



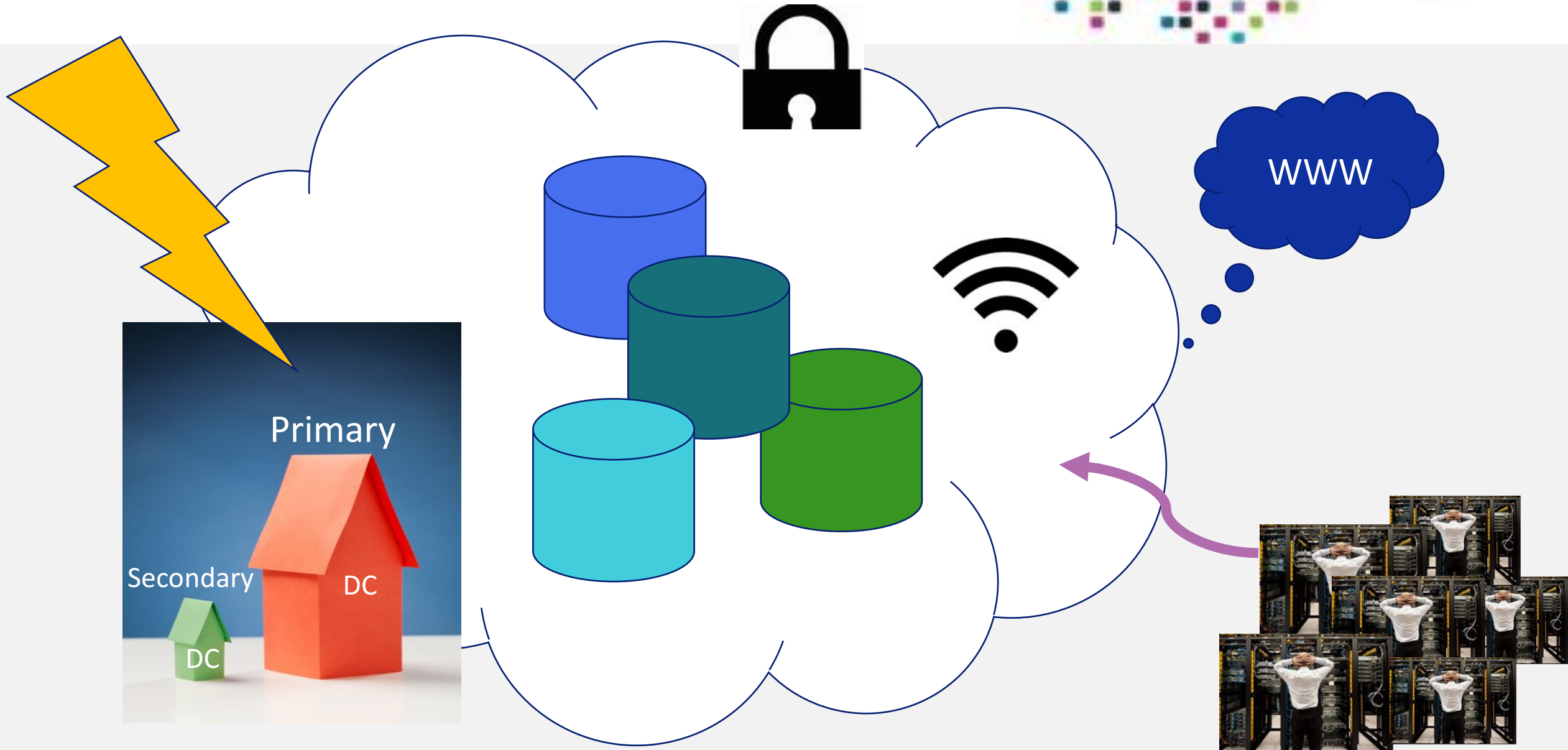
Northern Ireland Exploit DataCentre and Cloud Services to Deliver Better Citizen Services



The
good
old
days
☹️



Taking away the pain



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?

First year savings **15%** better than
business case prediction

£614k

The right thing?

C02 savings are in order of

600,000 Kg a year

Driving more benefits





Primary Data Centre



No
service impact

NORTHERN IRELAND CIVIL SERVICE

ICT Strategy 2017-2021

Delivering better
Public Services
through Technology

Department of
Finance
An tAon
Airgeadais
www.finance-ni.gov.uk



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

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



Spinal cord involvement

Ca

Abstract

* January

Contacts

1. Introduction

Feedback 

Information and services

Motorling

MOT and vehicle testing, vehicle tax and registration, driver licensing, learner drivers, driving for a living, road safety more

Money, tax and benefits

Information on tax, benefits, welfare (changes, pensions, money abroad), managing money and debt

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](#)

Government, citizens and rights

Information on government, living in Northern Ireland, births, deaths.

Employment

Employment terms and conditions, redundancy, leaving your job, health and safety at work, workplace disputes and looking for work
[more](#)

Travel, transport and roads

Public transport, air travel, parking, bus lanes and how to report problems with a road or street

People with disabilities

information for disabled people on topics including employment, financial support, accessibility and rights
[more](#)

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 account

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



Liam-Lewis Carr

[My details](#)

ACTIVITY



MESSAGES

1



DOCUMENTS



MY INTERESTS

My services 3 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

My details	
First name	Liam-Lewis
Middle name(s)	
Last name	Carr
Date of Birth	10 June 1991
Email	ll.carr123@gmail.com
Phone	07788 555 424
Address	44-58 May Street Belfast Northern Ireland BT1 4NN

[Edit details](#)

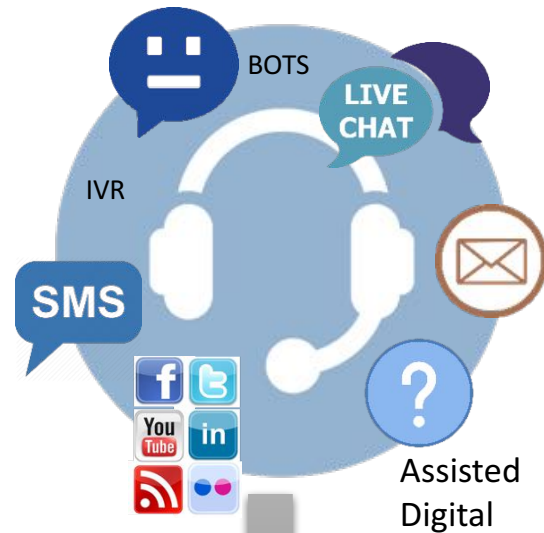
To edit, you will be brought to the Identity Assurance service

Channel Shift

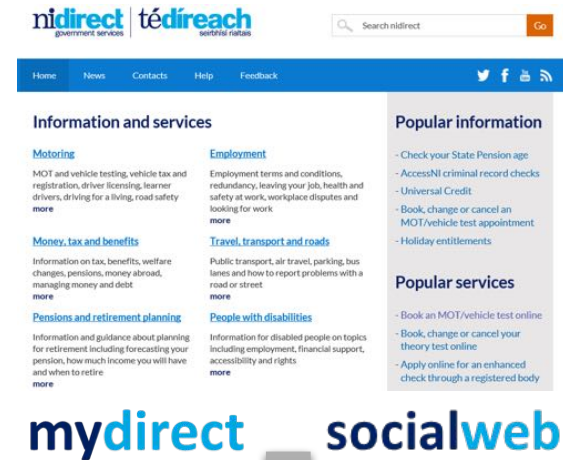
Citizen Hubs



Contact Centre



Online



Smart Phones



Connected Government Services



Payment Services



Digital Toolkit



Fulfilment Services



Shared Services



Identity Assurance

**AUG
2017**

GLOBAL DIGITAL SNAPSHOT

THE LATEST NUMBERS FOR INTERNET, SOCIAL MEDIA, AND MOBILE USAGE AROUND THE WORLD

TOTAL
POPULATION



we
are
social

7.524
BILLION

URBANISATION:

54%

INTERNET
USERS



3.819
BILLION

PENETRATION:

51%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.028
BILLION

PENETRATION:

40%

UNIQUE
MOBILE USERS



5.052
BILLION

PENETRATION:

67%

ACTIVE MOBILE
SOCIAL USERS



2.780
BILLION

PENETRATION:

37%



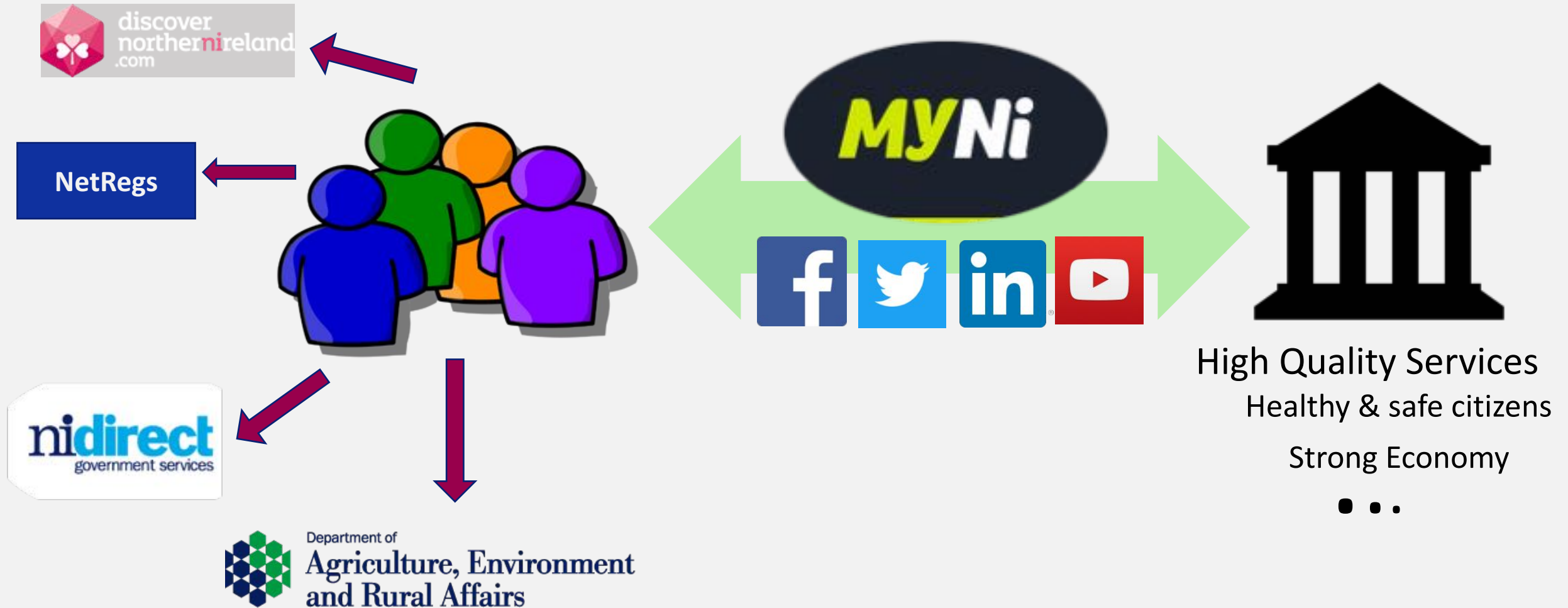
SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI GHAEI; CAFEBAZAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.



Hootsuite™

we
are
social

Solution: Targeted, Citizen-Centric Engagement



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

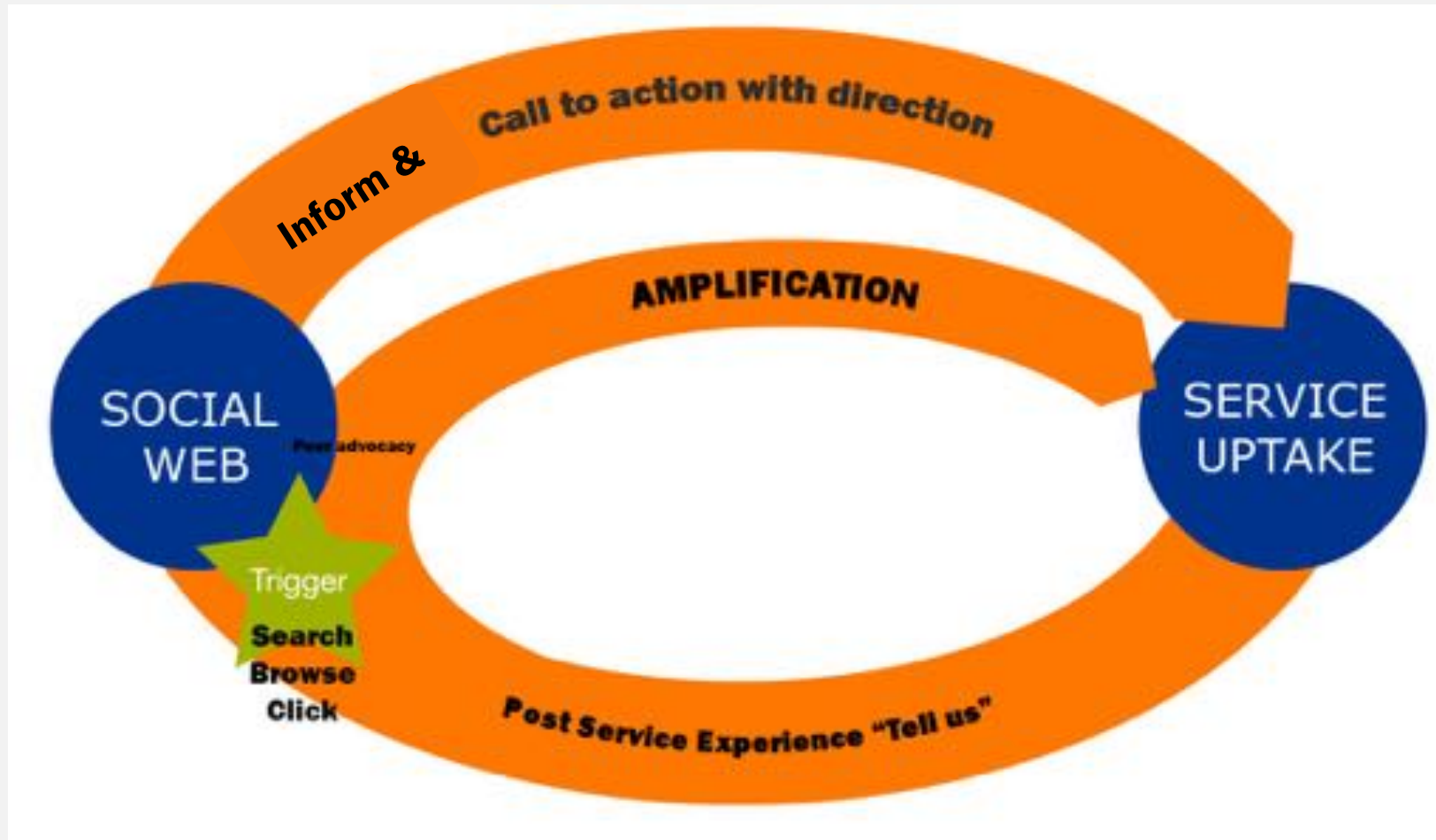
- Social Media Platforms
- Online Behaviours
- Targeted Digital Content
- Neuro-marketing
- Data

A large, light blue arrow pointing to the right, with the text "To Create" in a bold, dark blue font centered within it.

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

We live and work
sustainably –
protecting
the environment



02

- % 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

Locations


Everyone in this location

United Kingdom

Northern Ireland

Include Add locations

Your audience location has been changed from United Kingdom to Northern Ireland. Undo Change



Drop Pin

Add bulk locations


Age 35 - 60

Gender All Men Women

Languages English (All)

Enter a language

Audience size



Your audience is defined.

Potential reach: 14,000 people

Estimated daily results

Reach

1,600-6,900 (of 14,000)

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers

Total budget

€300.00

Estimated people reached

110,000-290,000 people of 9,400,000

Refine your audience or add budget to reach more of the people who matter to you.

Duration

1 Day 7 Days 14 Days

Run this advert until 16/1/2017

INCLUDE people who match at least ONE of the following

Nissan Leaf

Plug-in electric vehicle

Plug-in hybrid

Renault Twizy

Renault Zoe

Tesla Model X

Zero emission

Zero-emissions vehicle

Interests > Hobbies and

Electric vehicle

Add demographics, interests

and MUST ALSO match

environmentary

Recycling

Renewable energy

Solar energy

Solar panel

Solar power

Sustainable energ

Narrow further

EXCLUDE people who match at least ONE of the following

Demographics > Parents > All Parents

(06-08 Years) Parents with Early School-Age Children

Expectant parents

New parents (0-12 months)

Parents with pre-teens (8-12 years of age)

Parents with teenagers (13-18 years of age)

Parents with toddlers (1-2 years of age)

Parents with young children (3-5 years of age)

Add demographics, interests or behaviours

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)

[Travel](#) [Health](#) [Environment](#)

Home > Environment > 10 Things you didn't know about Food Waste Recycling in Northern Ireland



You might also like

Environment



10 Things you didn't know about Food Waste Recycling in Northern Ireland

Food Waste Recycling makes a difference to our lives - here are a few things that people may not know...

Editorial Team

Save £700 for your family budget



We could all do with a little extra in the budget, but bad habits die hard and we just can't see where savings can be made.

Many of us are literally throwing our hard-earned cash in the bin! 4.2million tonnes of edible food and drink are thrown away from our homes each year which adds up to around £200 per person and about £700 per family.

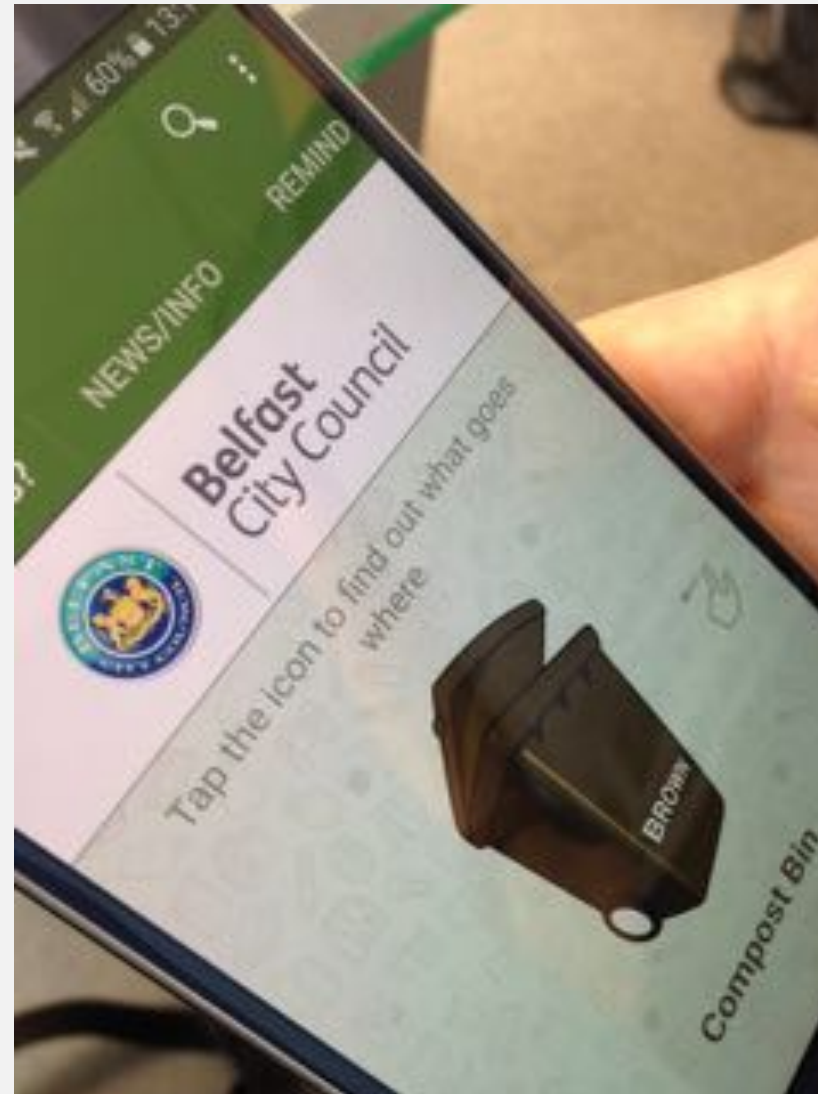
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Popular Content



10 Things you didn't know about Food Waste Recycling in Northern Ireland

User Journey (Action – App)



Exploiting our cloud platforms



Social Web Platform operational
3 Use cases under development
Watch this space

#DigitalNI

[illegible]