



IBM Software Universe
Smarter Businesses, Smarter Industries.

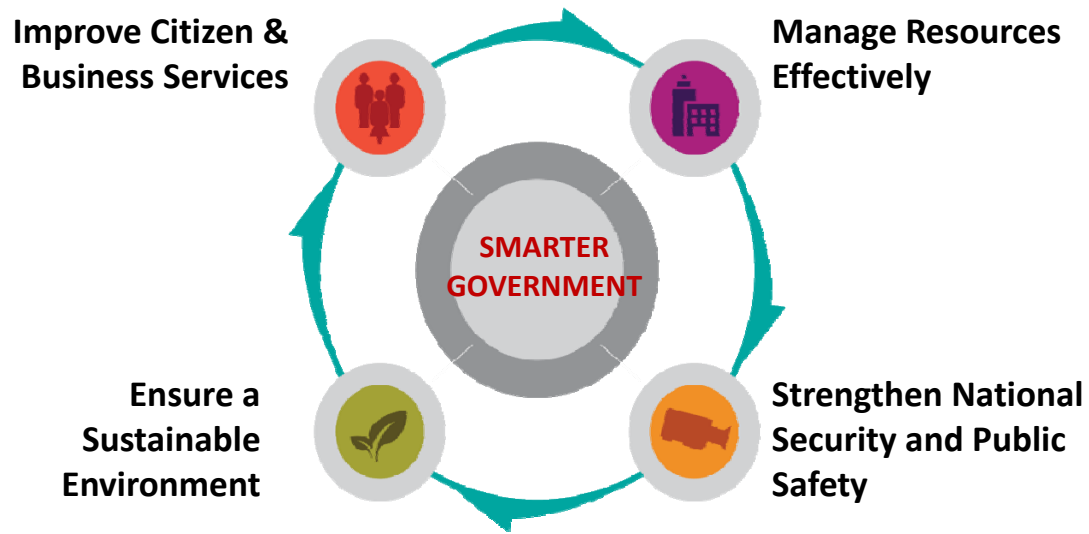
8th March 2011, Pan Pacific, Dhaka.



Acquiring a Single-View of the Citizen

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Smarter Government ensures....



- Delivering BI for Business Value
- Advance Case Management
- IBM Industry Solutions: Helping Governments help citizens & businesses
- Connect & Collaborate
- Data Reduction and Storage Management Transformation

• Acquiring a Single-View of Citizen

- Scalable Application Infrastructure for Citizen Centric Services
- Smarter Governance

Why Smarter Citizen Services make sense

- Reduced costs for government with citizen self-service
- Reduced costs for businesses of interacting with government and complying with legislation
- Better customer service as processes take less citizen time and are better tailored to their needs
- Improved quality of service as transactions are 'right first time' with associated qualitative benefits for government
- Reduction in paper and improved data quality as more information is validated on line directly
- Reduced costs of avoidable calls, error correction and rework
- Ability to focus skilled resources on the harder to help and those for whom the e-channel is not accessible



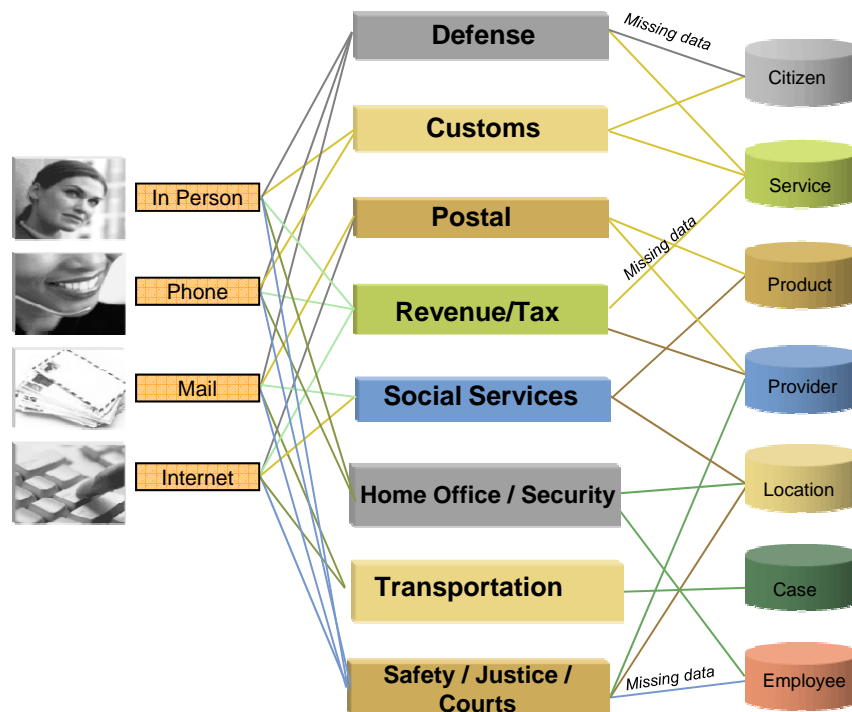
Why Single View of a Citizen ...



- Provides a trusted, 360 degree view of a citizen (person and organization)
- Provides authorized access to citizen master data as a service
- Supports security & privacy requirements for access & control of data
- Provides data quality management to establish a “enterprise” record for a party
- Performs as a synchronization point to control the distribution of citizen master data in a standardized way
- Increases service accuracy and decreases the cost of serving the public
- Provides a flexible platform to support multiple data formats and allowing for new sources to be readily added as requirements change.
- Provides analysis and discovery services to resolve identities and discover relationships

“Single View” supports the secure data sharing and service enhancement that enhances current application environments to run more efficiently, reducing the need to require agencies to replace or re-write their current applications

The Problem and how it is managed today



- Inconsistent & incomplete information
- Information not meeting quality standards
- Lack of knowledge transfer across departments
- Not able to make timely, insightful decisions to help
 - provide better citizen services
 - avoid risk / costly mistakes
 - take timely advantage of bundling services
 - provide better, more insightful business intelligence to measure performance, segment citizens and assess patterns
 - Improve situational awareness for police, Immigration, customs and other public safety officers

Citizens want to feel known & important and have a simple, one-stop experience
Governments want to improve level of services, while reducing costs and improving efficiencies

The Solution.....

*Aligning **people, process, and technology** to leverage information as an enterprise asset*

Understanding the Citizen

We need complete, current and accurate information about our citizens or persons of interest and their entire household



1

Integrating Citizen Information

We need to make the delivery of all service information to our customers, vendors and partners consistent, regardless of the channel we offer it through or the process we use to deliver it



2

Creating a Better Citizen Experience

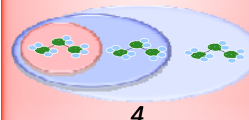
We need better insight and knowledge about the habits, preferences and history



3

Collaborating Across Government and With Partners

All of our lines of business, processes, business applications and information are connected



4

Enabling Business Insight

How is business performing?
Why?
What should we be doing?



5

Aligning IT Landscape with Business Needs

Our business information architecture needs to be simplified to run our business more effectively



6

47% of users don't have confidence in their information [1]

42% of managers use wrong Information at least once a week [1]

59% say they missed information they should have used [1]

66% indicate profitability is negatively impacted by bad customer data [2]

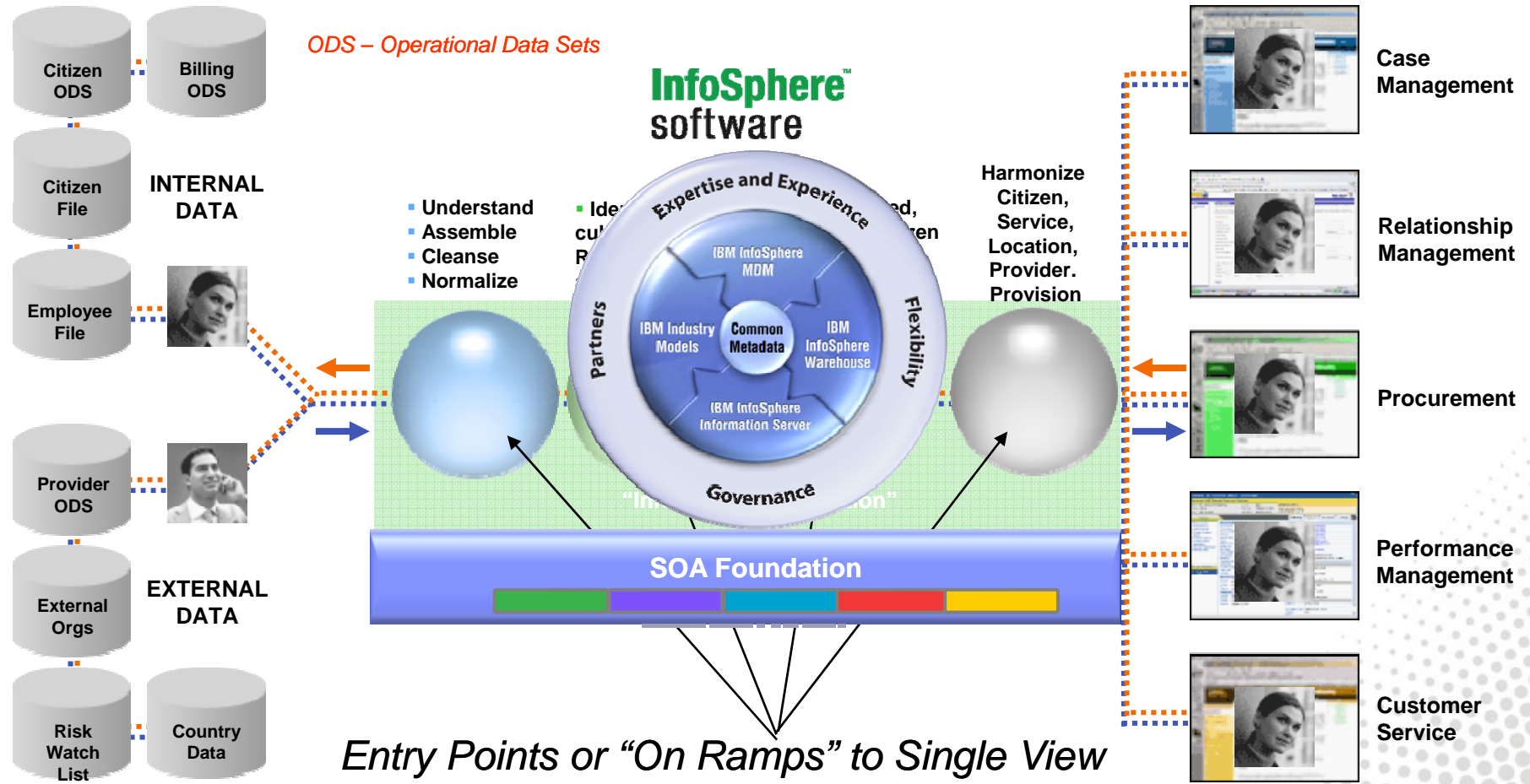
14 the number of different databases enterprises have on average [3]

\$182 is the cost of a lost record [4]

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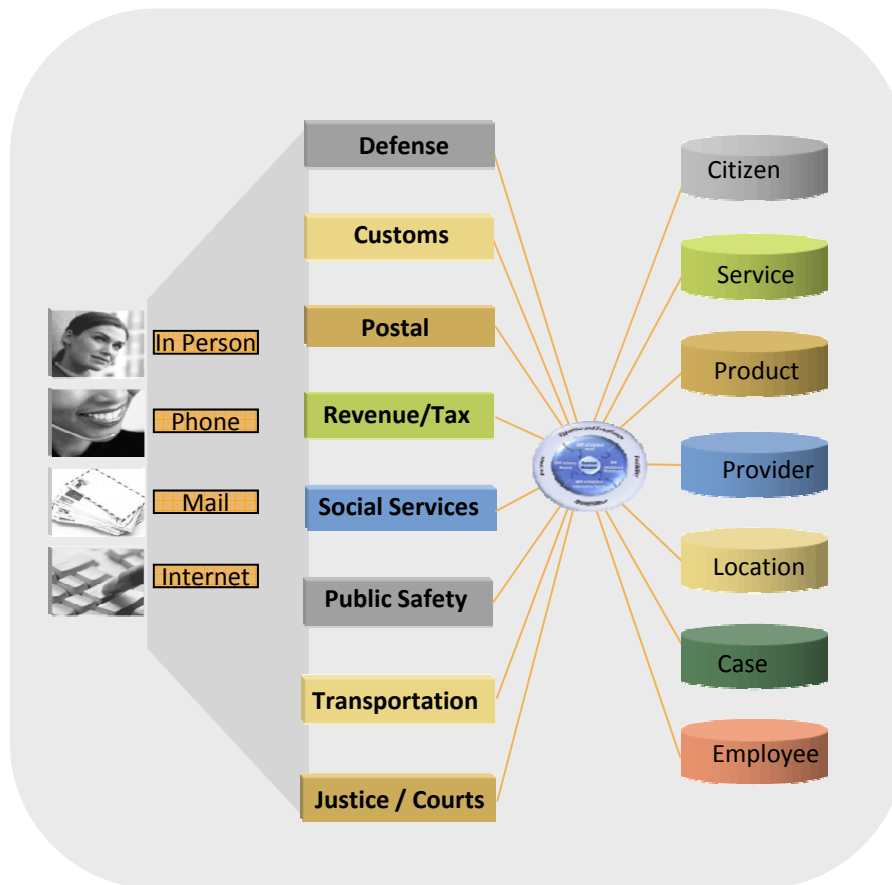
What is "Single-View"?

Provide single view of trusted information to downstream processes



IBM InfoSphere creates a 'holistic' view of a citizen, or a service or a case/account

Consolidates, operationalizes and provides consistent information about key data domains

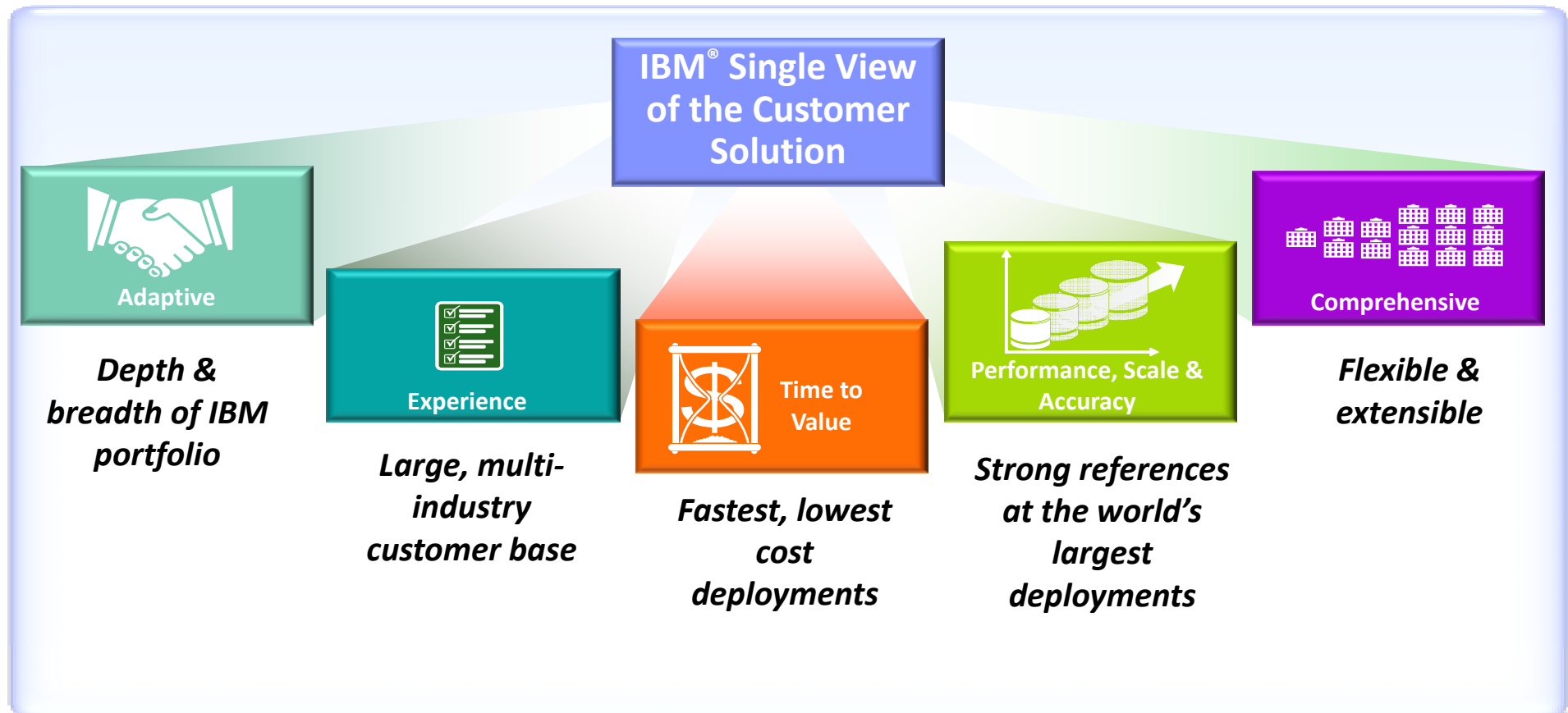


- Provides government with a cost and process efficient infrastructure
- Ensures data is right quality and cleansed prior to being mastered
- Manipulate mastered data to increase its value prior to delivering it to government
- Deliver right elements of mastered data & consistent 'view' to complete a transaction or make decision
- Automate entire process to suit needs of communities

Key Benefits:

- ❖ Integrated, yet modular
- ❖ Scalable & Flexible
- ❖ Reduce project duration and TCO
- ❖ Increase implementation quality

How IBM Single View of the Customer Solution is Different



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IBM DB2 – the backbone of InfoSphere

Capabilities you associate

Performance

Manageability



Security

Reliability

Ease of Use

Governance

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.....and more with IBM DB2 9.7

Lowest
cost of operation

Easier
database
administration

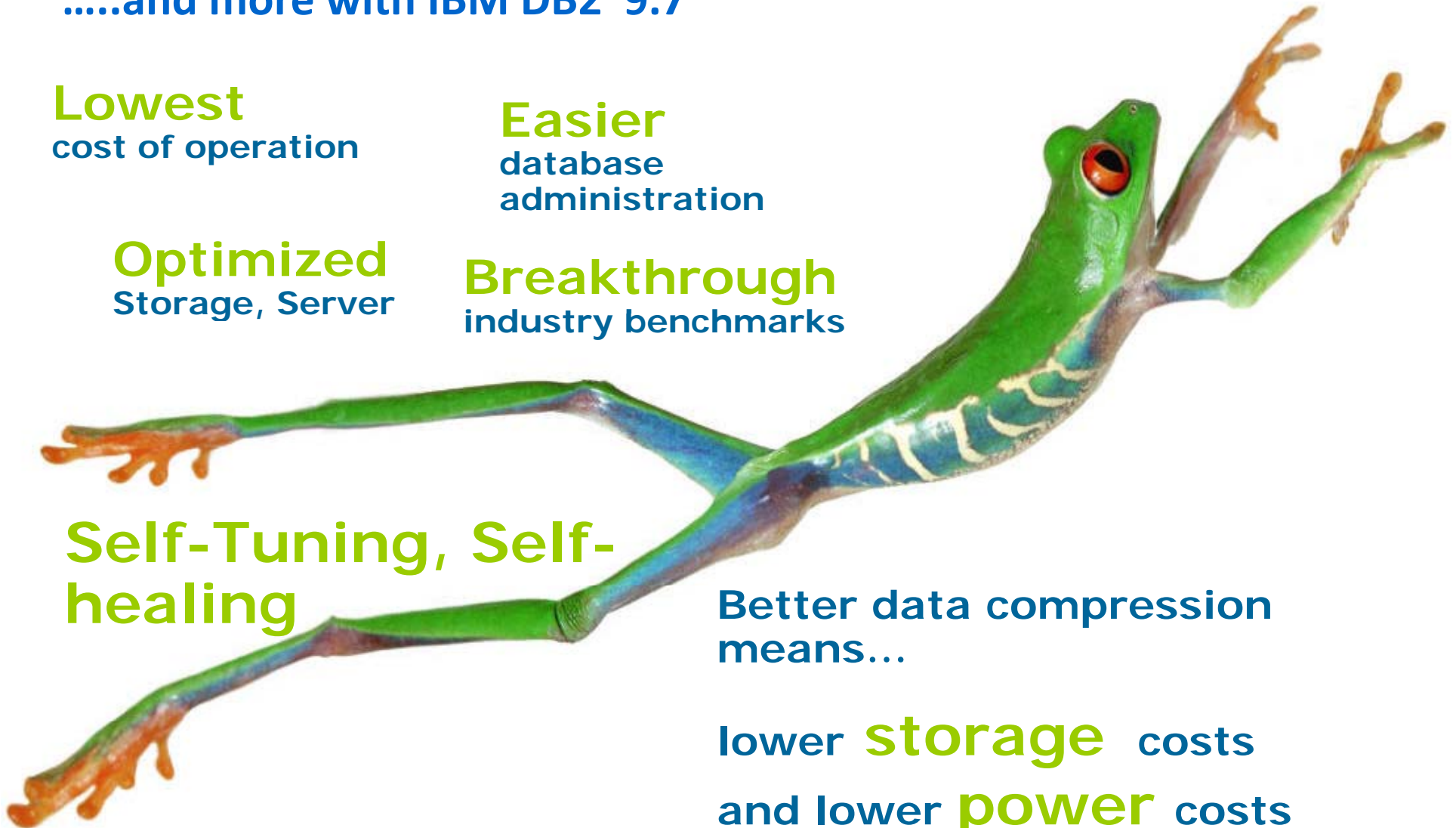
Optimized
Storage, Server

Breakthrough
industry benchmarks

Self-Tuning, Self-healing

Better data compression
means...

lower **storage** costs
and lower **power** costs
and less **administration**
and better **performance**



24x7 Continuous Citizen Services With IBM DB2 PureScale

New

Unlimited Capacity

- Buy only what you need, add capacity as your needs grow

Application Transparency

- Avoid the risk and cost of application changes

Continuous Availability

- Deliver uninterrupted access to your data with consistent performance



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New York City Health & Human Services (HHS)



- Serves an estimated 2.3 million people
- Consists of 9 different organizations with a \$20 billion operating budget
 - Administration for Children Services
 - Human Resources Administration
 - Department of Homeless Services
 - Department for the Aging
 - Department of Corrections
 - Department of Probations
 - Department of Juvenile Justice
 - Department of Health and Mental Hygiene
 - Health and Hospitals Corporation
- Services range across many spectrums – Child Care, Medicaid, Public Health (H1N1), Incarceration

HHS-Connect: Connecting the dots.....

Objective

- “Connect-the-dots” between agencies, providers, and clients by breaking information silos
- Leverage modernized technology and coordinated agency practices to more efficiently and effectively provide Health and Human Services to New Yorkers
- Oversee technology strategy and architecture within the HHS portfolio of agencies

Guiding Principles

- Establish a Client-Centric Approach
- Increase and Manage Accessibility of Information
- Improve Accountability
- Utilize Modern and Flexible Technology

“It is essential that NYC Health and Human Services agencies have access to more efficient, faster and secure methods to share information, improve service delivery and associated decision making.”

Benefits

- Increase accessibility to services, provide greater transparency in government procedures, and improve accountability for outcomes of common clients
- Improve data sharing capabilities to help agencies view clients holistically, tailor services to their specific needs and identify persons at-risk faster
- Automate and streamline business processes for key activities such as data entry, data matching and application processing; this reduces cost per transaction and enhances service delivery – which in turn make for greater client satisfaction and boosted employee morale
- Deploy common standards across agencies for critical areas such as IT security, data confidentiality, middleware, etc. to give agencies confidence about information sharing