



Creating a World-Class City Using the Microsoft Connected Government Framework

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Government Solutions Forum

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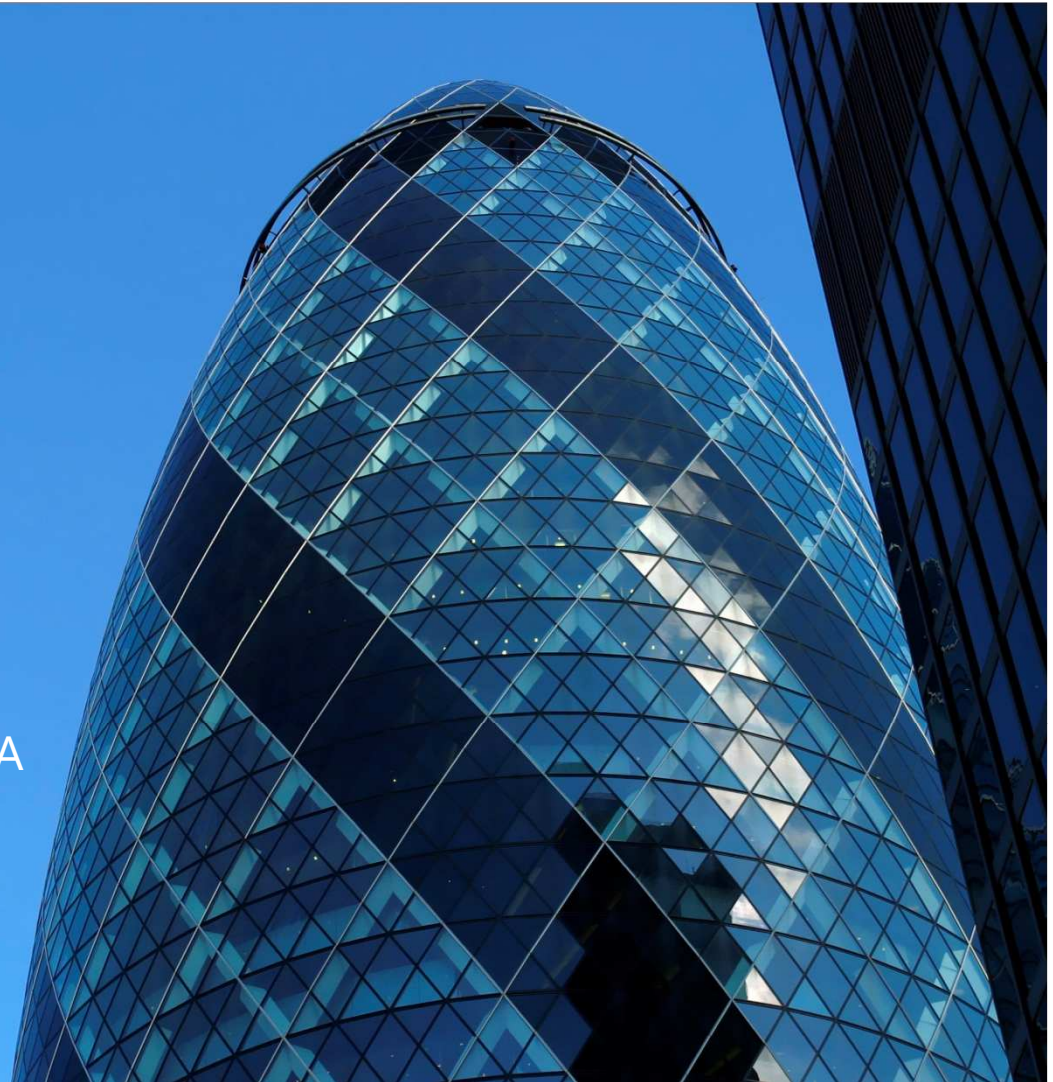
➤ City of London Corporation

- 10,000 residents
- 300,000 workers
- 5.44m visitors per year
- Over 800 years old
- 3,500 employees
- 125 Elected Members
- Queen's Diamond Jubilee
- 2012 Olympics & Paralympics



➤ Vision/Strategy

- Deliver world-class services and experience
- Improve organisational efficiency
- Use technology in innovative ways
- Use technology to deliver business change
- Leverage investment in Microsoft EA
- Partner for success





Business Drivers

- Improve customer service
- Facilitate channel shift & self service
- Enable 360° customer view
- Devolve content management into departments
- Create operational efficiencies
- Build core capabilities



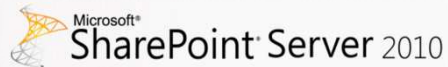
Challenges

- Outdated technology no longer fit for purpose
- Organisational change & alignment
- Fragmented - unable to find relevant information
- Cumbersome processes and tools
- Difficult and slow to change and improve services

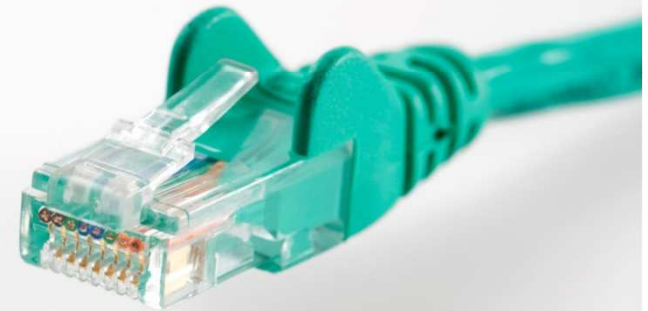




Online Programme Approach

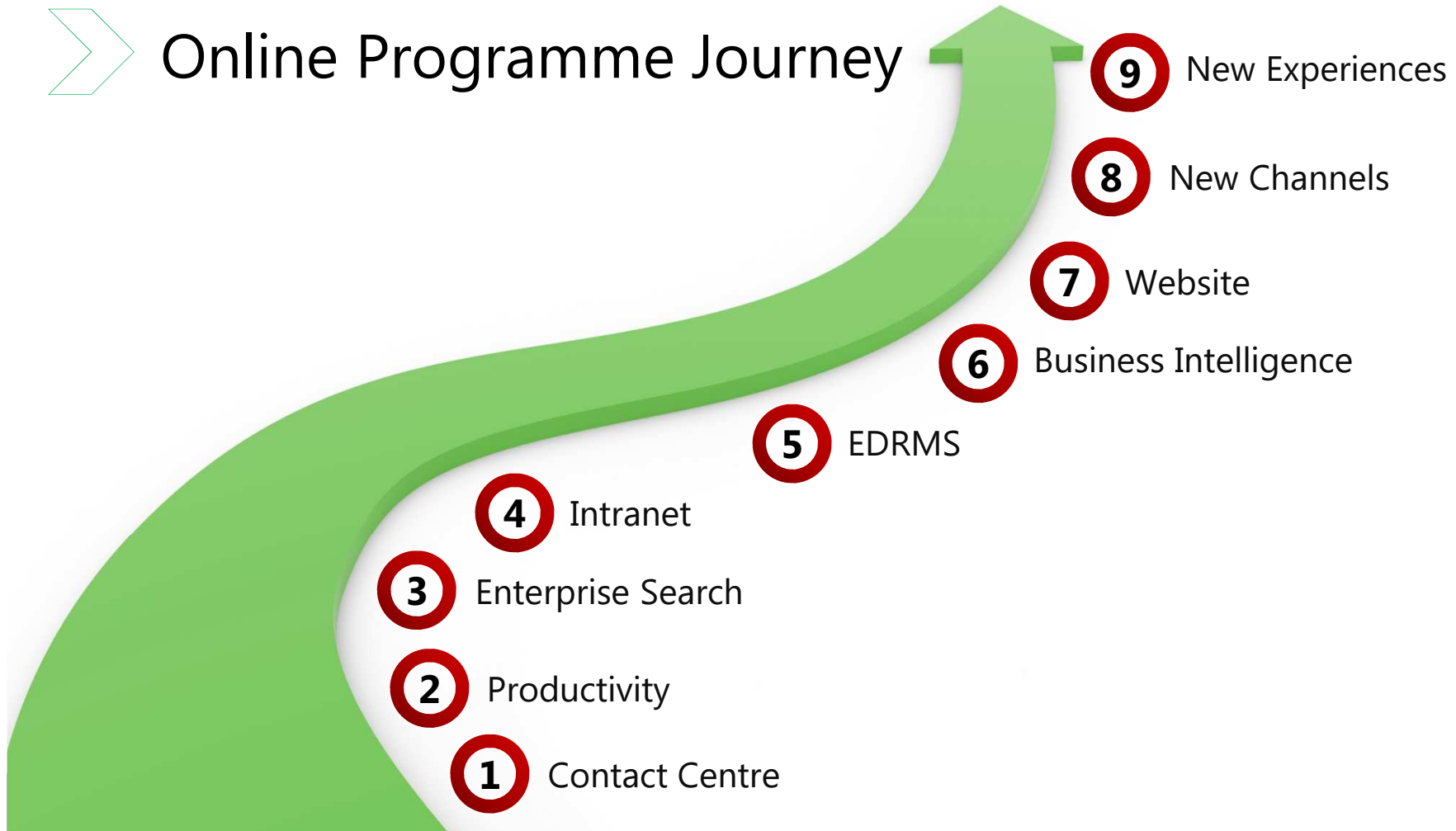


- Use Microsoft Connected Government Framework
- Leverage core capabilities of integrated platform
- Create compelling and usable application designs
- Build common development and operational skills






Online Programme Journey





New Website Preview



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Welcome to the City
Towering achievement
 Completed in 1894, Tower Bridge was instantly hailed as a London icon and one of the great engineering marvels.

Most popular

- Locate in the City
- Search your family history
- Global economic research
- Pay Council tax
- Plan a family day out

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 Streetworks are an inescapable part of creating a globally competitive infrastructure.

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Events
 News and exciting events in the City of London.

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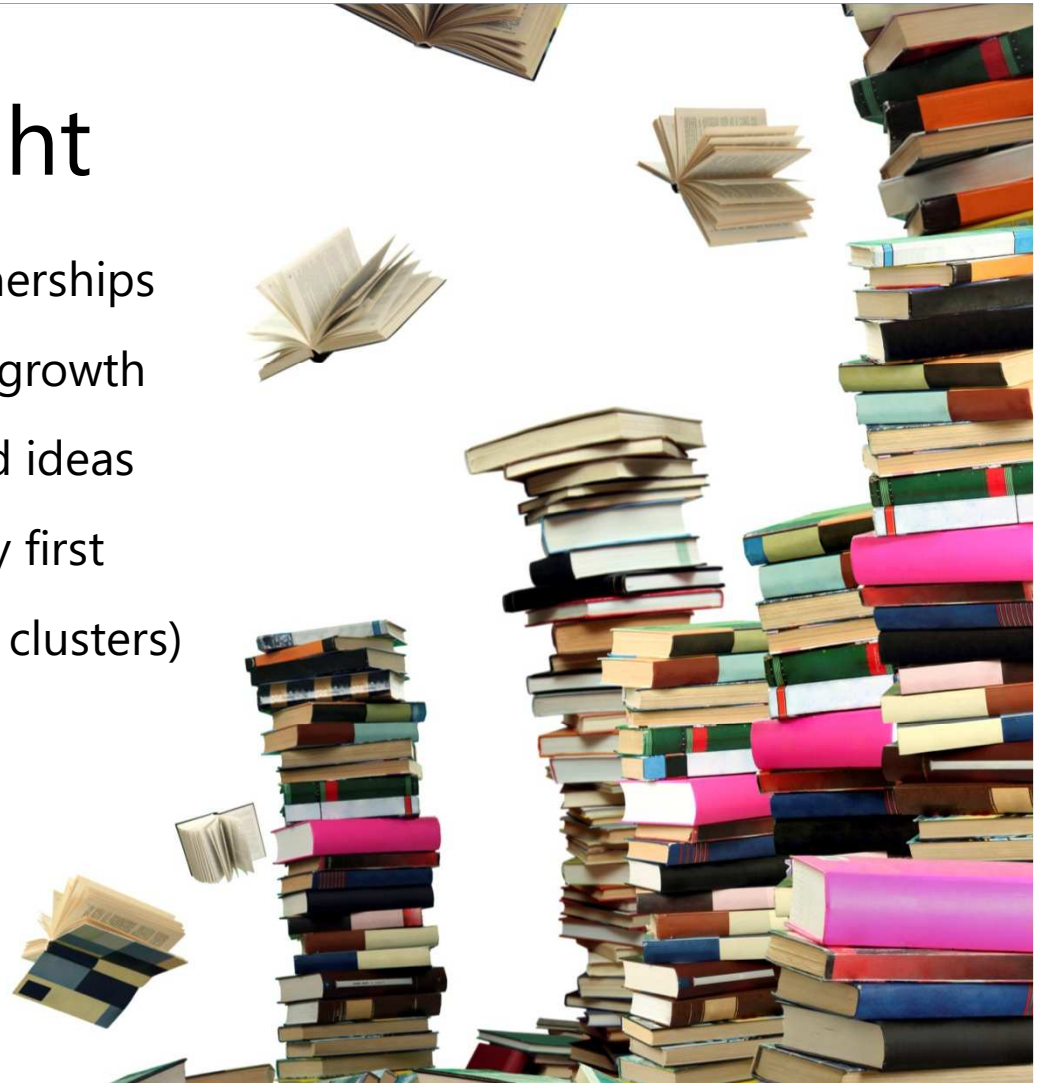
➤ Results & Benefits

- Better customer experience
- Easy to find useful information
- One version of the truth
- New ways of working collaboratively
- Building core competence and capability
- Employee engagement and peer sharing
- More efficient for the organisation
- Integrated platform for the future



➤ Learning & Insight

- Leverage internal and external partnerships
- Invest in an integrated platform for growth
- Engage employees for feedback and ideas
- Build skills and capabilities internally first
- Organise content around users (e.g. clusters)
- Foster teamwork and collaboration



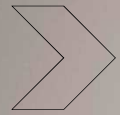
➤ World Class City

- State-of-the-art platform
- Multi-channel delivery
- Accessible and valuable services
- Stakeholder engagement
- Continuous improvement



➤ *“Innovation is the creation of the new or the rearranging of the old in a new way”*





Contacts



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