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11:50 AM



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Welsh
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Smart Government: All About Disruption

Smartphones and big data have changed expectations for how people communicate and find information, but government agencies aren't yet adapting, says Forrester report.

Government agencies must find better ways to harness data to meet citizens' high expectations for service delivery in an age of unprecedented volumes of data and pervasive mobile connectivity, according to a new report.

In its June 3 report, "[The Age of the Citizen: Smart Governments Embrace and Enable Disruption](#)," Forrester Research says today's social media-driven world means agencies at all levels of government must engage with citizens in ways that lead to improved service, data-revealing transparency, and participatory policymaking.

"Empowered citizens are increasing demand for more government transparency, increased operational efficiency, and better government service delivery, ushering in the age of the citizens," states the report. "Social and mobile technologies have recast citizens' expectations for service, and improved data collection and analysis, coupled with innovative thinking, allow governments to deliver new and more appropriate programs and contacts."

The challenge, Forrester says, is for government to use digital disruption to its advantage. To keep in step with empowered citizens, governments must find ways to transform the constituents' experiences, embrace mobility, and turn big data into fresh insights.

[Can data improve people's lives? See [Federal CIOs, Take Open Data To Next Level.](#)]

When it comes to a comprehensive mobile strategy, the government sector lags behind other industries, according to Forrester. Only about 36% of all governments have comprehensive mobile strategies, compared to 50% in other sectors.

The pervasiveness of smartphones means citizens are used to using local governments' mobile applications to handle a variety of administrative tasks, such as renewing a driver's license, paying a parking ticket or water bill, or even, in some communities, reserving a picnic table at a park, says Forrester. The report recommends that governments advance mobility by pursuing national broadband initiatives, municipal WiFi, government-approved mobile authentication applications, and mobile application development contests.

In the course of its research, Forrester spoke with national, state, and local officials, as well as executives from private-sector technology companies.



5 Online Tools Uncle Sam Wants You To Use

(Click image for larger view and slideshow.)



Smart governments become strong players by showing that they can improve access to information and services, enable mobility through new channels, and turn data into insights and innovation to meet constituent needs, according to the report.

"Truly smart governance leverages the new citizen engagement paradigm with a new or improved source of data directly from constituents and puts that rich data to use."

This is achieved through a four-step process that begins with information and data collection and is followed by data analysis and policy development.

By using social media sites such as Twitter and YouTube, state and local governments in particular can obtain valuable input from constituents. This can improve communications between officials and citizens, refine policy, diffuse conflict, and solicit fresh ideas, says the report. In addition to familiar social media tools, the report outlines applications for conducting online town-hall meetings such as Scytll, MindMixer, and PlaceSpeak.

Forrester recommends that governments use multiple social media tools to engage citizens via their mobile devices. To get information about public-safety incidents, local governments are using well known social media sites, as well as off-the-shelf applications tailored for specific municipal services, such as SeeClickFix, CitySourced, and Love Clean Streets.

Only about half of government organizations use data to drive decision-making, while the other half relies on intuition or instinct, the report says. To keep pace with empowered citizens, governments should use big data to help them craft better processes and target specific policies and programs.

In addition, governments must embrace digital channels internally to improve service delivery to citizens, while at the same time providing an external platform for citizens, businesses, and organizations.

One of the most compelling examples of government enabling digital disruption is open data, according to the report. Governments have access to vast amounts of data on government finances, administration, transportation, services, and performance. Making that data openly available enables startups and existing companies to offer more data-enabled services, says Forrester. For example, the New York City Big Apps contest, now in its fourth year, has fostered the creation of hundreds of applications, and many have boosted economic activity and created new jobs.

Find out how a government program is putting cloud computing on the fast track to better security. Also in the [Cloud Security](#) issue of InformationWeek Government: Defense CIO Teri Takai on why FedRAMP helps everyone.

William Welsh is a contributing writer to InformationWeek Government. He has covered the government IT market since 2000 for publications such as Washington Technology and Defense Systems. [View Full Bio](#)

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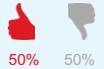
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jbelissent,
User Rank: Apprentice
6/11/2014 | 1:03:30 PM

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Re: Very nice, but where will the money come from?

Hi Gary, Thanks for the comment. I completely agree with you that without a clear business model, the recommendations amount to unfunded mandates. The open data directive is an example. However, there are a few possible solutions. One is for agencies to stop trying to reinvent the wheel with their own systems and infrastructure and move to more cost-effective shared services models. Another is to identify private sector partners who benefit from a particular transformation and can "cross-subsidize." Take a look at the case study I wrote on SmartProcure which is a data repository an analytics tool for public procurement data. The platform allows agencies to share their sourcing and pricing information with other agencies, and enables suppliers to subscribe to the same information. Private sector access funds the benefits to the public agencies.

http://blogs.forrester.com/jennifer_belissent_phd/14-03-28-to_name_your_price_is_to_know_your_price_smartprocure_brings_data_sharing_to_public_procure

While the funding question is not obvious, it's not impossible either.

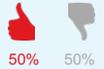
Jennifer Belissent, Principal Analyst, Forrester Research

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jbelissent,
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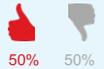
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Li Tan,
User Rank: Ninja
6/6/2014 | 1:50:53 AM

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Re: Very nice, but where will the money come from?

Exactly and the same holds true for all countries. The plan in this post looks fantastic but the fund is an issue. The government may get bankrupt before the smart government app and related stuff are fully ready/online.

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Gary_EL,
User Rank: Ninja
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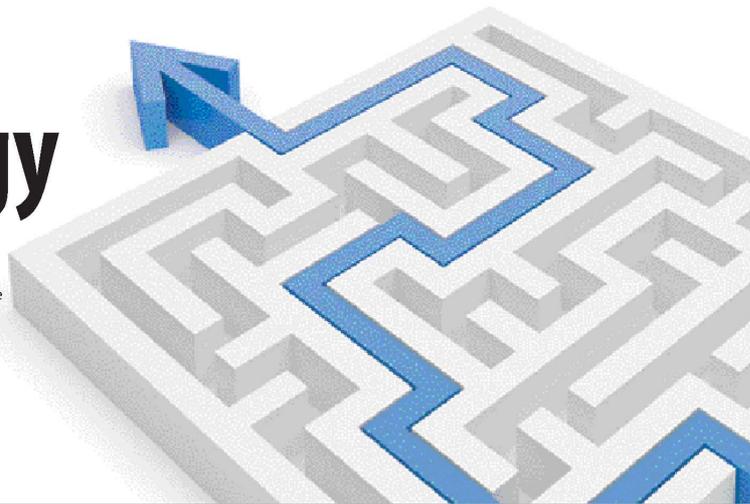
All of this will cost money, and a lot of it. The problem is that everybody wants the government to do more, but nobody wants to pay taxes. The recent cutbacks have been so brutal that the federal government can't meet its existing commitments, let alone take on new projects.

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Time to Reconsider Enterprise Email Strategy



As we pull out of a difficult time in our nation's financial history, government agencies struggle to meet information technology demands. Agencies must focus on the cloud and a strong information governance program to avoid the sort of attention recently focused on the IRS.

By Patrick Oot

Report ID: S8201014

Time to Reconsider Enterprise Email Strategy

Cost, time, and risk. It's the demand trifecta vying for the attention of both technology professionals and attorneys charged with balancing the expectations of their clients and business units with the hard reality of the current financial and regulatory climate. Sometimes, organizations assume high levels of risk as a result of their inability to meet the costs involved in data protection. In other instances, it's time that's of the essence, as with a data breach.

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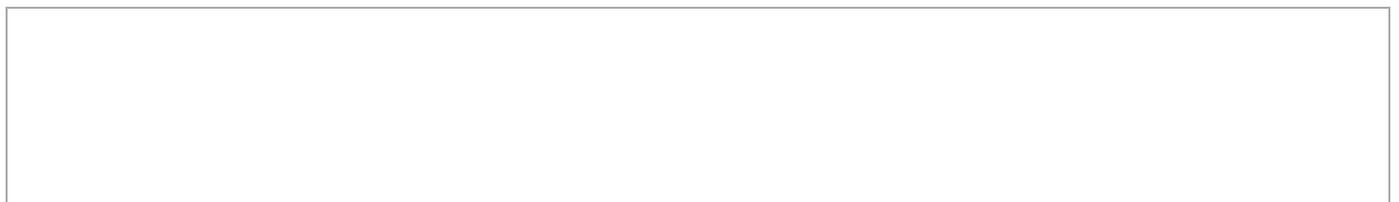
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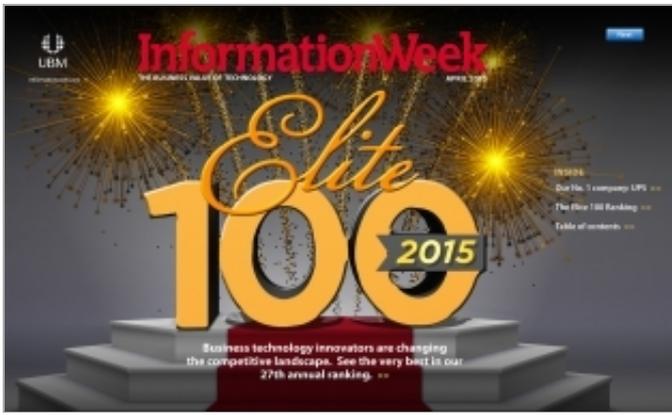
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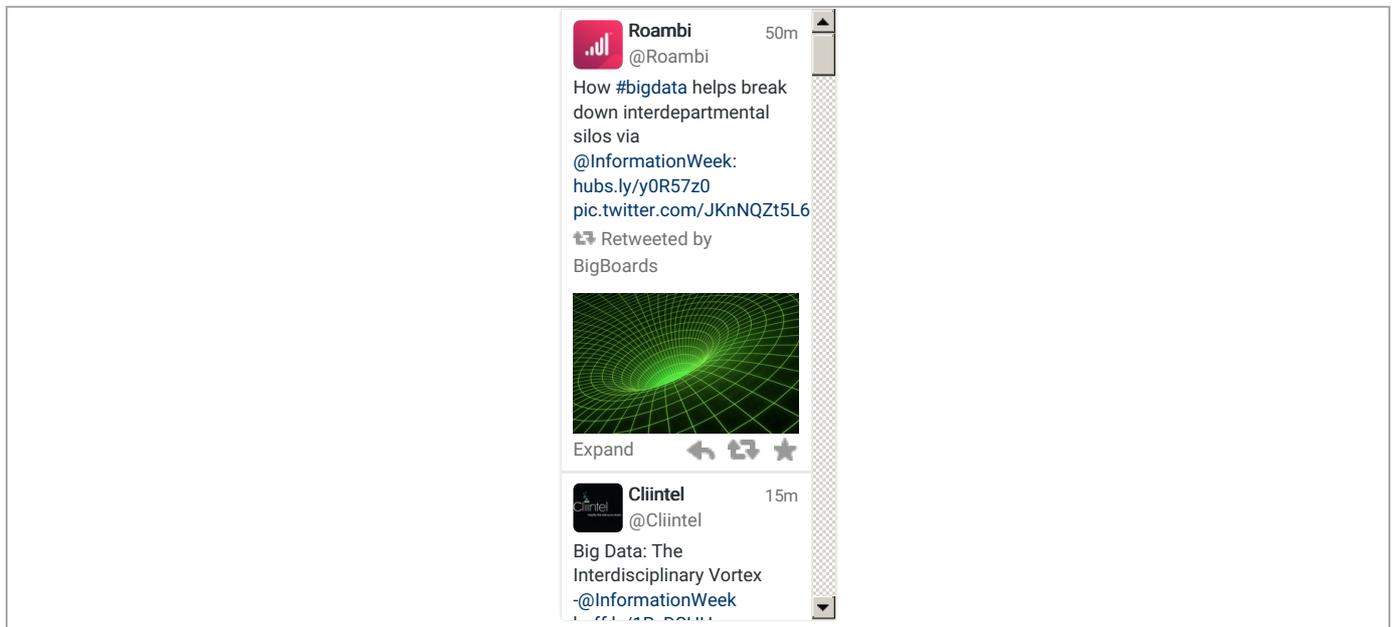
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