One Number to the City

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Enterprise & Public sector

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Policy Drivers

Better Educated Communities

Healthier Communities

Prosperous Communities

Safer Communities
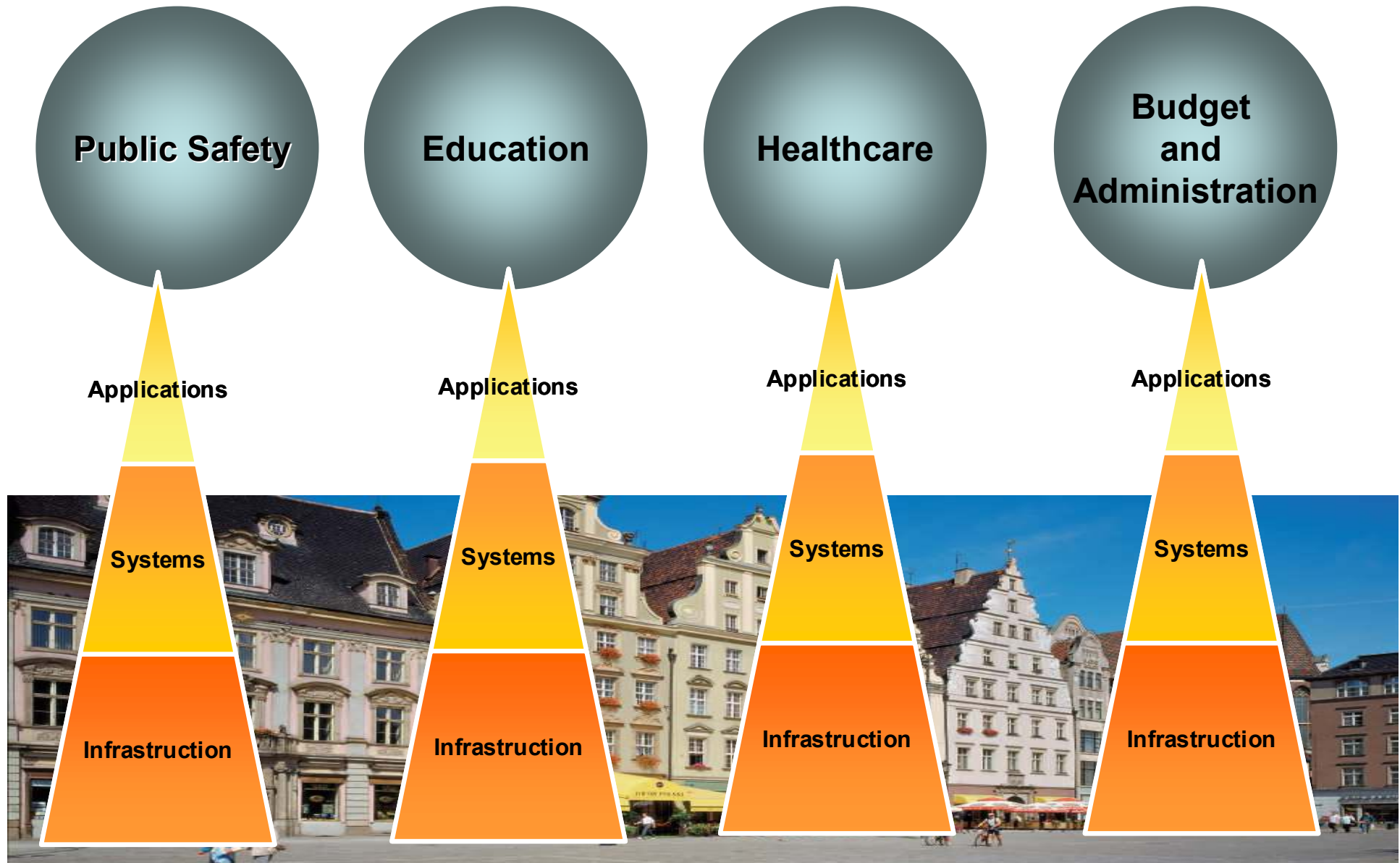
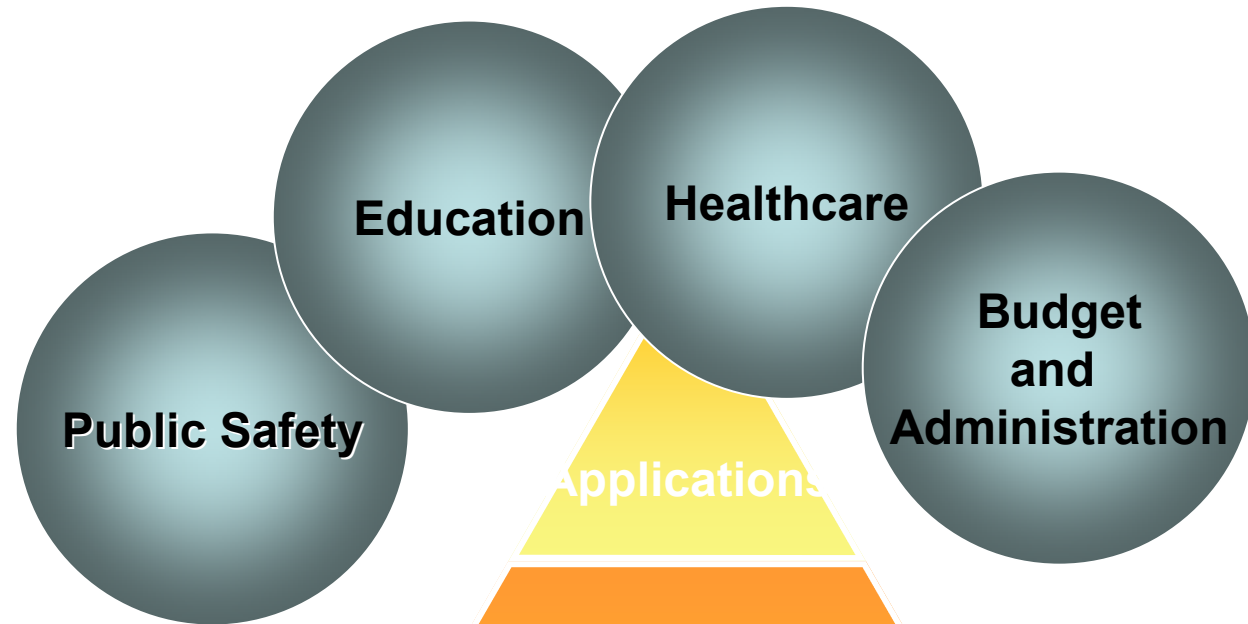# Priorities in Cities & Regions

Citizens Quality of life

Attractiveness for Business

Priorities in Cities & Regions

Public Safety

Education
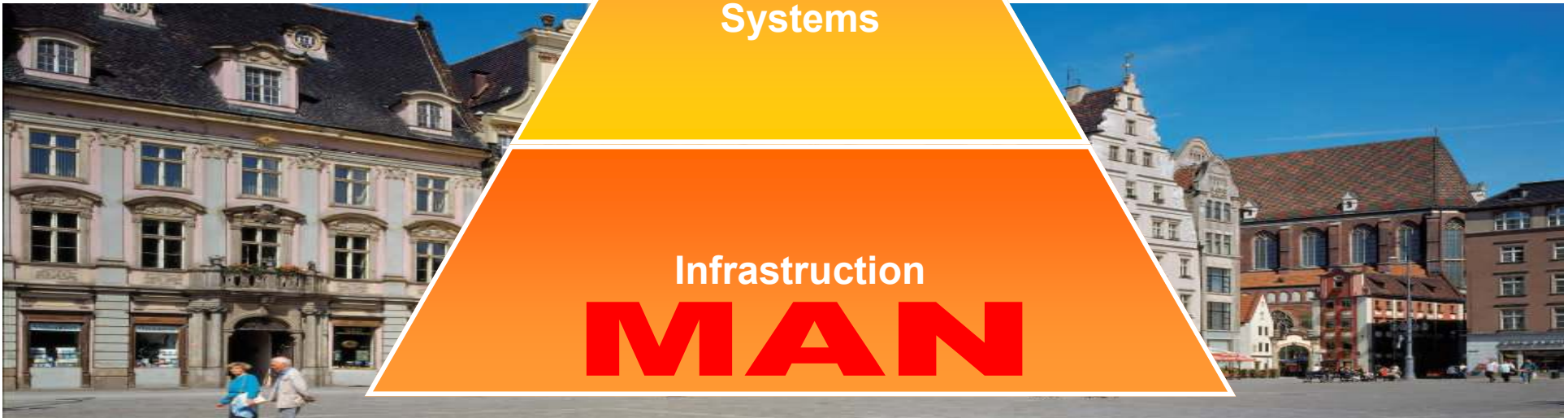
Healthcare

Budget and Administration

Applications

Systems

Infrastructure

Applications

Systems

Infrastructure

Applications

Systems

Infrastructure

Applications

Systems

Infrastructure

Sharing of resources and assets

Challenges Citizens and Businesses Face in Contacting the Government

Difficult to understand where to obtain services

Many government phone numbers and departments

Complicated processes make it difficult to determine who should be contacted

Citizens want better and easier ways to communicate with government

Limited focus on citizen needs

Inefficient communications and collaboration across departments/ agencies slows process

The Challenges

Local Government main MBO

Citizen satisfaction

Win next elections !

Win next elections ….

CSI2   First section of verbiage is good

Second portion should be the url (no email)

Third portion should be...Help your customer understand the current situation by...and insert the "We offer verbiage..."
Cisco Systems, Inc.; 31. 7. 2008

What to do with this?

Simple questions

- How many phone numbers do I know in my city hall?

- To whom should I call when I notice mess in a public park?

- How many hours I need to find out what is the process to get construction permit in my city?

- How many citizens/voters are complaining about noise in their area?

Before and after „3-1-1"

Before 3-1-1 - 'Who do I call?'

- 8+ Million Citizens
- 350,000 employees
- Over 40 call centers/hotlines
- 120+ agencies
- 14 pages of phone numbers
- Varied level of customer service

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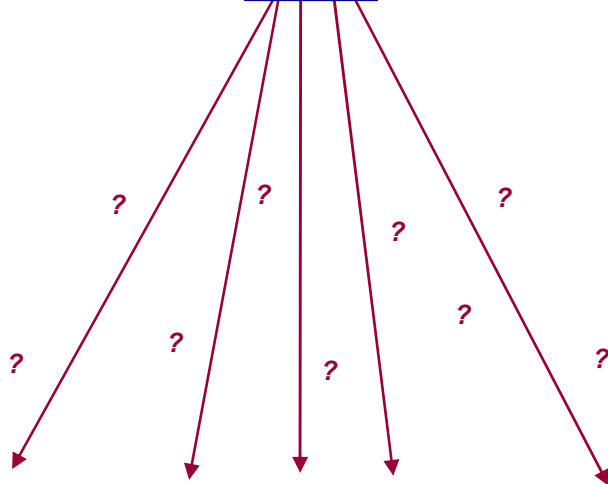
Agency Call Centers and Offices

With 3-1-1 - 'One contact does it all'

Consistent and integrated service across all access channels   24 X 7

Resolution / Feedback

FAQs, Agency Directory Assistance, General Inquiries, Service Requests
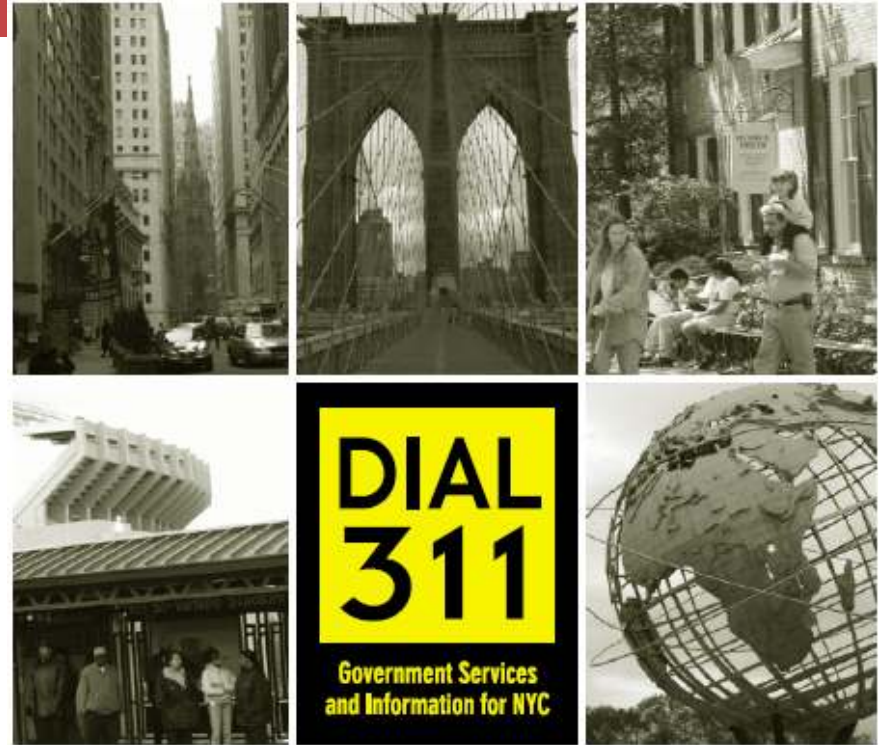
Completion Confirmation

3-1-1 Citizen Service Center

Agency Call Centers and Offices

New York City 3-1-1

Transforming Government
Enabling New Yorkers

Hillingdon (London)

- Single point of contact

- Number of processes – 73

- Reception part of Contact Centre

- Work from home

- Under evaluation if one number or keep few already known numbers

Zagreb

- IP Contact Centre Enterprise

- Locally developed CRM

- Already working

- Thinking to have one number

Istanbul

- One Number „1 5 3" for municipality services

- Citizens do not have to understand the complexity of municipality organization

- Decrease the costs by consolidation different channel of communication

- Deliver efficient and personalized service for citizens

- Human touch – no IVR

- 24/7/365

Essentials about D 115

- A single telephone number provides citizens direct access to public services, regardless of the different administrative levels and responsibilities within Germany's federal structure.

- Based on citizens and business demand and focused on frequently requested services

- Decentralized system of service centers. Take into account existing city and state call centers

- Not free of charge

- Potential for multi channel integration

Source: IBSG 2008

Social Services (CWI)	**Netherlands** AM: Arjen Ligteringen				✓		This is an outstanding case study which shows how Cisco was able to help the organisation meet rising expectations and challenges by automating their systems and breaking out of silos. People can now register for unemployment support online and efficiency and public satisfaction has increased significantly. Here is an IPT-specific case study, also on CWI.	IBSG Case study⊘ Case study⊘
Italian National Authority for IT in Public Sector (CNIPA)	**Italy** AM: Maurizio Viziano				✓		CNIPA is responsible in Italy for setting the framework for public sector contract tenders. Its objective is to oversee a common shared infrastructure for connectivity across the whole country, so this is a great Government Grade Network story.	One slider⊘
French health and pensions (CNAMTS)	**France** AM: Pascal Sabotier				✓		This is a one slider which summarises a Data Centre win with the French health and pensions department.	One slider⊘
NL Wide Area File Services in Government	**Netherlands**				✓		This case study explains how the Dutch Ministry of Agriculture, Nature and Food Quality implemented a WAFS to increase performance, following the amalgamatio of several branch offices.	Case study⊘
Citizen Service Hotline D-115 from the idea to implementation	**Germany** IBSG: Willi Kaczorowski AM: Ekkehard Laste	✓					Project D115 - Single Non-Emergency Number: The idea of a single telephone number for government information and services for the whole of Germany adressing all layers in that country: federal, state and local government. There is an excellent presentation describing HOW Cisco's IBSG initiated that project in Germany. The customer video testimonial stating government representative from federal, state and local government simply explains the benefits of this single telephone number.	IBSG Presentation⊘ Video Testimonial⊘

„One Number" architecture

- City of 700'000 habitants

- IPCC for 250 agents (40 first line + 210 second line)

- CRM

- Publice services – 40 processes in the first step.
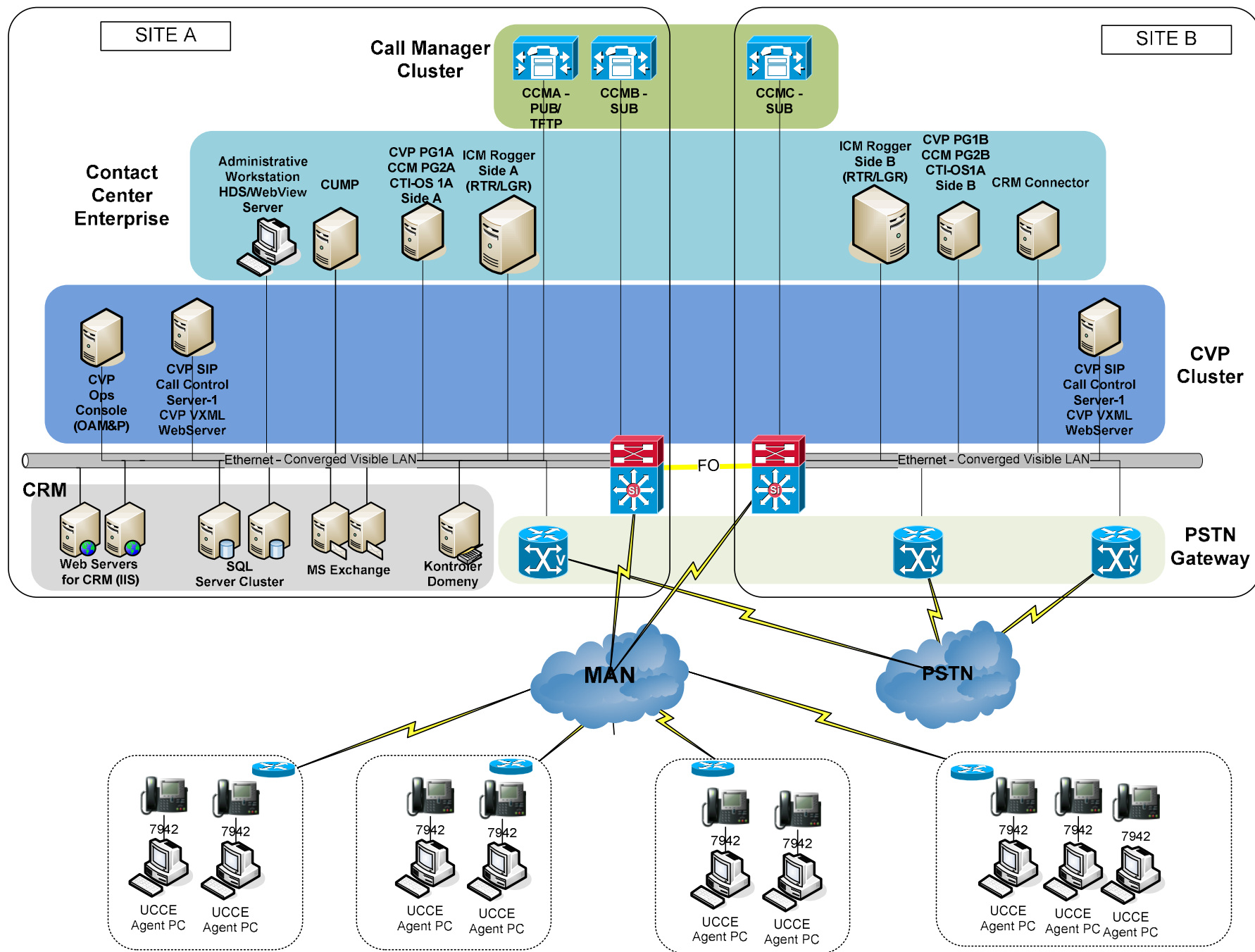
number of agents: 250   **TOTAL**   **$2 197 311**

ICM			
Product	**Unit Price GPL**	**Value GPL**	
		$594 030	
	number of sets	**1**	$594 030
ICM - servers (2xROGER, 2xAPG, 1xHDS/AW, 1xCRMConn, 1xCUMP)			
		$26 208	
	number of sets	**7**	$183 456
IVR - (CVP) software			
Product	**Unit Price GPL**	**Value GPL**	
		$265 452	
	number of sets	**1**	$265 452
IVR - (CVP) servers			
Product	**Unit Price GPL**	**Value GPL**	
		$26 208	
	number of sets	**2**	$52 416
IVR - (CVP) OAM server			
Product	**Unit Price GPL**	**Value GPL**	
		$7 644	
	number of sets	**1**	$7 644
CUCM (CallManager) - software, servers			
Product	**Unit Price GPL**	**Value GPL**	
		$45 562	
	number of sets	**3**	$136 686
CUCM (CallManager) - SW llicense			
Product	**Unit Price GPL**	**Value GPL**	
		$50 000	
	number of sets	**1**	$50 000
Gateway VXML			
Product	**Unit Price GPL**	**Value GPL**	
		$45 209	
	number of sets	**3**	$135 627
IP Phones			
Product	**Unit Price GPL**	**Value GPL**	
		$466	
	number of sets	**250**	$116 500
UCSS - 1 year upgrade			
Product	**Unit Price GPL**	**Value GPL**	
		$60 500	
	number of sets	**1**	$60 500
Evaluation of installation and Contact Centre roll-out costs			
Product	**Unit Price GPL**	**Value GPL**	
		$595 000	
	number of sets	**1**	$595 000

Number of processes 40   TOTAL   **€ 997 454**

Licenses			
Product	**Description**	**Nb.**	**Price**
CRM Server	Dyn CRM Ent Svr Lic/SA Pack OLP NL GOVT Qualified	3	4 383,00 €
CAL	Dyn CRM CAL Lic/SA Pack OLP NL GOVT User/Device CAL Qualified	150	875,00 €
Exeternal Connector	Dyn CRM Extrnl Con Lic/SA Pack OLP NL GOVT Qualified	1	4 383,00 €
Database	SQL Svr Enterprise Edtn 2008 OLP NL GOVT 1 Proc	3	19 842,00 €
OS	Windows Svr Ent 2008 OLP NL GOVT	6	1 956,00 €

€ 220 044

Services for 40 processes			
Product	**Description**	**Nb.**	**Price**

€ 766 589

Servers for CRM			
Product	**Description**	**Nb.**	**Price**
Web Server for CRM			
	DELL™ PowerEdge™ 2950 III - Quad Core Intel® Xeon® X5450 2X6MB Cache, 3.0GHz, 1333MHz FSB; 4GB FB 667MHz; 5 x 73GB, SAS, 2.5-inch, 15.000 rpm Hard Drive (RAID1/RAID5); Trzyletni pakiet ProSupport dla dzialów IT i reakcja w 4 h dla systemów newralgicznych	3	5 174,44 €
SQL Server			
	DELL™ PowerEdge™ 2950 III - 2 x Quad Core Intel® Xeon® X5450 2X6MB Cache, 3.0GHz, 1333MHz FSB; 8GB FB 667MHz; 7 x 73GB, SAS, 2.5-inch, 15.000 rpm Hard Drive (RAID1/RAID5); Trzyletni pakiet ProSupport dla dzialów IT i reakcja w 4 h dla systemów newralgicznych	3	6 787,69 €

€ 10 821

Why „One Number"?

- **Mayor's vision of modern city**
- Promotion of the city
- Reason to build IP MAN
- Next step for Citizen Service Centres
- Next step of city portal
- Social reason – home office for mothers and disable people
- Way to win next elections

EU FUNDS

Broadband Scenarios: Urban, Regional, and Rural

Greater Choice in Deployment Network to Different Population Areas

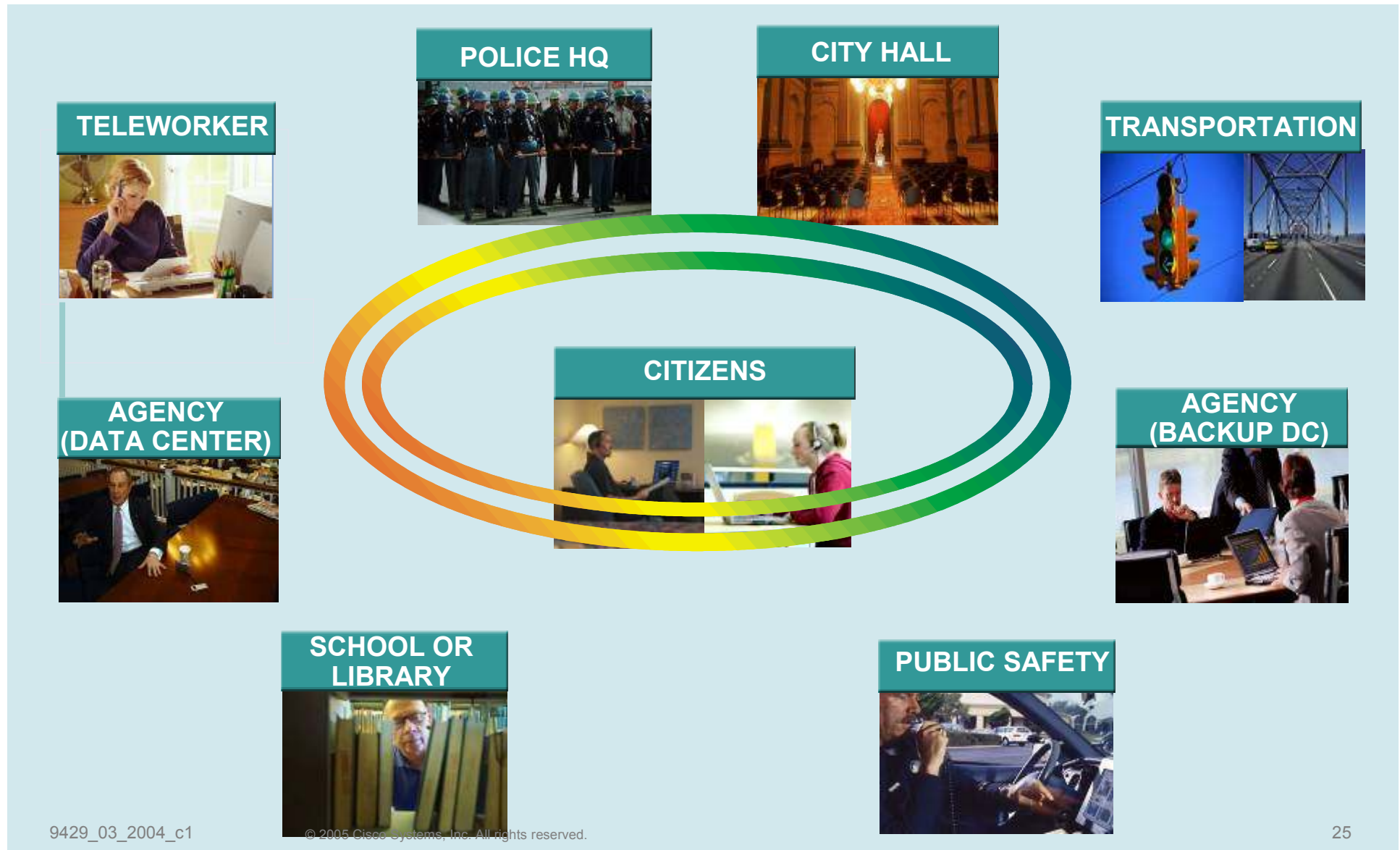**Metropolitan/Urban Areas: Metro Ethernet and Wireless**

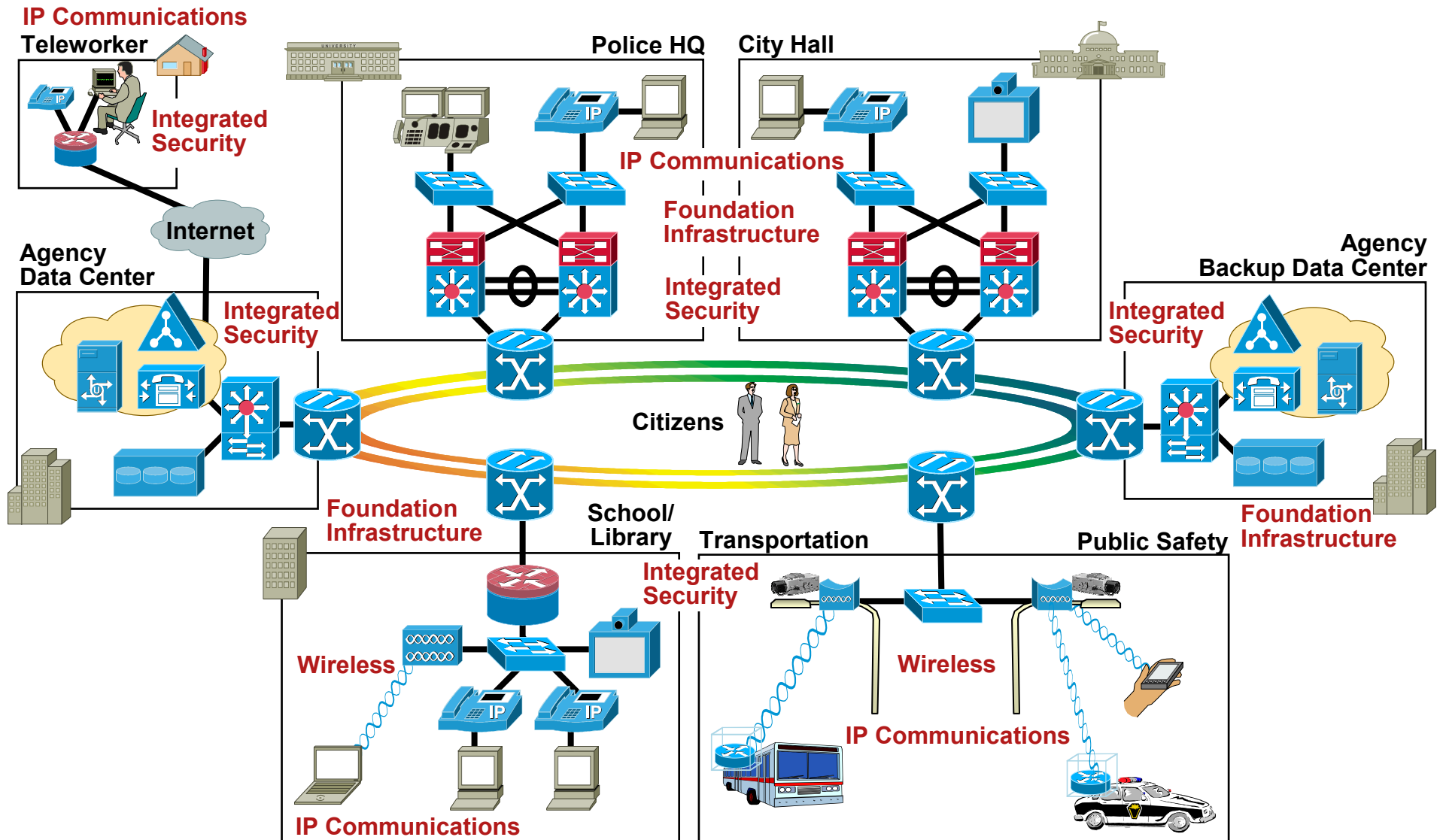**Regional Areas: Fibre in Backhaul and Wireless/ DSL Access**

Rural Areas: Wireless Wi-Fi, Wi-MAX and Satellite Access

Building Connected Communities

POLICE HQ

CITY HALL

TELEWORKER

TRANSPORTATION

CITIZENS

AGENCY
(DATA CENTER)

AGENCY
(BACKUP DC)

SCHOOL OR
LIBRARY

PUBLIC SAFETY

Connected Community

IP Communications
Teleworker

Integrated Security

Police HQ

City Hall

IP Communications

Foundation Infrastructure

Integrated Security

Internet

Agency Data Center

Integrated Security

Agency Backup Data Center

Integrated Security

Citizens

Foundation Infrastructure

Foundation Infrastructure

School/Library

Integrated Security

Transportation

Public Safety

Wireless

Wireless

IP Communications

IP Communications

Pehlaď Služieb v Jednotlivých Sektoroch

Education	Healthcare	Business	Public services	Safety/ security	Home
▪E-learning ▪Curriculum management ▪Regional tutoring ▪Teacher training ▪Interactive blended digital courses ▪Multi-class projects ▪Location-free schoolwork ▪Remote lessons ▪Virtual collaboration tools ▪Assignment tracking ▪Student performance management ▪Study material access ▪Online productivity tools for teachers ▪Electronic communications ▪School portals	▪Patient education ▪Home health monitoring ▪Telemedicine ▪Health calculators ▪Online health communities ▪Virtual consultations ▪Health record storage/access ▪Personal health organizer ▪Appointment scheduling ▪Appointment reminders ▪Prescriptions service ▪Test result tracking ▪Best practice exchange ▪Electronic medical certificates	▪Workforce optimization ▪Productivity tools ▪E-mail ▪Workflow management ▪E-commerce ▪Integrated logistics and supply management ▪E-procurement ▪Videoconferencing ▪Telepresence ▪VPN services ▪Unified communications ▪Mobile workforce ▪Data storage ▪New business set-up ▪Safety and security	▪E-government portal ▪Shared functions/ processes ▪"Lost wallet" type services ▪Citizen feedback/ involvement ▪Online purchasing ▪Departmental and inter-departmental workflow management ▪Integrated services ▪Citizen-centricity	▪Video surveillance ▪Citizen access points ▪Traffic management ▪Street maintenance ▪Response management ▪Noise monitoring ▪Pollution monitoring ▪Connectivity to frontline workers	▪Voice telephony ▪Email/ messaging ▪Internet access ▪Broadcast TV ▪Pay-per-view ▪Video on demand ▪Interactive TV ▪Online gaming ▪Home control system ▪Video calls ▪Video surveillance ▪Storage

Illustrative example