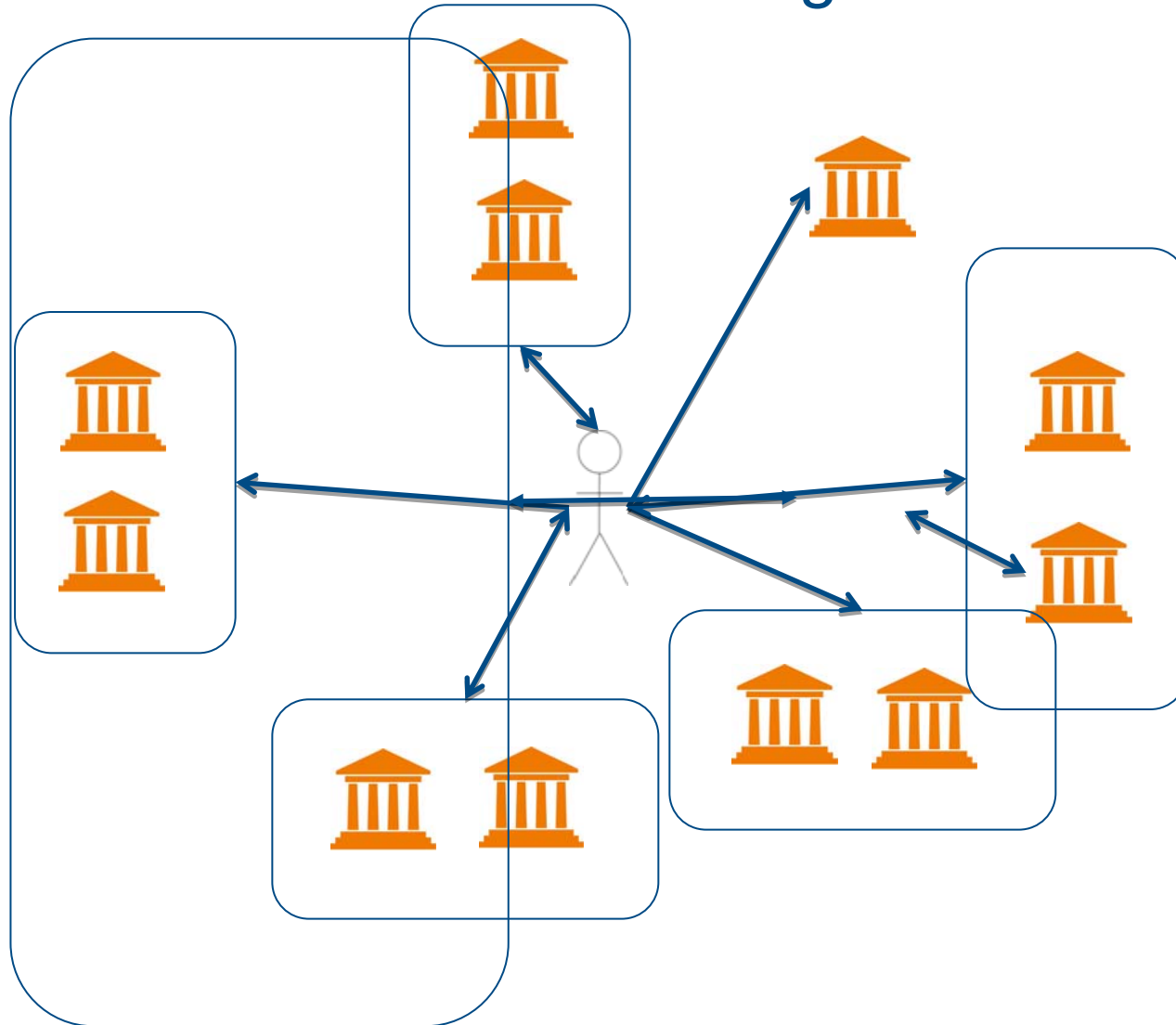






# Future Relationship

- Citizen and business to government





# Where will it begin



“Smaller” states and governments  
on lower level



Public safety



Traffic management



Health authorities



# Thank you!



**Jan Petrůj**  
Research Analyst  
IDC Government Insights CEMA

[jpetruj@idc.com](mailto:jpetruj@idc.com)

[twitter.com/jpetruj](https://twitter.com/jpetruj)

+420 221 423 140

