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Northern Ireland Exploit DataCentre and Cloud Services to Deliver Better Citizen Services

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The good old days ☹

Taking away the pain

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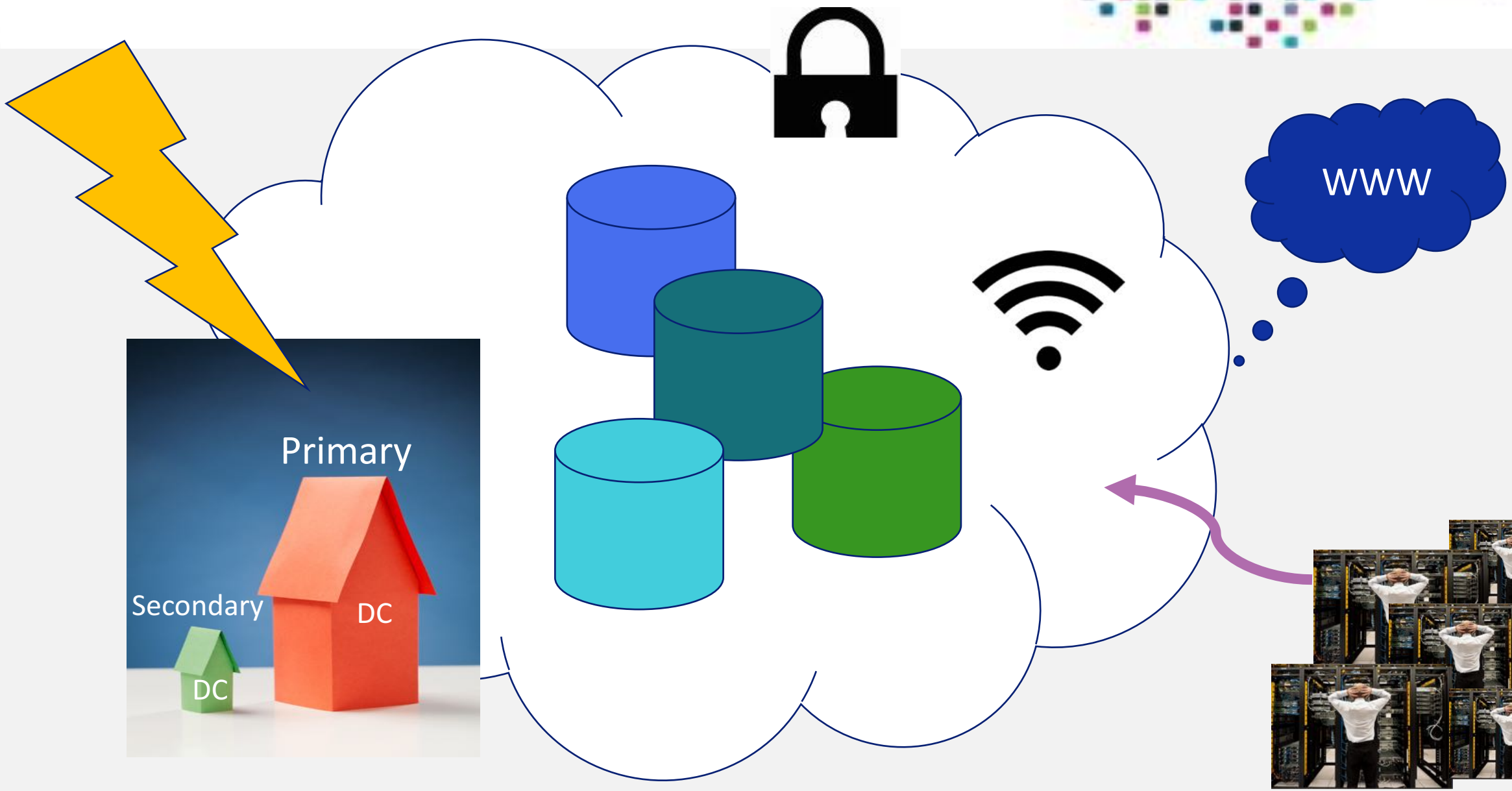

Expected Benefits

- 75% Floorspace saving
  - More racks = lower cost per unit
- Lower cost for storage and CPU
- Power charges less
- Less resources – scarce skills
- DR simpler
- Simplifies Compliance & Audit
- Efficient Incident management

The right thing?

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First year savings 15% better than business case prediction

£614k

The right thing?

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C02 savings are in order of

600,000 Kg a year

Driving more benefits

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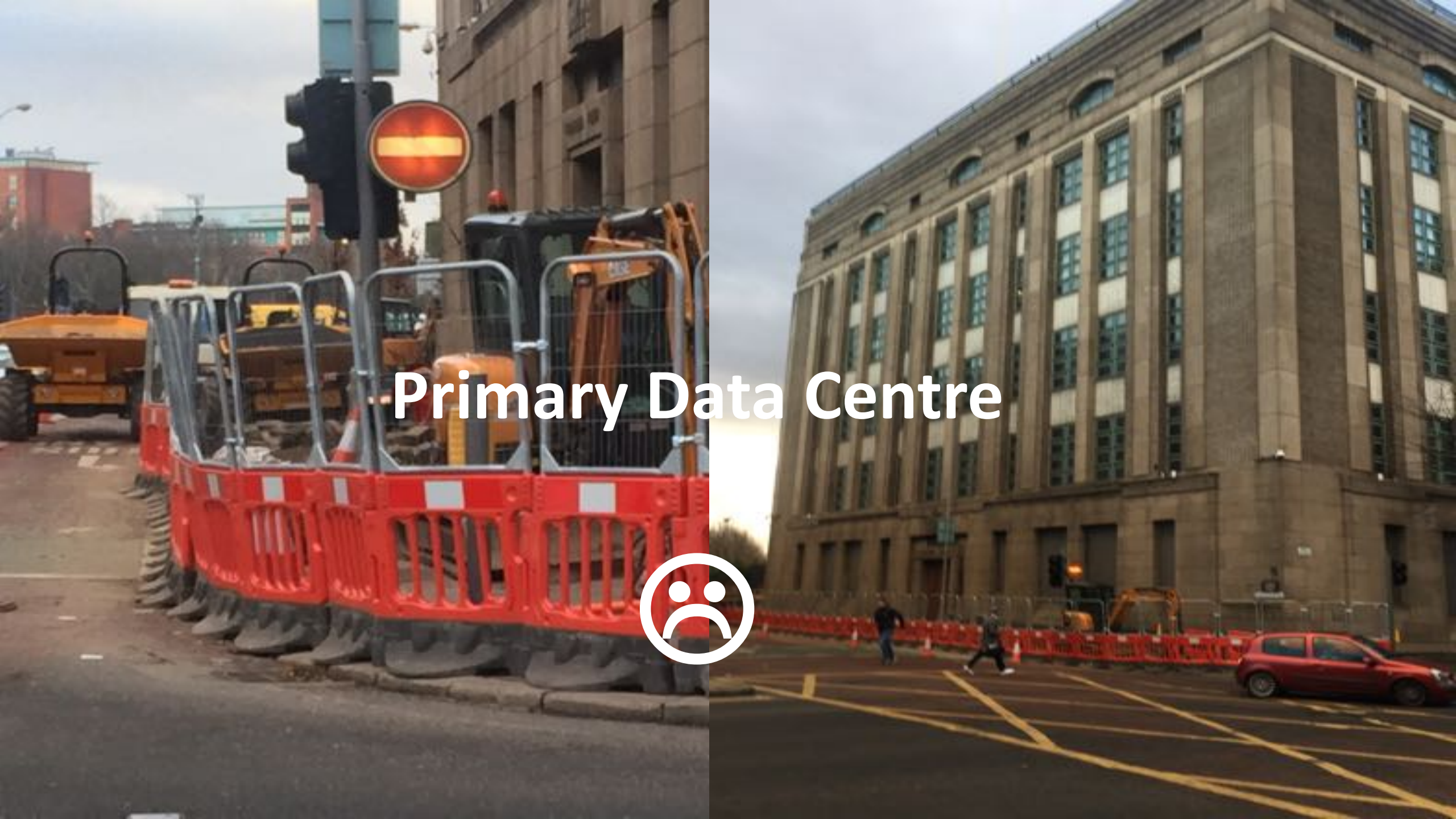
Primary Data Centre



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No

service impact

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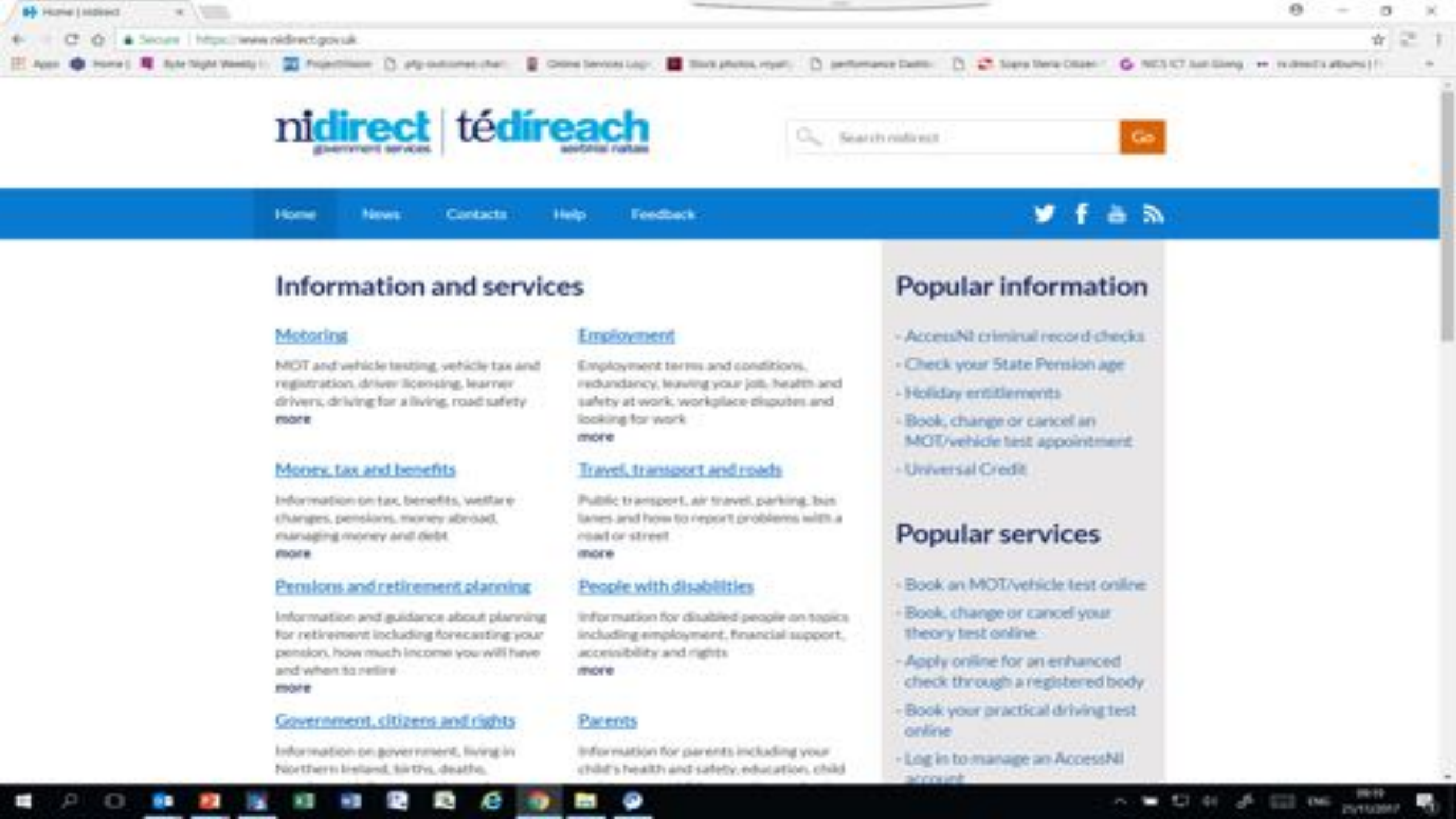
- Cloud First
- Shared Services
  - Flexible & scalable
- Re-use
- Mobile

https://www.finance-ni.gov.uk/publications/northern-ireland-civil-service-ict-strategy-2017-2021


nidirect government services
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News
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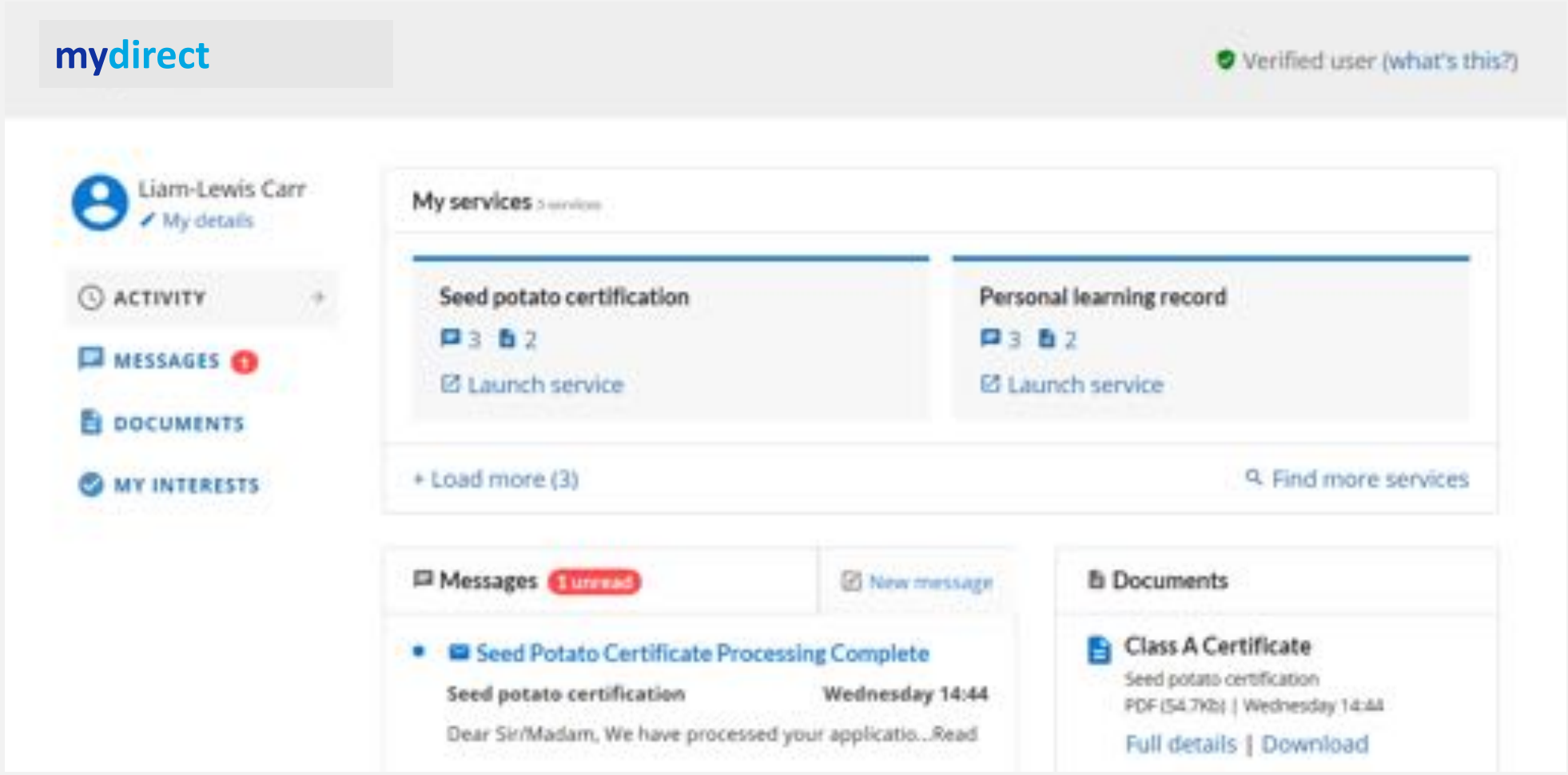
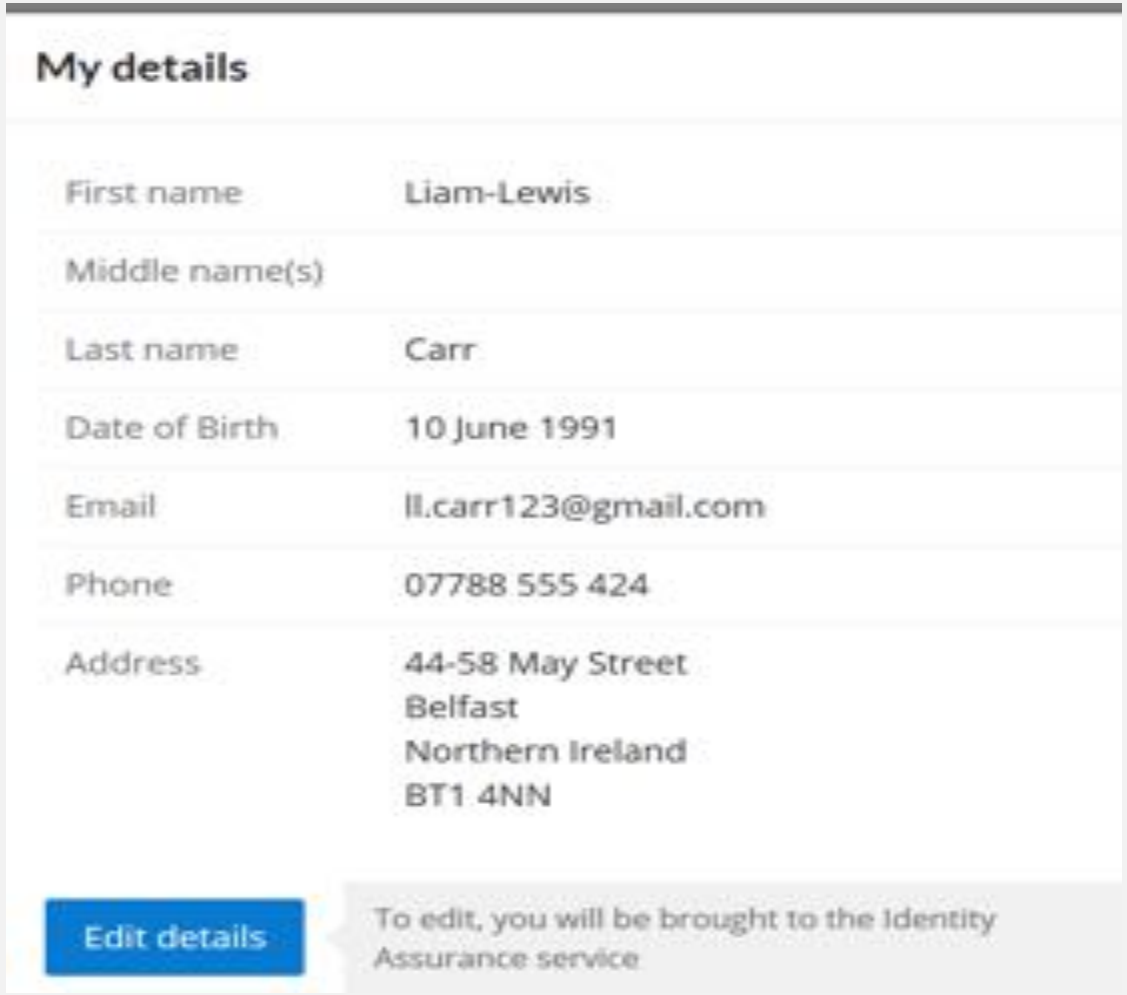
Help
Feedback
Information and services
Motoring
MOT and vehicle testing, vehicle tax and registration, driver licensing, learner drivers, driving for a living, road safety
more
Employment
Employment terms and conditions, redundancy, leaving your job, health and safety at work, workplace disputes and looking for work
more
Money, tax and benefits
Information on tax, benefits, welfare changes, pensions, money abroad, managing money and debt
more
Travel, transport and roads
Public transport, air travel, parking, bus lanes and how to report problems with a road or street
more
Pensions and retirement planning
Information and guidance about planning for retirement including forecasting your pension, how much income you will have and when to retire
more
People with disabilities
Information for disabled people on topics including employment, financial support, accessibility and rights
more
Government, citizens and rights
Information on government, living in Northern Ireland, births, deaths,
Parents
Information for parents including your child's health and safety, education, child
Popular information
- AccessNI criminal record checks
- Check your State Pension age
- Holiday entitlements
- Book, change or cancel an MOT/vehicle test appointment
- Universal Credit
Popular services
- Book an MOT/vehicle test online
- Book, change or cancel your theory test online
- Apply online for an enhanced check through a registered body
- Book your practical driving test online
- Log in to manage an AccessNI

mydirect

- Single entry-point to access online government services
- Single sign-on from NIDA
- Maintain personal details (tell once, use many)
- Secure communications
- Secure document storage
- Notifications/Reminders
- Personalisation


mydirect
Verified user (what's this?)
Liam-Lewis Carr
My details
ACTIVITY
MESSAGES
DOCUMENTS
MY INTERESTS
My services
Seed potato certification
3 2
Launch service
Personal learning record
3 2
Launch service
+ Load more (3)
Find more services
Messages
1 unread
New message
Seed Potato Certificate Processing Complete
Seed potato certification
Wednesday 14:44
Dear Sir/Madam, We have processed your applicatio...Read
Documents
Class A Certificate
Seed potato certification
PDF (54.7Kb) | Wednesday 14:44
Full details | Download

my Personal Details



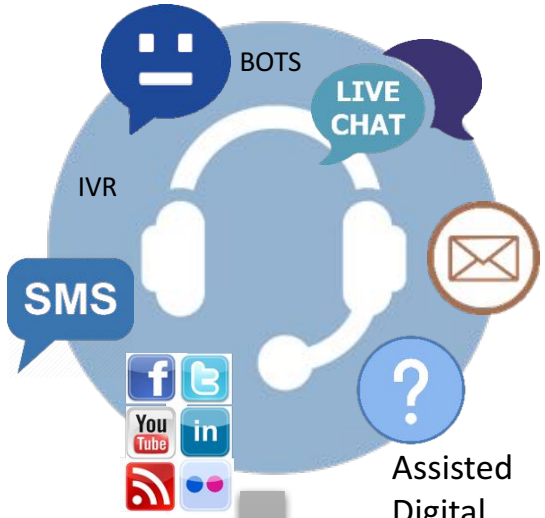
Omni-channel contact services

nidirect government services

Channel Shift

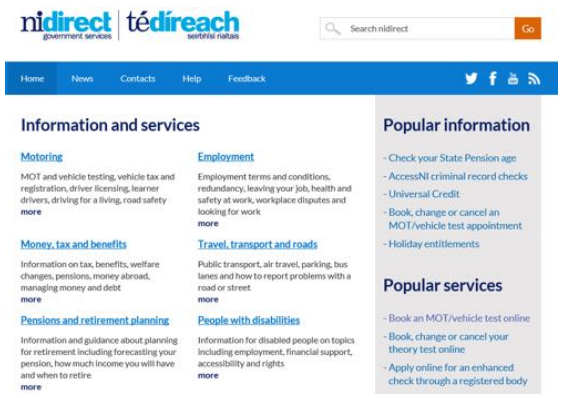
Citizen Hubs

Contact Centre



Assisted Digital

Online



mydirect socialweb

Smart Phones

Connected Government Services

Payment Services

Digital Toolkit

Fulfilment Services

Shared Services

Identity Assurance

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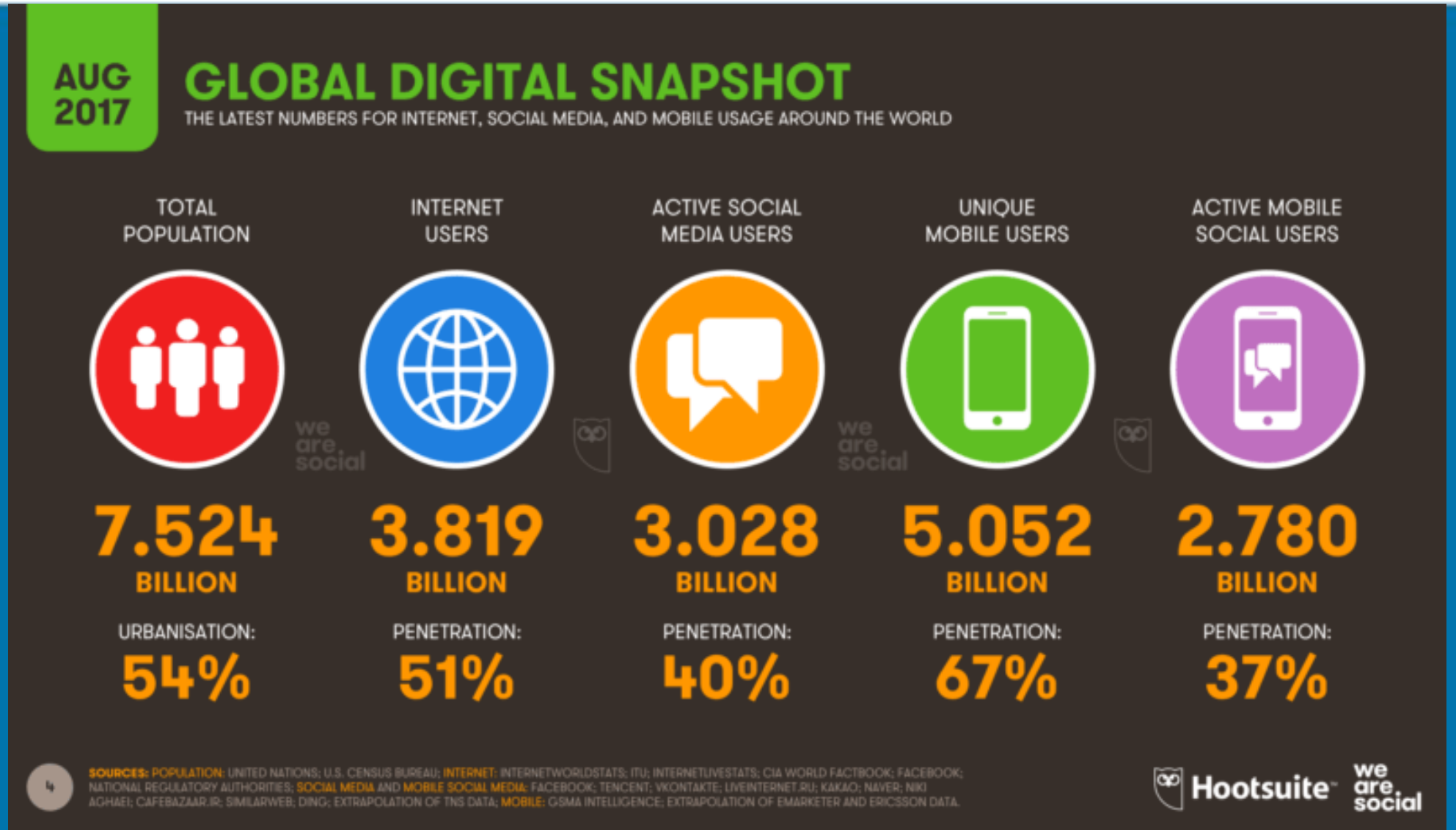
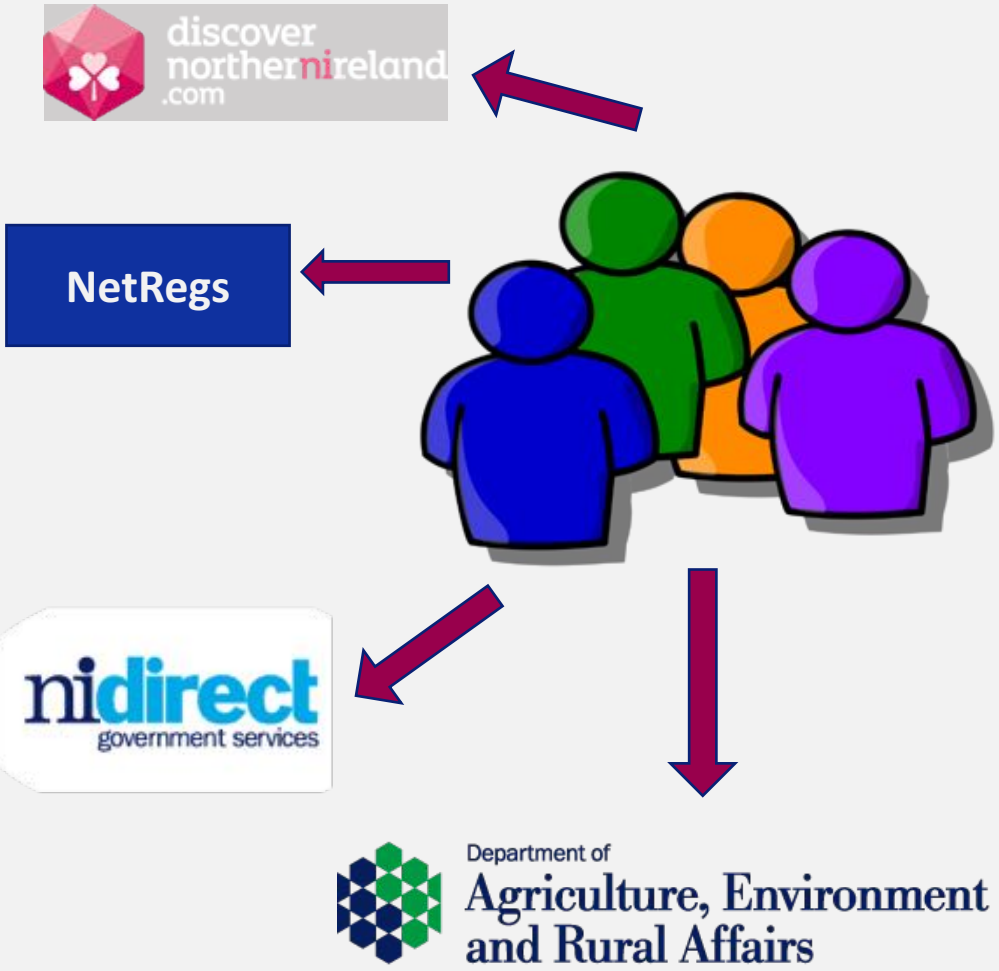


Solution: Targeted, Citizen-Centric Engagement



High Quality Services

Healthy & safe citizens

Strong Economy

. . .

Social Web

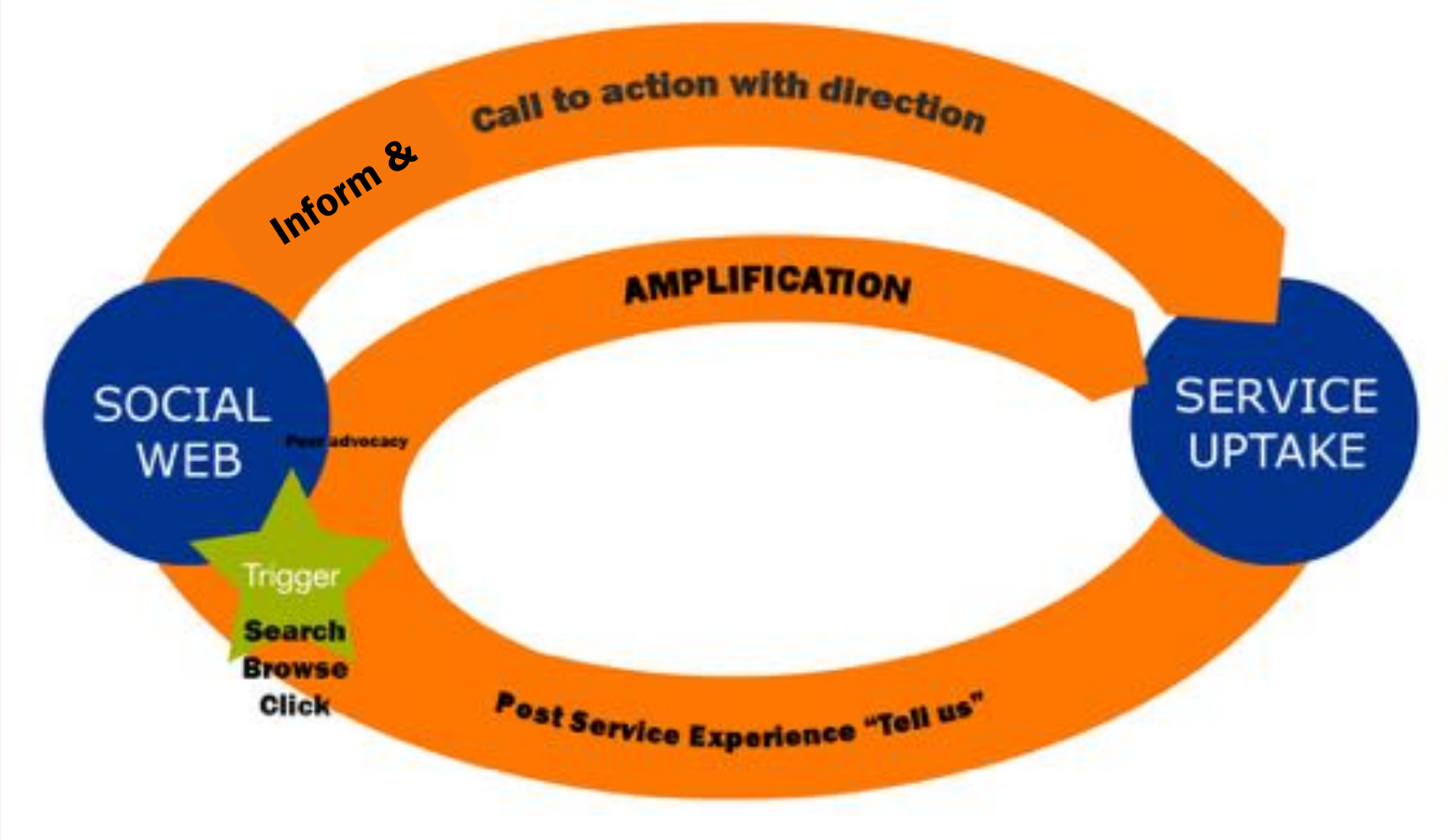
The **Social Web** combines....

- Social Media Platforms
- Online Behaviours
- Targeted Digital Content
- Neuro-marketing
- Data

To Create

- Amplification of Digital Services
- Uptake of Digital Services
- Citizen interaction with:
  - Government
  - Citizens
  - Business
  - Wider Public Sector
  - V&C Sector

Circular Citizen Engagement



Adapted from Court et al (2009), The Consumer Decision Journey
McKinsey Quarterly, Insights & Publications

From Awareness to Action

02

We live and work sustainably – protecting the environment

- % all journeys which are made by walking/cycling/public transport
- Greenhouse gas emissions
- % household waste that is reused, recycled or composted
- Annual mean nitrogen dioxide concentration at monitored urban roadside locations
- % water bodies at 'good' status
- Biodiversity

Indicator 1. We will promote recycling and the sustainable reuse of materials

- Segment and identify audiences
- Target those audiences through research
- Create content to engage the audiences

Active Targeting & Engaging

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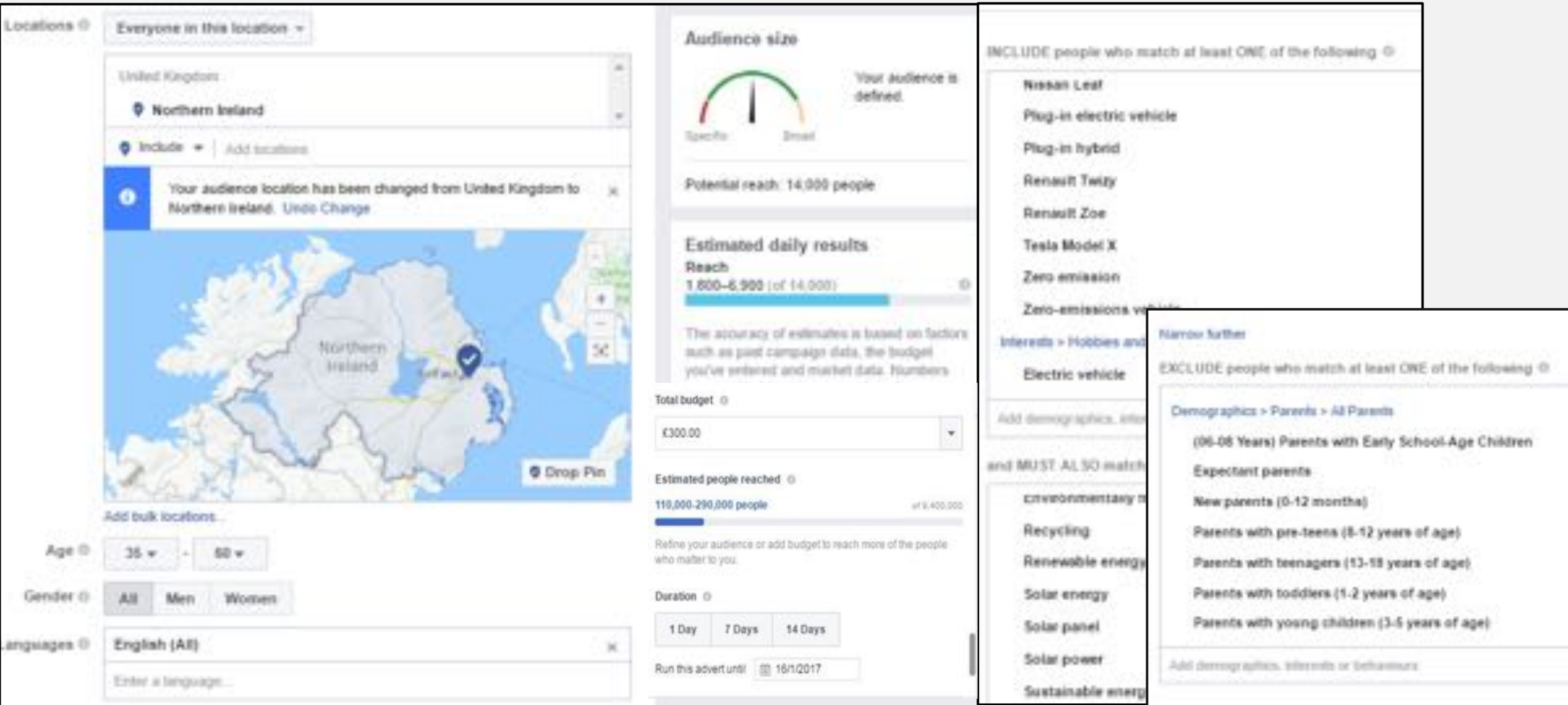
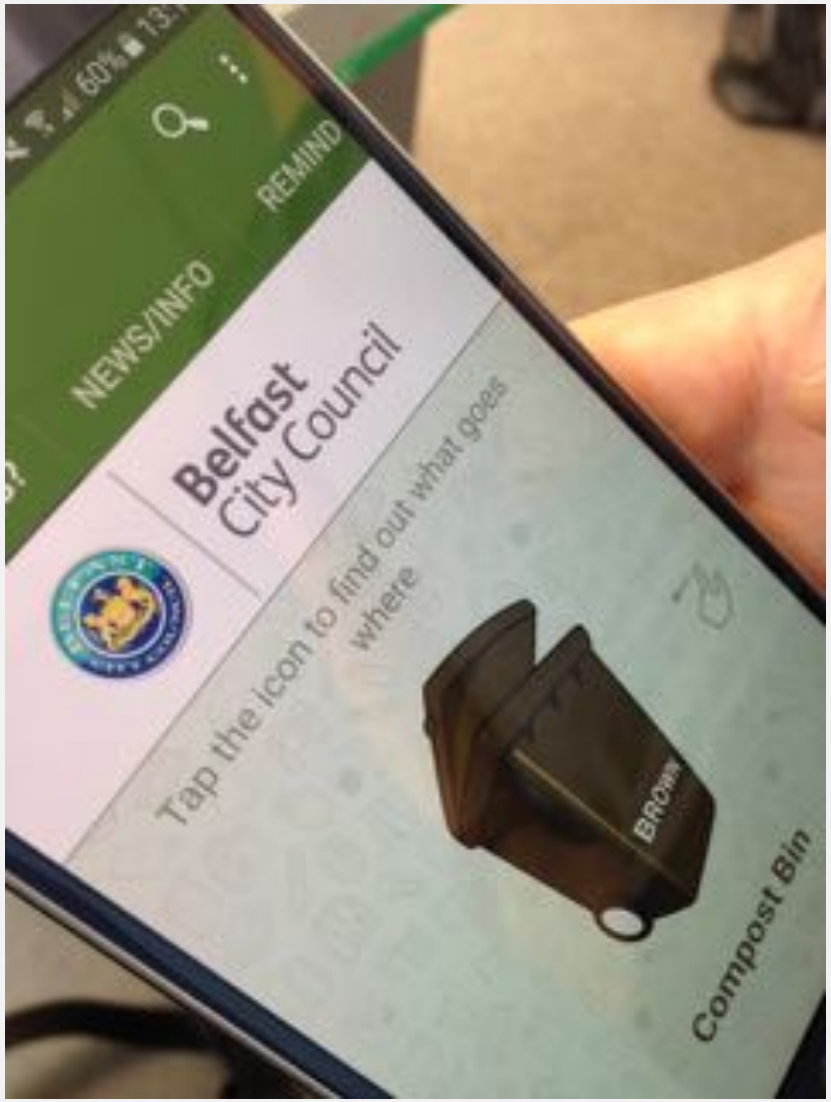


User Journey (Social)

- Facebook Post
- Post Promoted to Target Audience
- Click to Article
- Click on Call to Action
- Share or Like Post

User Journey (Article Page)

User Journey (Action – App)



Exploiting our cloud platforms

Social Web Platform operational

3 Use cases under development

Watch this space

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