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Person Centric Technologies as a Disruptive Force in Public Sector

Georgia Technology Summit

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Deloitte Consulting LLP

Forming an Effective CIO Agenda in a Turbulent Business Environment

CIO Work Balance

- CIO spearheads ways that information technology can support and benefit the business.
- CIO applies deep knowledge of the business to bring important ideas to the table.

- CIO keeps the IT "shop" running smoothly.
- CIO oversees the department's staffing, skills management, success metrics, finance, contracting, legal, and more.

Business of Business

Business of IT

Disruption to Business
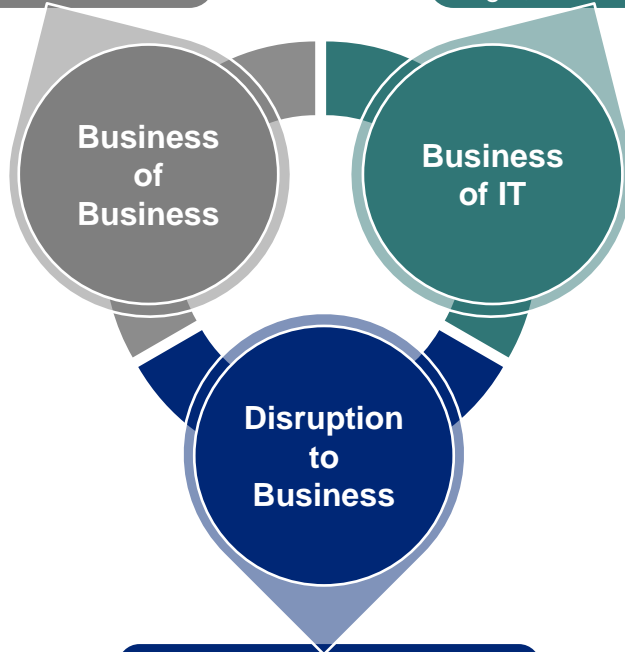
- CIO watches for new technologies and information assets that can positively impact, even transform, the business.

CIO Role

Steward
- CIO stays focused on running the IT enterprise to optimally support and benefit the business
- CIO might start to think about future IT strategies and vision.
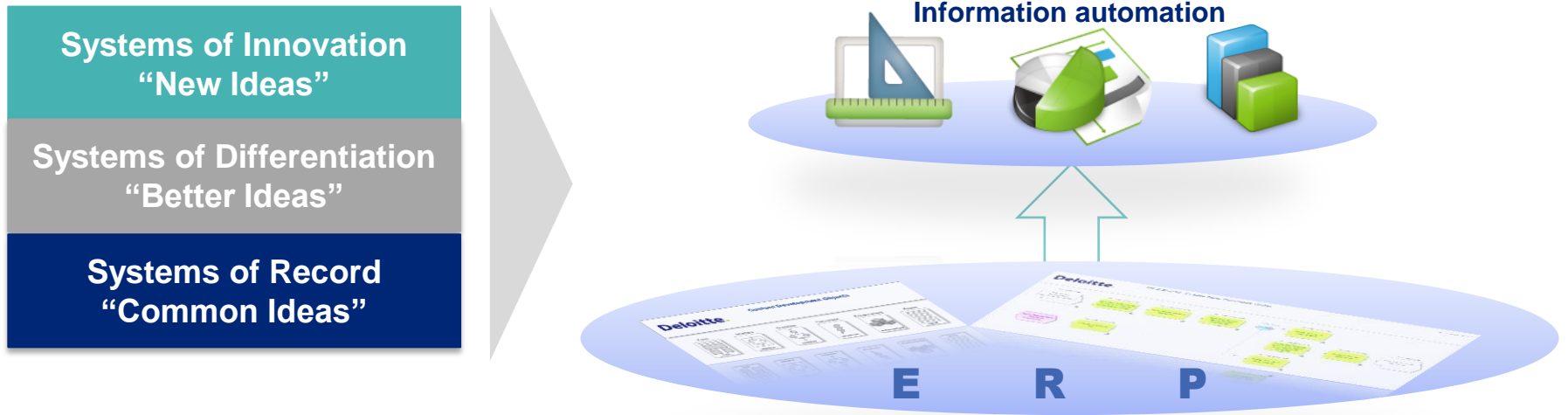
Strategist
- CIO is primarily focused on how technology can support their organization's long-term goals.
- CIO ensures that IT is represented in the business's strategic plan.

Visionary
- CIO focuses on championing technology as a force for innovation.
- CIO collaborates with peers in the C-suite, as well as the board of directors, on IT initiatives that will move the business forward.
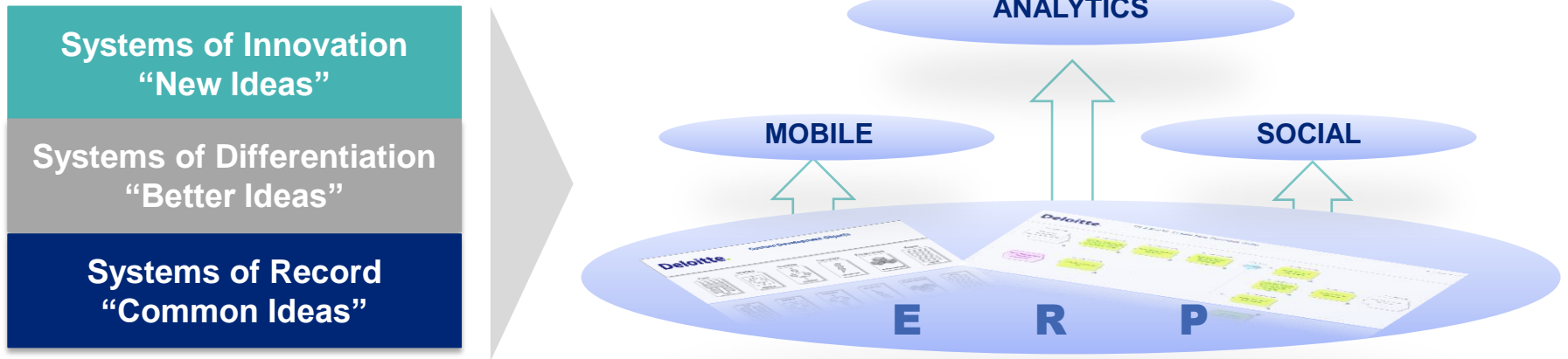
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Building on the ERP Foundation

Systems of Innovation
"New Ideas"

Systems of Differentiation
"Better Ideas"

Systems of Record
"Common Ideas"

Business Process Automation
Automating what we need to **do**

E   R   P

ERP: Automating What We Need to Do

- Scale, efficiency, uniformity, and integration of core business processes and functions
- Addressing key disciplines during implementation – MDM, DQM, etc.
- Central to systems of record and common opportunities in systems of differentiation

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Analytics is a Force for Innovation Value

Systems of Innovation
"New Ideas"

Systems of Differentiation
"Better Ideas"

Systems of Record
"Common Ideas"

ANALYTICS
Information automation

E R P

Analytics: Automating What We Need to <u>Know</u>

- Building on the ERP data disciplines for data-driven decision and action

- Structured and unstructured data from internal – and potentially external - sources

- Opportunities at all 3 pace layers, and currently active for systems of innovation

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Mobile and Social Add Powerful New Forces in the Mix

Systems of Innovation "New Ideas"

Systems of Differentiation "Better Ideas"

Systems of Record "Common Ideas"

ANALYTICS

MOBILE

SOCIAL

E R P

Hyper-available, Hyper-productive Employees, Customers, Suppliers

- Mobile apps integrated into the enterprise core, guided by mobile strategy, and managed at enterprise scale

- Social software, networks and media put to work to create net-new connections for business decision and action – with customers, employees and supplier partners

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Analytics, Mobile, Social – Start with Any, Leverage All

A Nexus for Innovation

- BI and analytics delivered to the mobile device for review – and action

- Mobile integration of social business delivers right time, right place, right people

- Social Analytics creating new business insights from weak signals and big data

ANALYTICS

MOBILE

SOCIAL

E R P
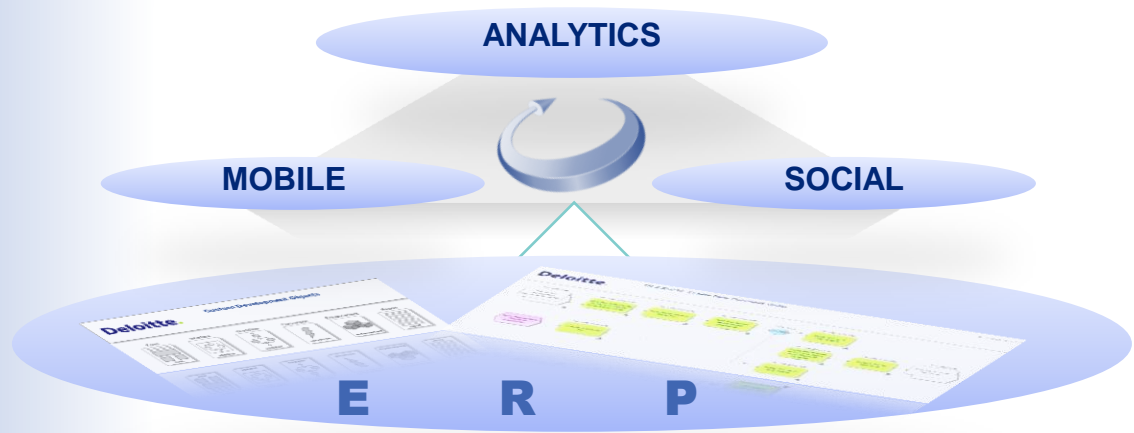
Cloud Offers both "Capacity" and "Capability" Value Propositions

Cloud Makes Research-based Innovation Practical

- Capacity efficiencies and effectiveness in the traditional "horizontal" IT layers

- LOB leaders get "vertical" slices of finished business capabilities

- Subscription and elasticity allow risk-intelligent R&D

Experiment with Analytics, Mobile or Social in differentiation or innovation pace layers. If it works, scale it for the enterprise. If not, kill it and try another alternative.


ANALYTICS

MOBILE

SOCIAL

E R P
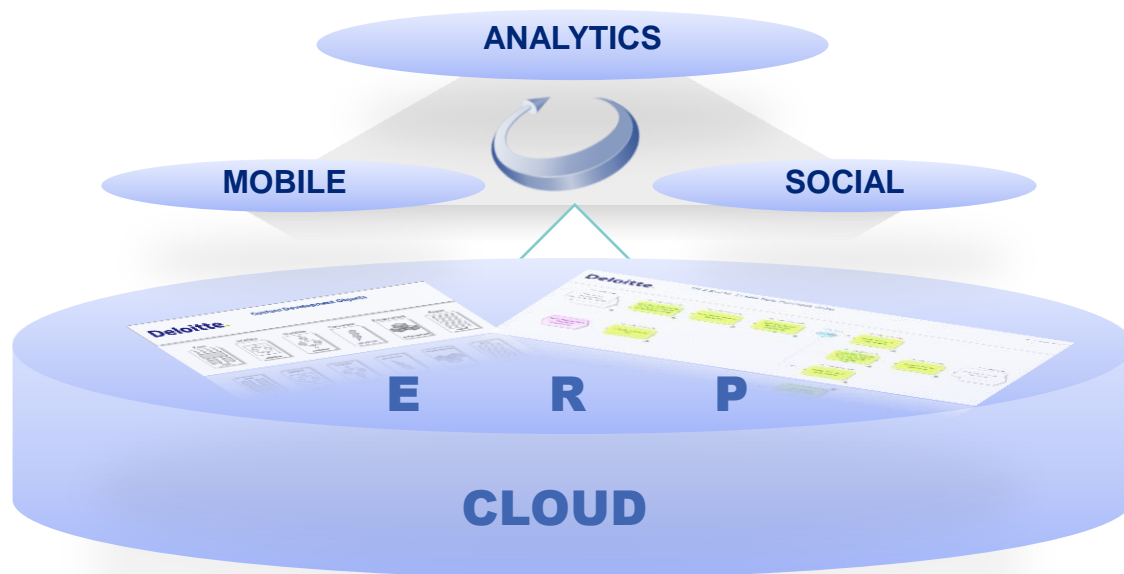
CLOUD

Cloud – for Capacity and Capability
Large and growing catalog of services
On-demand elasticity of scale and cost

Cyber Intelligence – The essential Fifth Force

Cyber – Essential for Risk Intelligent Innovation

- Cyber security – detect, prevent, repair. "What happened, and how do I fix it?"

- Cyber forensics – investigate, analyze, profile. "Who did it, when, and why?"

- Cyber analytics - model, predict, prepare. "Where and how is the next attack likely to occur?"

- Cyber logistics – people, property, process. "What are the risk vectors in supply and operations?"
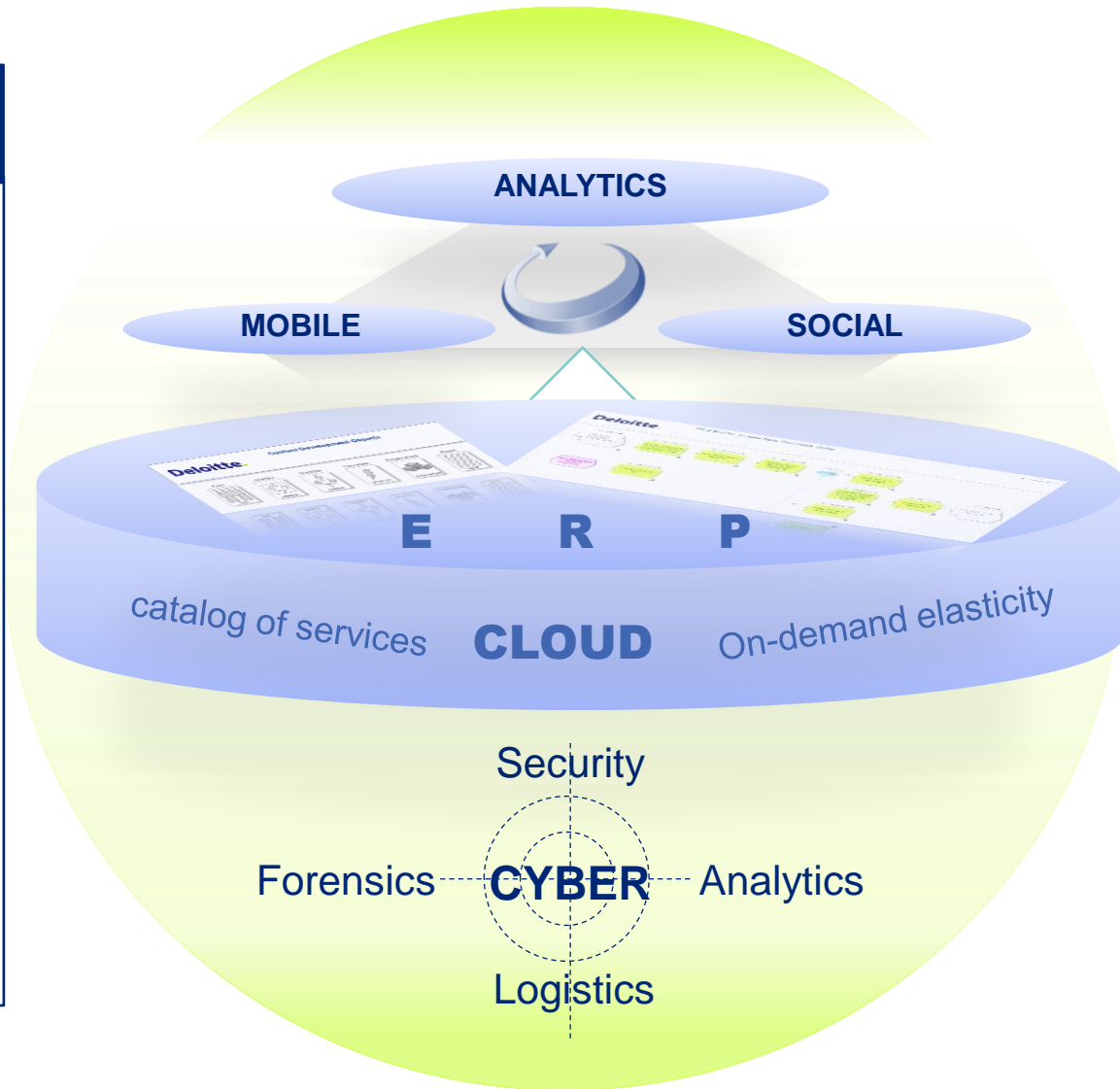
Digital Engagement

Reshaping and rewiring the customer experience

Digital engagement involves using technology to design more compelling, personally relevant, engrossing experiences that lead to lasting, productive relationships, higher levels of satisfaction, and new sources of revenue.

Digital Engagement

Bits & Bytes	Lessons from the Front Lines
- In 2013, for the first time, US adults spent more time online and on mobile devices than consuming TV, radio, or print1 - The media and entertainment industry has been leading the charge2 - In the longer term, 3D printing may bring about a rise in digital-only products that can be downloaded and produced by customers	**The one-stop digital shop:** Adobe transformed its website into a seamless product marketing & e-commerce site, increasing revenue by 39 percent since the project started **Driving new savings, sales, & loyalty:** A leading auto manufacturer identified tens of millions of dollars in potential savings with a new, global digital marketing approach **Calling all content:** Verizon launched its Digital Media Services division to provide a digital media supply chain solution for media and entertainment companies **Reimagining the online experience:** Intel re-architected its existing website to create an engaging, innovative, and scalable experience for its users and vendors

[1] Emarketer, "Digital set to surpass TV in time spent with US media," http://www.emarketer.com/Article/Digital-Set-Surpass-TV-Time-Spent-with-US-Media/1010096#cS7GHCclhaKGYp0k.99, accessed December 19, 2013.

[2] Deloitte Development LLC, *2014 outlook on media and entertainment: Interview with Gerald Belson*, http://www.deloitte.com/view/en_US/us/Industries/industry-outlook/9ced365249afa310VgnVCM3000003456f70aRCRD.htm, accessed December 31, 2013.

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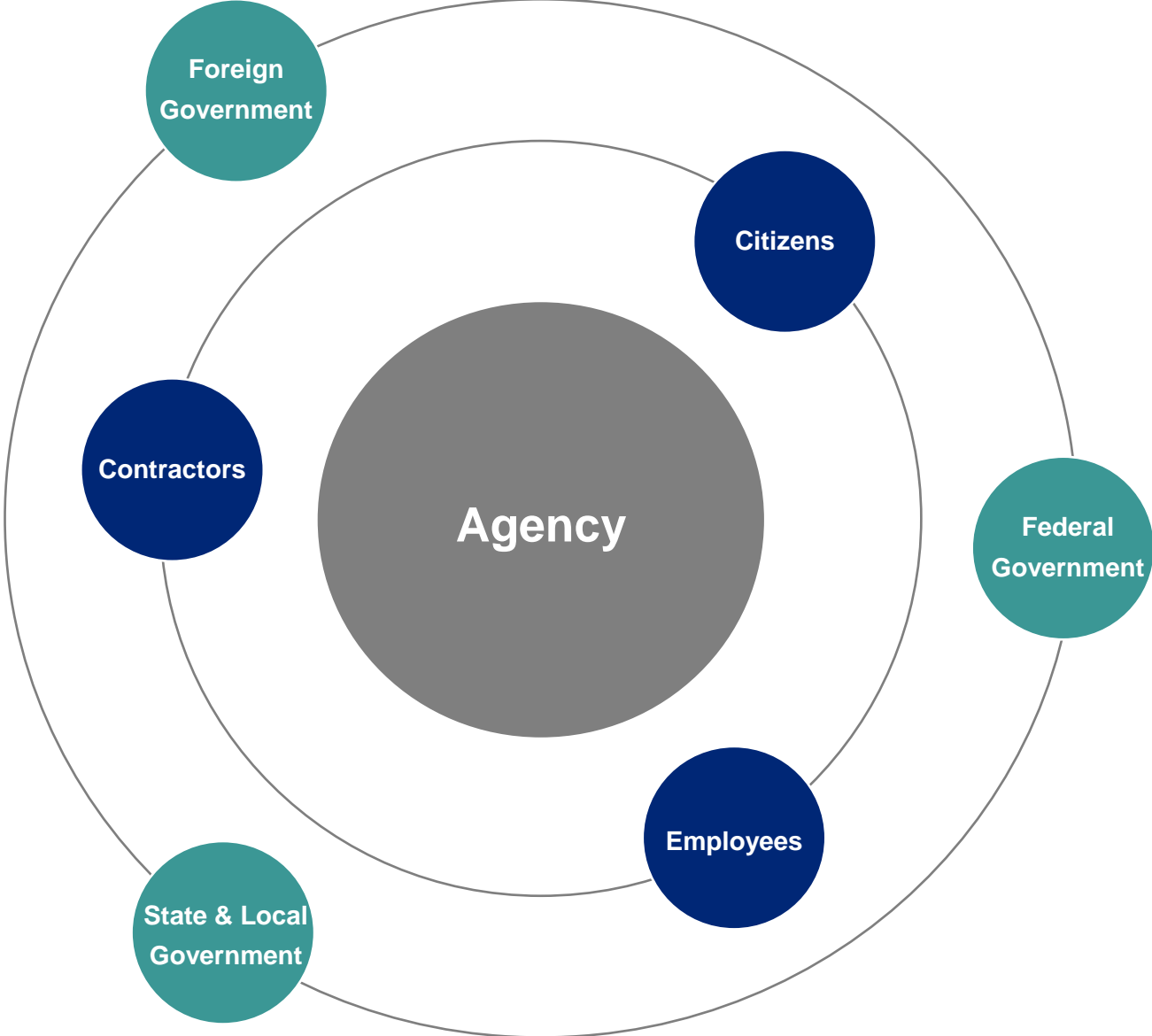# Digital Engagement (Public Sector Perspective)

Public Sector

- E-government can take on many different forms including G2C (government to citizen), G2B (government to business), G2G (government to government) and G2E (government to employees)

- E-government public services are designed to be responsive, citizen-centric and socially inclusive

- In 2012, the White House launched a Digital Government Strategy after a global survey ranked the US fifth on an e-government development index

Leading Practices

- **Digital engagement is a two-way street:** Empower groups to feel engaged with government through meaningful interactions

- **Every agency has multiple constituencies to address:** All federal agencies have a need to communicate with citizens, other parts of government, contractors, and, particularly important, employees

- **Provide free access to government information:** Although sometimes problematic, open access to information increases transparency, participation, and collaboration

- **Consider people, assets, and channels:** Ask who you serve, what value you bring and how you distribute information

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Digital Engagement Orbit

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