# eal Impact for Better overnment

el Cherkis
neral Manager, Government & Defense
orldwide Public Sector

**Microso**

Unleash human creativity on a scale never seen before
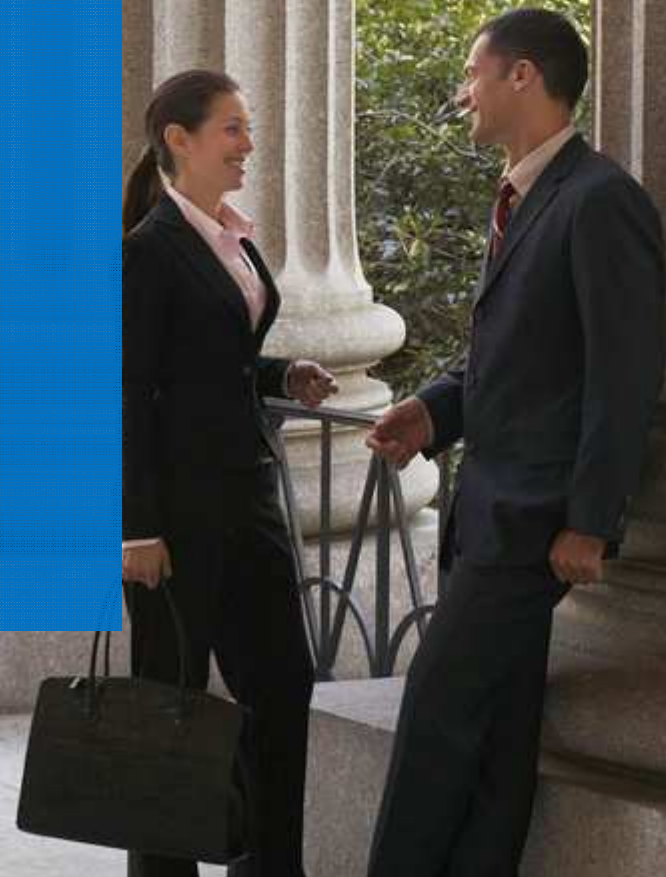
...overnments need to ...design their structures ...d processes to ...pitalize on a new set of ...tors and tools."

**...uture of Government,**
**...rld Economic Forum**

# ncreasing expectations

zens and businesses
ect improved services
deeper engagement

Workers expect easy to use tools, applications, & devices that work anywhere, anytime

Leaders expect greater insight, accountability, privacy, & compliance

# The issues are complex
What opportunities and challenges are facing your city?



**...vice
...ciencies**

...er populations
...make service
...ery more
...ent.

**Economies of Scale**

Capital investments and operating expenses are more widely amortized.

**...nomic
...portunity**

...ups and global
...tments can
...t employment
...he tax base.

**Increased Safety**

Crimes are down as much as 70% since 1981 in G7 countries

**...arter
...nnologies**

...h standards,
...cloud, mobility,
...l and big data
...new insights.

**Millennials**

will make up 75% of the American workforce by 2025

**Employing the young**

Young people are 3x more likely to be unemployed.

**Housing shortages**

828 million peop... live in slums toda...

**Growing populations**

More than half of us live in cities.

**Crumbling infrastructur...**

Effects fresh-wat... supplies, sewage... and public health

**Controlling sprawl/traffic**

The world's worst traffic jam stretched more than 62 mi.

**Aging demograph...**

60+ population ... grow 3.5x faster.

# A dynamic technology landscape

| Mobility | Social | Cloud | Big Data | Security |

**2016**, rtphones and will put power in e pockets of billion global citizens

**65%** of companies are deploying one or more **social software tool**

**70%** of organizations are either using or investigating **cloud computing solutions**

**Digital content** will grow to **$8B by 2015**, up more than **300% from 2011**

In 2011 **Global Cy Security** market v $63.7B, expect to in **200%** to over **$1 by 2017**

# n era of new government experiences



**"** s e-business evolves owards m-business, Government trends o mobile overnment.

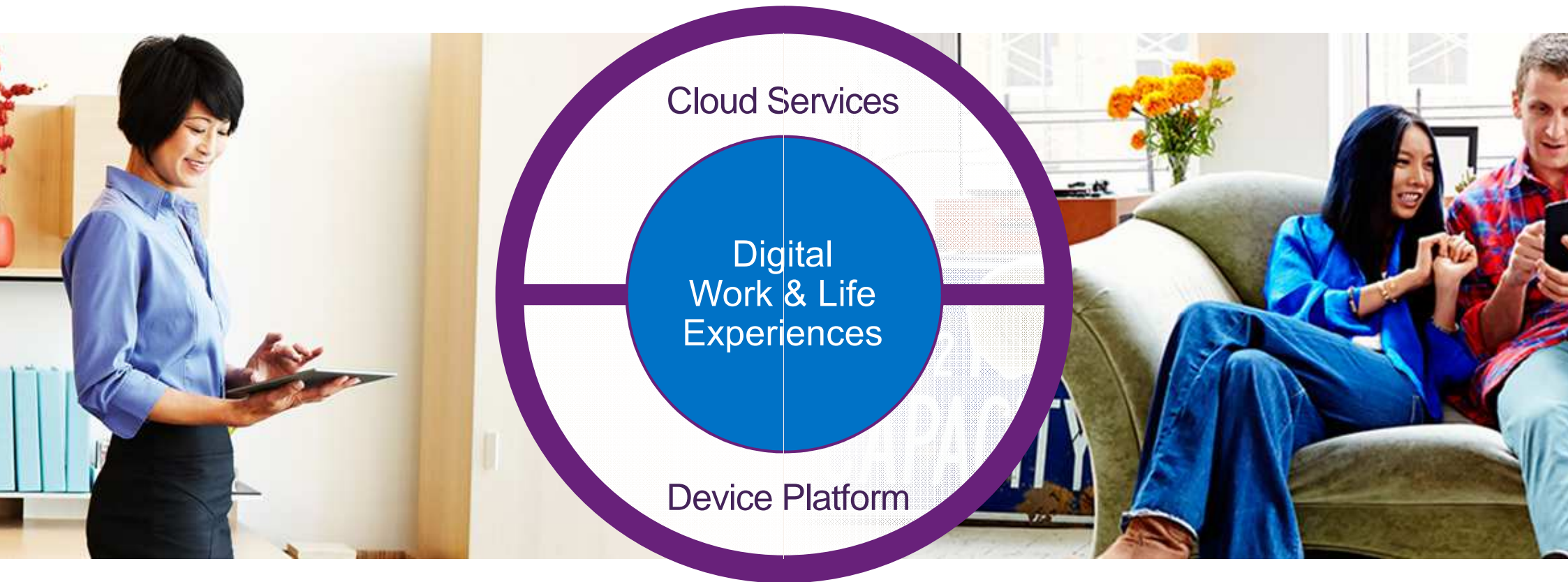**"** Analysts spend 80% of their time looking for the right data and only 20% looking at the right data. **"**

**"** Growing interest in digital government, partly driven by the nexus of social, cloud, mobile, and information analytics **"**

# Our vision for a new future



Cloud Services

Digital
Work & Life
Experiences

Device Platform

Reimagining productivity to help
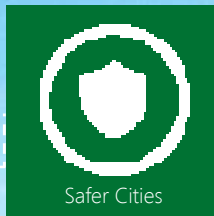Governments do more and achieve more

# Microsoft CityNext. What is the vision?

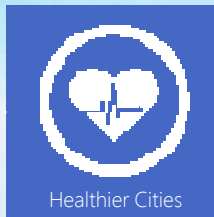Building bridges to the future, an urban renaissance



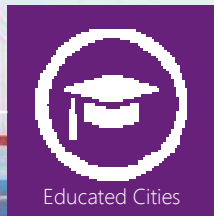Leverage what you have and innovate at your own pace

Modern Cities

Safer Cities

Healthier Cities

Educated Cities

**Transform**
Operations & Infrastructure

**Engage**
Citizens, Workers & Businesses

**Accelerate**
Economic Development & Innovation

# Copenhagen

## Serving Citizens as ONE city government

20 different case management systems being consolidated into a single view, transforming citizen interaction and reducing time and costs

# y of Barcelona

## izes Vision of Innovative City with Cloud, Devices, and Apps

## Objective

Barcelona has a vision to become one of the leading "smart cities" in the world. Barcelona is helping promote new standards and innovations for smart city services that are being adopted by other cities around the world.

## Solution

Microsoft was selected as a strategic partner due to their proven scalability and security, cloud services and devices.

## Impact

- Better insight into gover effectiveness
- Enhances services and business opportunities
- Improves safety and boo collaboration
- Uncover investment opportunities
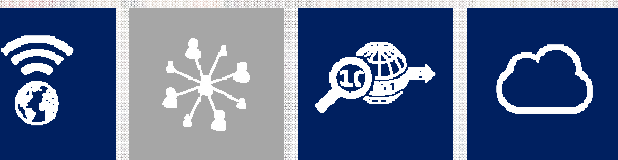
"Thanks to our partnership with Microsoft, we´ve been able to deliver better services from the new workplace environment for our civil servants."

— Manel Sanromá, CIO of the City of Barcelona

# More Informed Leaders

Improved access to insights that help shape policies and budgets decisions

→

Easy to use, familiar analytic tools to help with decision making and briefings

→

Stay informed and connec[ted] with staff and citizens, in t[he] office or on the road

# More Responsive Workers



Analytics for increased efficiency and productivity

Cross-agency awareness, collaboration and service management

Improve citizen experiences with anytime, anywhere access to vital information and people

# More Engaged Citizens

Personalized and integrated services across agencies

→ Improved transparency and digital participation on citizen terms

→ Innovative new citizen apps and services enabled by open data

**Microsoft**

# Thank You!

For more information visit: www.microsoft.com/government/ww