

Architecture & Best Practices for Government Portals

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The Fictitious Community of BrainShire



BrainShire's Top Issues

- Spending high
- Revenues insufficient
- Data Privacy Compliance
- Paperwork Reduction Compliance
- Freedom of Information Compliance
- Air Quality is Declining Rapidly

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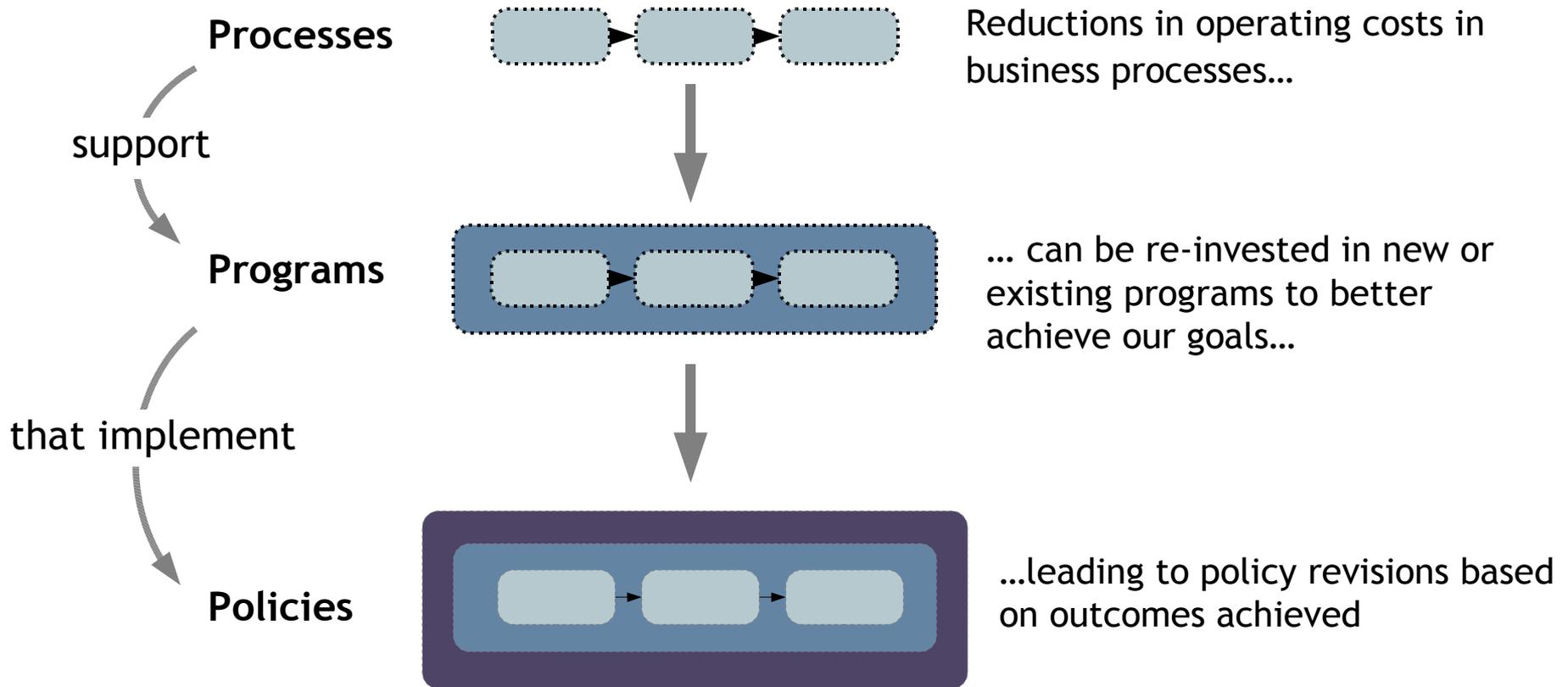
Constituents are under-served by government when ...

- 1 Services are **not accessible**
- 2 Services are **not timely**
- 3 Services **contain errors**

Under-served constituents cost the government and the citizens.

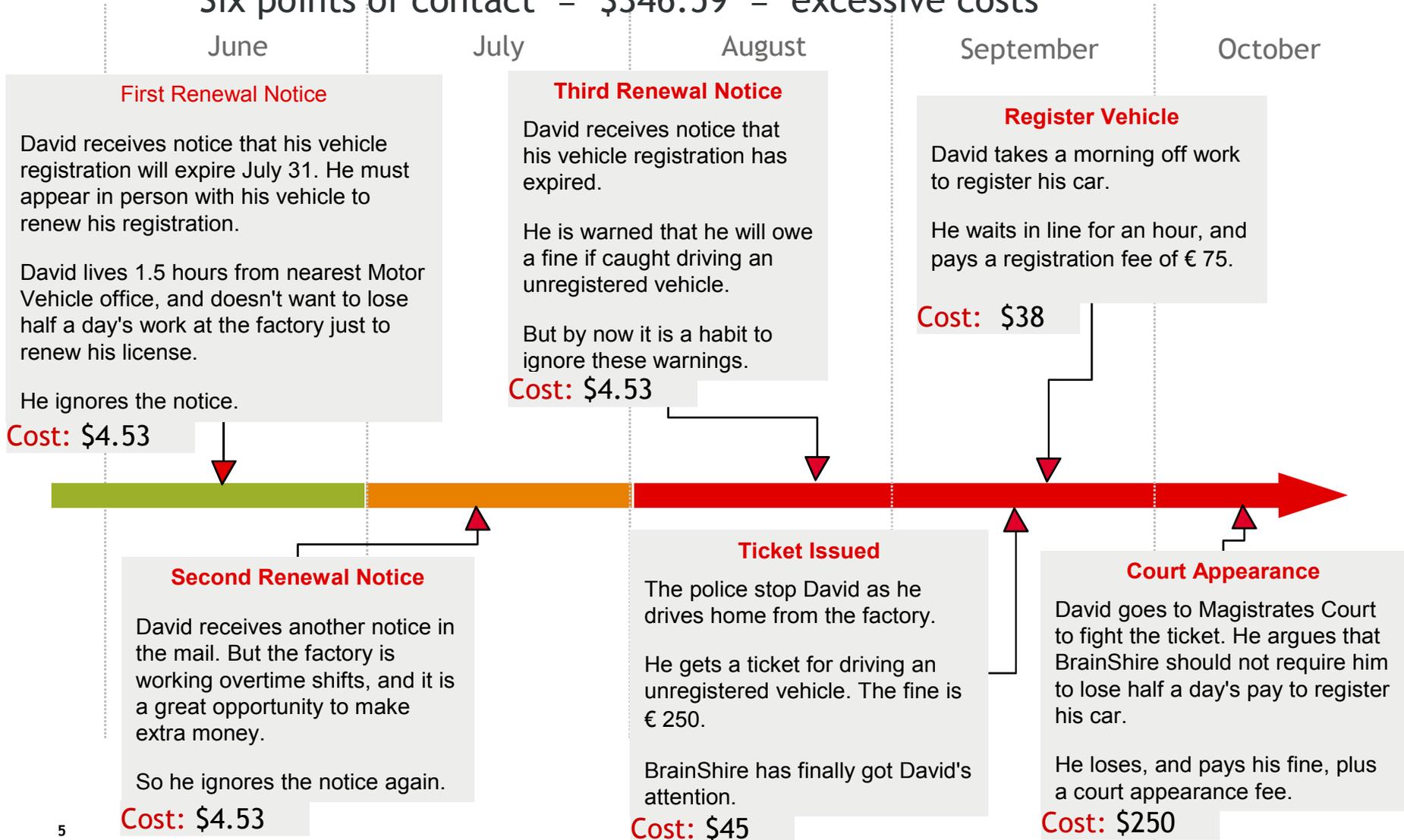
By improving services to under-served constituents, governments reduce costs.

The challenge: How can we shift investments to achieve our policy objectives?

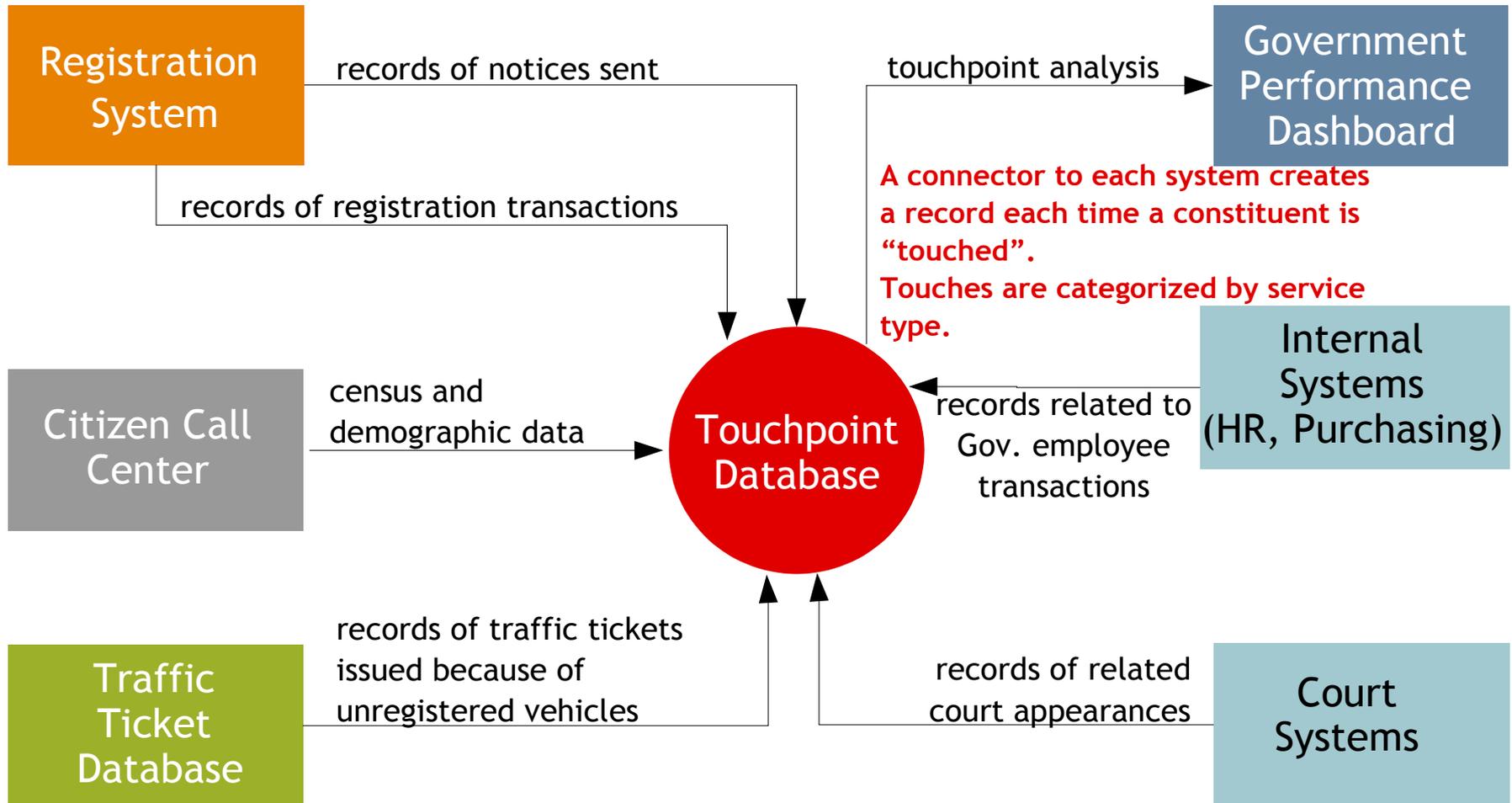


Source: Meta Group

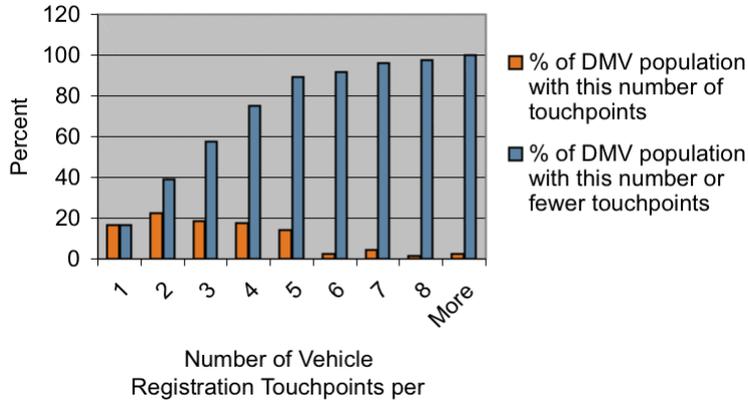
Example of ONE under-served constituent: Six points of contact = \$346.59 = excessive costs



The BrainShire Constituent Touchpoint Analysis System



Touchpoints Needed to Serve Constituents

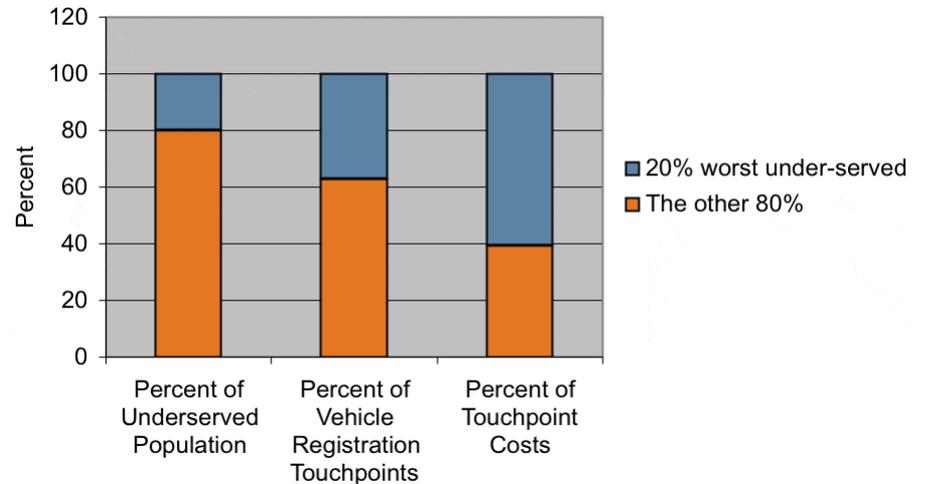


More than 80% of people who register vehicles require 5 or fewer points of contact with the department.

But the 20% with the most touch-points incur 60% of the department's costs.

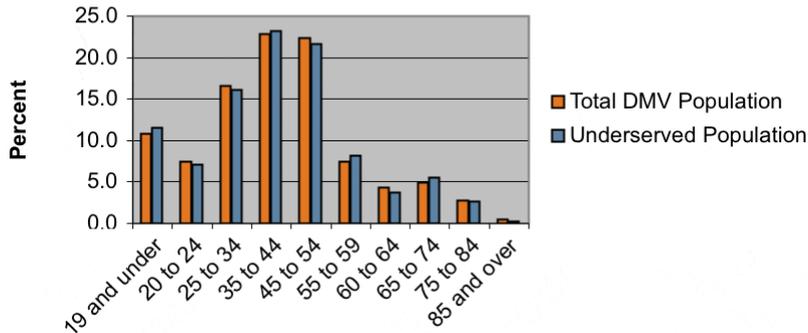
We want to know why the most expensive 20% need so many points of contact. Why aren't we serving them better, faster, less expensively?

20% of Underserved Incur 60% of Costs



What do under-served constituents have in common?

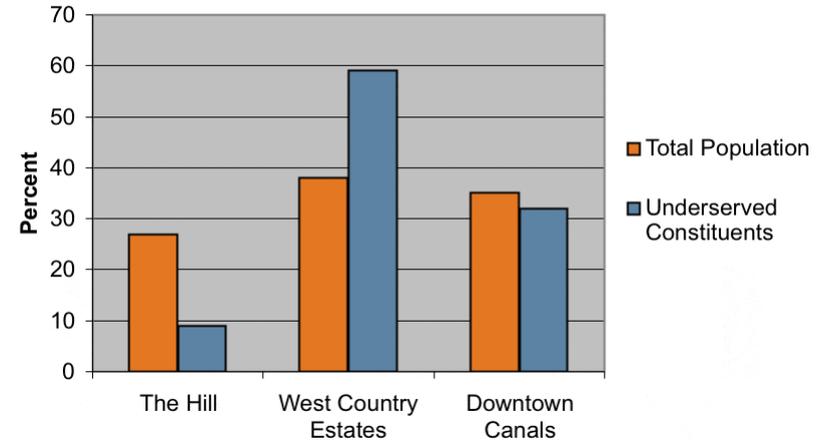
Distribution by Age



Age doesn't matter. The age distribution of under-served citizens matches the age distribution of the population as a whole.

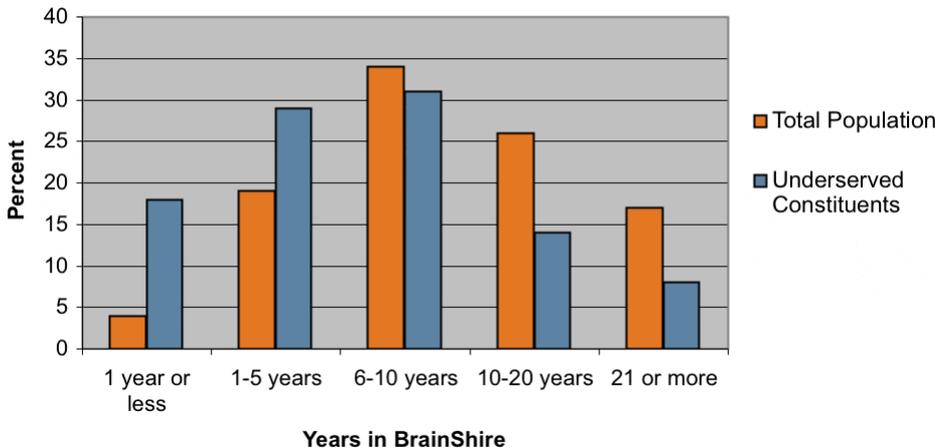
Location seems important. West Country Estates has a disproportionate share of under-served people.

Distribution by Neighborhood



Years of residence also matters. Newer constituents need more touch-points.

Distribution by Years of Residency





What can BrainShire do to improve service to these under-served constituents?

Our two under-served constituencies:

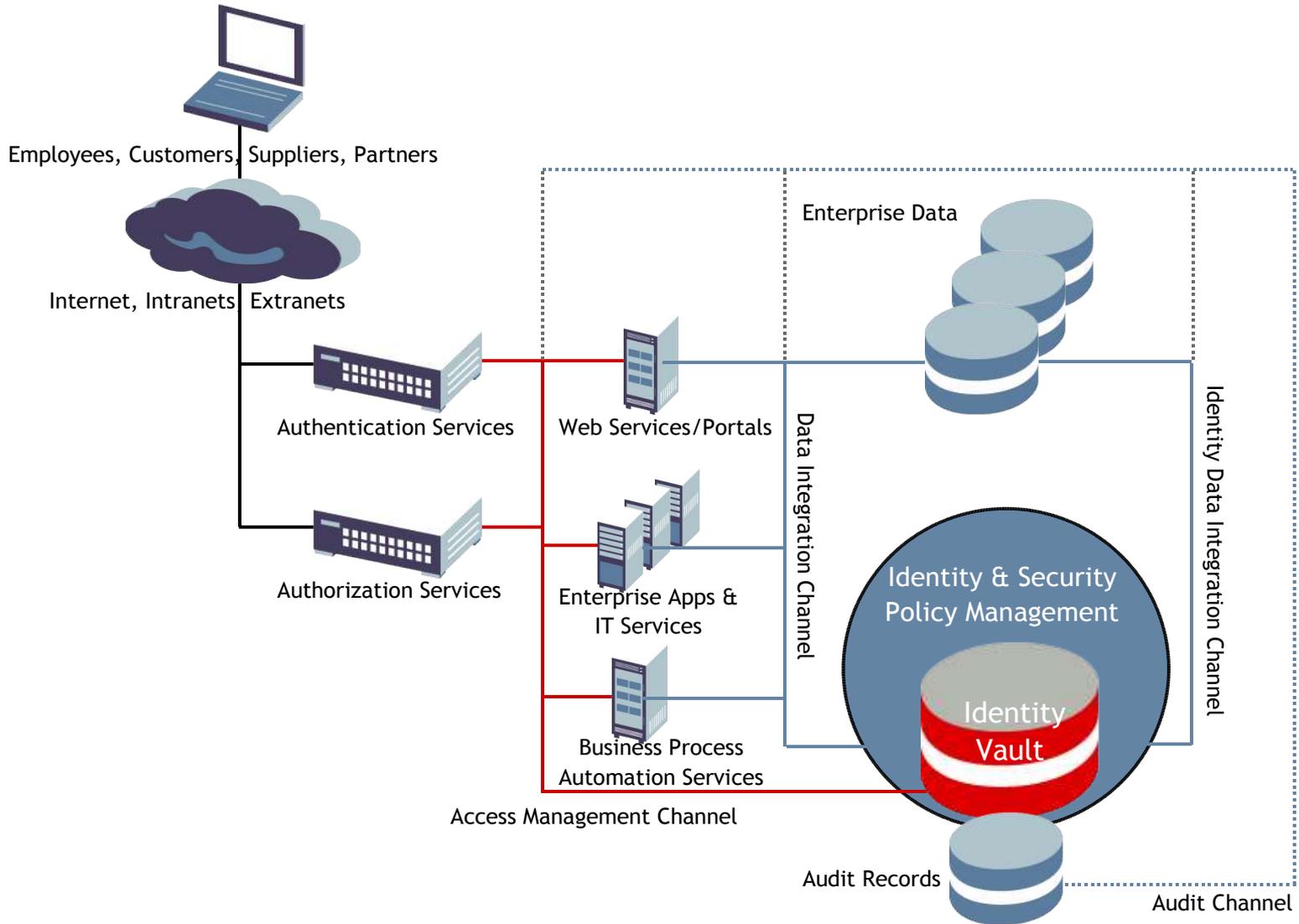
- Western Country Estates residents (Geographical Distance)
- New BrainShire residents (Major Life Event)
- New Government Employees (Major Life Event)

New innovations to the BrainShire processes:

- **Outreach to Western Country Estates residents**
 - Secure Online services
- **Outreach to New BrainShire residents**
 - Secure Online registration & provisioning of services common to new residents
- **Outreach to New Mobile Employees**
 - Secure Online (& Disconnected) registration & provisioning of services for new Social Workers in the field

BrainShire Demo

High level architecture

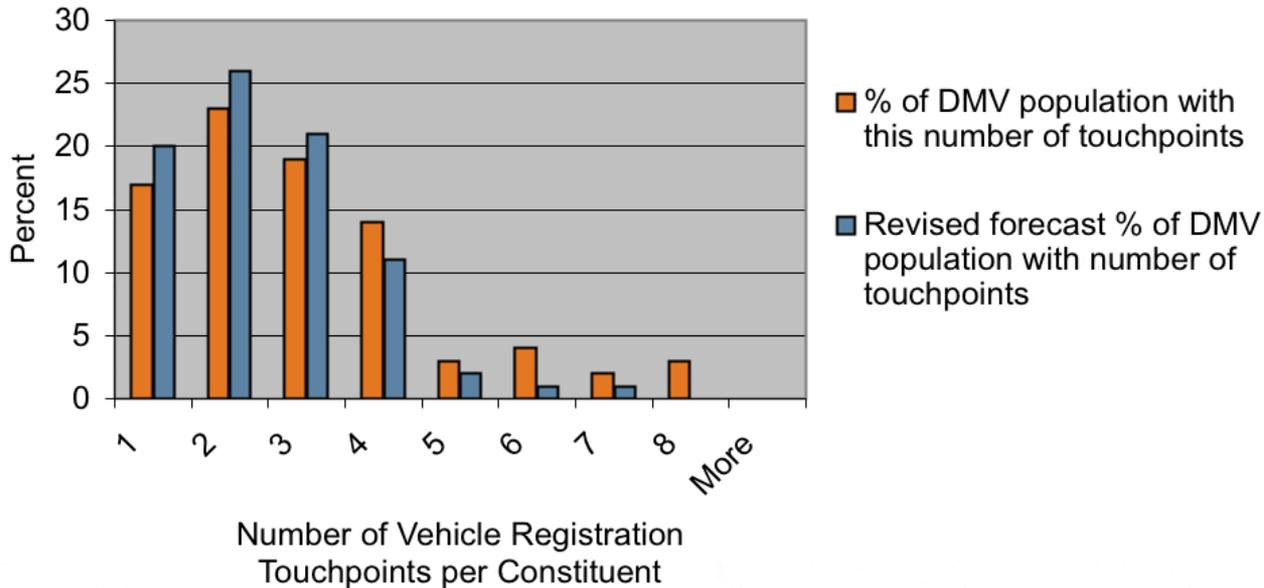




How can BrainShire afford these service improvements?

- Improved quality of service will reduce the number of constituent touchpoints
- Touchpoint cost savings will fund the new initiatives

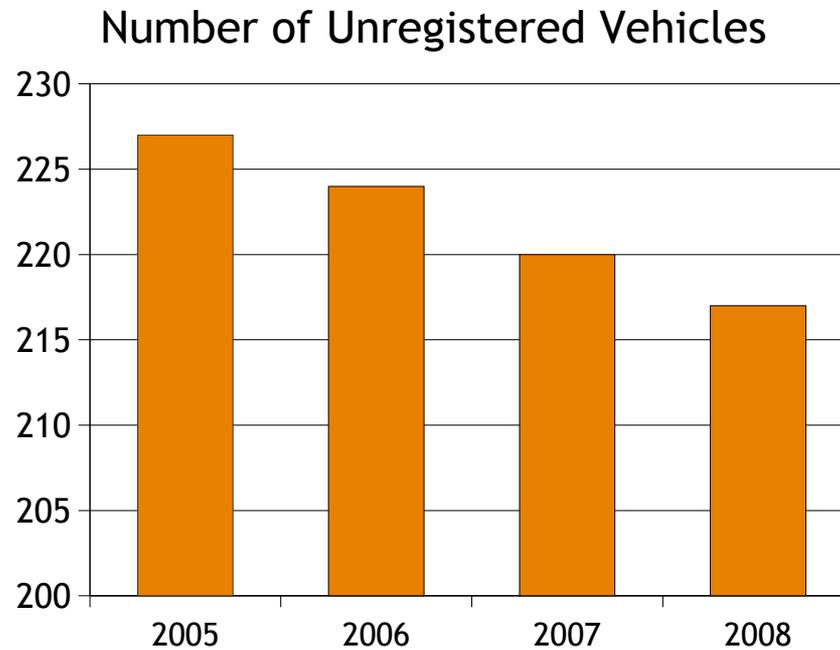
Reduced Touchpoints Needed to Serve Constituents



Dashboard views powered by Novell & Hyperion

BrainShire forecasts reductions in unregistered vehicles

BrainShire forecasts that, with these improved services, the number of vehicles with expired registrations will fall by 10,000 over the next four years

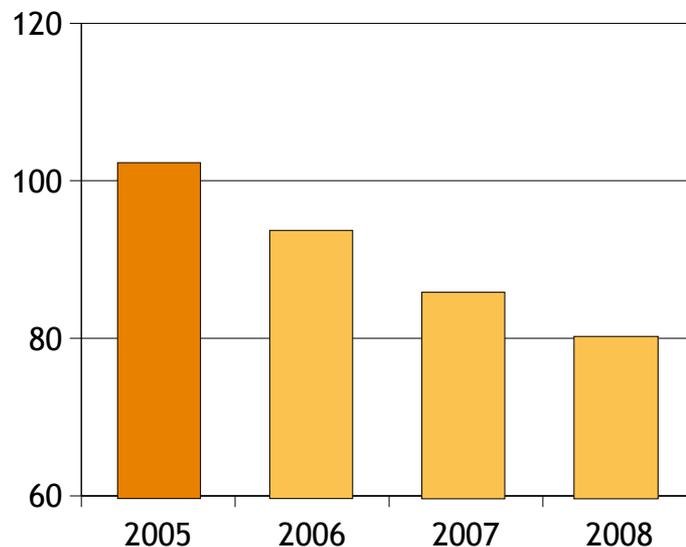


Improved vehicle registration leads to air quality improvements

BrainShire estimates that a reduction of 10,000 in expired registrations will result in improved air quality

The costs avoided through online services are redirected to help low-income citizens replace older, high-emission vehicles to get them off the roads, improving air quality even more

Average Air Quality Index



Air Quality Index (AQI) Values	Levels of Health Concern
When the AQI is in this range:	...air quality conditions are:
0 to 50	Good
51 to 100	Moderate
101 to 150	Unhealthy for Sensitive Groups
151 to 200	Unhealthy
201 to 300	Very Unhealthy
301 to 500	Hazardous

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