

Dynamic government: accountable, proactive and citizen- service centered



White paper

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The future is here

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Smart government is no longer simply a vision for the future: it is achievable today. A government that can anticipate as well as react to the changing needs of constituents. A government that operates efficiently and transparently. A government that further engages constituents and runs ably with ever-diminishing resources. A government with the resources and flexibility to rapidly perceive and respond to threats and opportunities.

Governments are experiencing a fundamental shift in how they do business facing new challenges, including rapid urbanization and a global marketplace, require innovative solutions that put people first. Microsoft and our partners help governments build on cloud, Big Data, mobile, and social technologies to create safer, better educated, healthier, and more modern communities. Broadening the conversation beyond infrastructure, unlocking their most important resource—the potential of their people. They can support efficiencies throughout the organization and help provide services for constituents at the level they expect. Microsoft can help you everywhere, while building on solutions you already own so that onboarding time and financial investments are minimized.

Proactive and forward-looking technology can connect people to their work, bringing forward insights that enable better decisions and guiding processes that optimize results. Agile software empowers adaptation to changing economic and political conditions. It supports a government that can anticipate rather than react to rapid change, and supports the optimal alignment of people, assets, systems, and data. Microsoft Dynamics® delivers a system of engagement and opportunity that helps fulfill the vision of impactful government.

Forces of change

Governments worldwide face changing conditions—new technology, new political forces, increased citizen expectations, and evolving regulatory landscapes are the rule and not the exception. More than ever, software that makes it possible for a government to be dynamic and capture opportunity in rapidly shifting conditions is vital. It is no longer enough to be a passive, reactive organization.



Organizations must actively address these new realities to succeed in today's diverse and agile business environment. These are also the design principles fueling the Microsoft approach to modern business solutions. We've captured them in a concept we call "Dynamic Government," and we seek to support local, regional, and national governments at every step on their transformative path.

The Dynamic Government

Microsoft is uniquely positioned to help

governments transform into Dynamic Governments that are connected, forward-looking, and able to realize the full potential of their people. To ensure that we build for the future, Microsoft focuses on delivering innovative, proactive, modern business solutions that offer interoperability and flexibility. Organizations can deploy individual business modules to meet specific needs or a fully integrated business suite, and can add and subtract functionality to meet tomorrow's challenges. Taken in sum, Microsoft business solutions deliver on the promise of enabling people to do their best work and drive data to insight to action as they seek to make a difference in creating impactful government.

People are the key

At the heart of every organization are the **people** who make things happen. People garner insight from business applications to drive decisions that advance the organization. They manage relationships internally and externally to drive relevant actions forward. The most successful governments are powered by individuals who are contributing fully, able to make a difference, and committed to their organization's success. Microsoft can help individuals and organizations realize their full potential and drive significant impact by offering an end-to-end business solutions that are flexible and easy to use.

It is remarkable how a modern solution with its underlying structure that manages citizen requests, case management, budgeting, workflow, and other capabilities empower workers to succeed. The workforce is not just

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more effective, they also perform with new insight and confidence. You can reach new levels of constituent service and government transparency.

You can connect constituents of all kinds, including citizens, and teams both internal and external. Purpose-built for government, Microsoft Dynamics is more than a comprehensive financial management and operations solution. It provides powerful capabilities for managing regulatory, budget and grant compliance to optimize the use of taxpayer funds. Combined with other Microsoft solutions, the result is a full ecosystem that enables shared services, streamlines workflow, and provides outstanding business intelligence.

Citizens expect government to be responsive on issues that matter to them. Integrated constituent relationship management (CRM) tools can help provide deeper insight into

"We're using technology to bridge the gap between local administration and citizens, providing town hall employees and local authorities with the tools they need to deliver quality services."

Ibon Oñate Zamalloa,
General Manager
BiscayTIK Foundation

citizens' needs. To offer timely decision-making, workers can get real-time information and have the ability to proactively track revenues, expenditures, and personnel resources against defined budget objectives. Responding to these insights, you can adjust business processes for better service delivery to constituents. Flexible budget controls give you the agility to align resources with budget objectives.

Just as you can adapt to changing constituent needs and priorities, you can revise to meet changing legislative and administrative requirements with real-time insights, user-defined budget parameters, and configurable workflows. Enhanced budgetary control and reporting compliance effectively tracks internal and external funding sources. Microsoft Dynamics effectively and efficiently manages the procurement cycle. You gain budgetary controls at every step from requisition to check issuance, commitment accounting, and three-way matching, workflows, and change orders. Self-service employee and supplier portals accelerate processes and eliminate duplication.

Microsoft Dynamics solutions provide visibility into budgets, increasing organizational transparency and agility. Workers are able to identify potential budget overruns before the funds are committed. With their access to real-time data, workers have actionable information and can identify trends. For instance, military personnel can reposition mail and food distribution to match troop movements.

In addition to meeting the needs of complex organization structures, Microsoft Dynamics can support processes that span multiple teams, departments, and organizations through shared services. Two district councils in the United Kingdom share back-office and constituent services for local authorities in a highly efficient way, generating substantial savings for the district councils. The powerful, scalable business infrastructure of ERP and CRM helps the combined authority, Compass Point Business Services, serve clients and their constituents with optimal quality and meet their savings and

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efficiency targets.

The familiar look and feel of Microsoft Office enables your workforce to take advantage of their new resources more easily and work more

“We have proven that we can deliver the cost savings the two district councils need to achieve. After reaching our expected savings of £2.1 million (approximately \$3.3 million) in the first year, we project average savings per year to approximately £3 million (approximately \$4.9 million) for the next 10 years.”

**Nigel Howells, Chief Executive,
East Lindsay District Council**

efficiently. Tailored dashboards, known as Role Centers, provide instant access to information and prioritized tasks from the underlying system based on an employee’s function in the organization. Role Centers give each user a tailored experience that surfaces the information and tasks relevant to their role, promoting productivity. Users see the assets and views most important to them, without the distraction of less relevant materials. Microsoft Dynamics solutions empower workers to do their own jobs superbly—rather than depending on additional IT help.

Impassioned and empowered individuals are an organization’s greatest asset. When governments can realize the full potential of their people, they better fulfill their mission and realize substantive benefits for the constituents they serve. The Dynamic Government we envision—and we enable—deploys people-centered, end-to-end solutions that help employees work better and inspire them to a higher level of commitment, innovation, and leadership.

Managing the people’s money

The responsibility of being steward of the public’s money is a sacred trust. Facing increasing expectations and decreasing budgets, governments must manage costs. Microsoft Dynamics enables new levels of accountability and transparency.

Governments are able to expose more information to a much broader audience, including elected officials and constituents. Citizens are able to access, understand, and interact with financial information such as taxes and fees. Employees throughout the government can access and find what they need, rather than always calling on financial specialists for information.



With Microsoft Dynamics, users can access the wide range of capabilities that Microsoft offers. For instance, field officers during a drought in Iowa can use Excel spreadsheets, a tool they’re comfortable using, to accurately track corn crop

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projections and manage federal grant costs.

Analysts in regional offices can leverage familiar business intelligence (BI) tools, such as SQL Server, to assess the impact of harvest size and quality on the costs of the national food supply. Federal grant officers can re-examine and adjust their process and priorities. Financial officers retain oversight and visibility, while giving over day-to-day control and empowering users throughout the system to make appropriate and responsible budget decisions.

“The Microsoft Dynamics CRM product has good overall attributes, such as built-in workflows, a highly regarded Software Development Kit (SDK), good customization capabilities, a growing end-user community contributing ideas, and multichannel process integration.” and “There has been continued improvement of the user interface — in particular, screen layout, active fields, intuitive scripting and reduced keystrokes — to accomplish standard tasks. The release of the new Unified Service Desk in the first half of 2014 will allow customers to handle more-complex back-end integrations.”

Gartner, Inc.

Using Microsoft Dynamics, governments can streamline their operations, building and adjusting workflows to include solely the right people and steps. Information can be captured once and made available to all relevant users. For instance, it is possible to generate a requisition, turn it into a purchase order, acquire the goods and services, and pay vendors all within one consistent sequence of activities, including all necessary electronic approvals and checks. A similar workflow can be set up for budgeting and financial planning. This eliminates separate spreadsheets and redundant paperwork.

“Increased business user productivity. Greater automation and efficiency means that the composite organization can continue to increase sales and geographic expansion without adding as many employees as would have otherwise been required with legacy systems. These employees are a mix of accounting, procurement, customer service, and logistics. By Year 3 of the study, 45 FTE positions have been eliminated or not added. This equates to \$5.8 million over the life of the study.”

Forrester Research, Inc.

Empowering people to work better, faster, smarter

Microsoft Dynamics replaces the traditional, passive, backward-looking model of business applications. It introduces a workflow based on a full understanding of government processes and helps guide users forward through their work. Persistent embedded business intelligence (BI) can transform the data captured in the system into insight empowering better decisions. The system becomes a more active, forward-looking resource for the people who drive a government toward mission success.

Employees are empowered to address constituent needs quickly and efficiently. They can access relevant information and collaborate easily with team members and those in other

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departments by using shared SharePoint portals and services. Since systems and workflow can be quickly updated to reflect the latest legal and administrative requirements, employees can provide accurate real-time data. The results support transparency and open government. The City of Redmond, for example, has been able to provide current and comprehensive information to council members and provide a much greater level of accountability and transparency within the organization and to citizens by drawing on financial information from the ERP system.

To expedite confident decision making, employees can gain instant insights and analysis on up-to-date financial and operational performance. Since data entry is simplified and compliance with government reporting requirements is easier, timely financial information can be available on demand. Organization-wide accountability proactively tracks revenues, expenditures, and personnel resources against defined budget objectives. With a broader view of finances, budgetary control can correspond with vital citizen services.



An emergency management official, for

example, faces multi-faceted challenges in a hurricane. They must save lives and property and assure public safety while working closely with elected and appointed community leaders. They must coordinate people, government, and resources in an urgent situation where every decision can have a lasting impact. Microsoft Dynamics helps provide the right resources in the right time and at the right place, enabling them to make decisions based on financial sense and a clear-as-possible big picture view. The official is able to respond quickly and effectively to this disaster, and establish a better baseline for the next major storm.

Microsoft offers people access to actionable information with greater speed and agility, enabling government to respond more efficiently, effectively, and proactively to changing political, socioeconomic, and environmental conditions. The government dynamically updates information to provide meaningful and timely information to citizens.

Connected government: keeping internal and external users informed

Today's social connectedness, mobile devices, and the availability for interaction "any time, any place" have changed the way many people live and work. People are increasingly linked

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together and responsive to virtual connections.

Microsoft has a mission to drive connections with people, with constituents, and with public and private partners across processes, data, and the ecosystem in which governments operate. This commitment to connected governments includes our vision of anywhere, in-context collaboration services that link people and companies to the right people in the right place, in the right context, at the right time, across multiple avenues of communication. Microsoft solutions include everything from email to voice to video to presence to social—all designed with the goal of giving people and organizations more effective ways of:

- Taking advantage of multiple channels to connect with constituents at the time and place of their choosing.
- Creating an inclusive, listening government by extending internal collaborations to include constituents

With greater transparency, agility, and insight, people can make better, more informed decisions, and transform their organization into a Dynamic Government.

In our model, employees in any location could serve citizens anywhere. Citizens receive the same or better services than before, but now the employees interacting with them—for example, to schedule garbage pickups or provide business licensing information—can serve them more effectively.

Self-service portals can speed response times for standard issues and questions, and offer the always-available access people expect. Citizens can review requests, apply for grants, track financial information, pay parking tickets, and take care of other business at their own

convenience.

Familiar user interface

Microsoft Dynamics provides a recognizable, innovative user interface that looks like the Microsoft products you already use. Traditionally, deploying new business applications has been costly, challenging, and, in some instances, downright painful. That's why Microsoft is committed to delivering the most intuitive business applications on the market.

The familiar user experience makes Microsoft Dynamics easier to learn and more intuitive to use. Since the interface uses Microsoft Office "look-and-feel" and common UI across web browser and Windows, learning time is accelerated. New Microsoft Dynamics users are often able to be productive in days, not weeks, and training costs are reduced.

Governments can consume the Microsoft Dynamics technology in the model that works for them—as an integrated suite in a small government branch, or workload by workload in a larger organization, with the workloads together composing the simplicity of a suite. Systems with modules that can be turned on and off, depending on what people need for their jobs, enables shorter, less expensive implementation cycles. A workload can be an individual business process such as expense management or payroll, can answer the needs of a grantee or contractor, or can address the operational requirements of logistical support. Large governments, especially, need the

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flexibility to adapt and change their business systems one workload at a time, whether those workloads are contractor and grantee relationship management, case management, or citizen service.

By integrating citizen data into everyday productivity tools, Microsoft Dynamics simplifies information sharing and empowers users. Employees find what they need to make quicker, better informed decisions because they are confident in the data. With the intuitive interface, users can easily build and adjust workflows in order to include the right steps and people.

Comprehensive business solution from Microsoft

As an application that consumes the full breadth and depth of Microsoft platform technology, Microsoft Dynamics plays a critical role within Microsoft, helping to drive the platform to excellence, both historically with the on-premises server stack and today with the Windows Azure cloud platform.

Microsoft Dynamics brings together the broad range of Microsoft technology, spanning both commercial and consumer, making it easier for governments to collaborate, connect, and deliver results. Microsoft Lync, SharePoint, and SQL Server BI tools provide embedded communications, collaboration, and analytics capabilities within the end-to-end business solution. Microsoft Dynamics CRM runs in Outlook, so users can move between tasks with greater ease and without disruption. This universal interoperability creates a better user experience, reduces IT costs and complexity, and puts new Microsoft products into customers' hands with fewer headaches. Microsoft has an ongoing commitment to engineer for simplicity of upgrade and to test across product and service versions. Customers benefit from advancing technology more quickly, consistently and seamlessly.

The cloud is another area where Microsoft Dynamics demonstrates the unique benefits of a business solution from Microsoft. Microsoft



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Dynamics can be delivered in the cloud on the scalable, cost-effective, global Windows Azure platform. Customers can discover, acquire, and manage Microsoft Dynamics, Microsoft Office 365, and Windows Azure cloud services through a unified marketplace and portal experience, simplifying the consumption of a broad set of services. Additionally, we have seen with our own customers that most or all organizations will first live in a hybrid environment, combining some IT assets on-premises with others in the cloud. Windows Azure enables this. It allows one consistent use of people's identity across cloud and on-premises, as well as the capability for secure virtual private networks between the Microsoft cloud and a customer's on-premises infrastructure. Microsoft Dynamics builds on this capability with the power of choice; the same business application is available for cloud or on-premises deployment. Together, Windows Azure and Microsoft Dynamics offer Dynamic Governments the "cloud on their terms."

Integrating business and personal technology

Following the first waves of office technology through the personal computer, we are now on the cusp of another paradigm shift. Consumer technology is entering the workplace, transforming how we work, and eliminating the borders between personal and business. Once

again, Microsoft is well positioned to be among the innovators.

Our approach begins with modern user experiences, optimized for touch, directly influenced by the consumer focus of Windows Phone, Xbox, Windows 8, and a broad range of desktop and tablet devices. In the same way that it delivers the current Office look and feel now, Microsoft Dynamics will bring this exciting and functional interface style to mission critical applications.

Collaboration in context is essential to enabling the connected enterprise. Microsoft Dynamics today delivers embedded presence and Lync interoperability. Tomorrow, this will extend through Skype and the connection of business and social use, empowering workers to for work or personal interaction, using the same familiar devices and tools, and to seamlessly manage their own boundary between work and personal life.

Bing began as a traditional consumer search engine. In recent years, it has evolved to become a "decision engine," using technology to decode a user's intent and harness structured data and capability to more completely answer the user's request. Beyond pure search, this Bing capability is harnessed in other consumer scenarios, seamlessly allowing Windows Phone to respond to voice commands and Xbox with Kinect to help users navigate an ever-expanding world of information and social content. Microsoft Dynamics will surface the Bing capability to deliver business software that more naturally decodes user queries, typed or spoken, and understands intent so it can deliver results that transform the software into an empowering digital assistant.

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Our unique leadership in research and development across business and consumer technology helped lead the transformation of the workplace empowered by the introduction of the PC, and positions Microsoft and Microsoft Dynamics to drive the technology reshaping how we work tomorrow.

Keeping the technical user friendly

Business solutions from Microsoft are simple to use, simple to customize, simple to deploy, and simple to maintain and support. We deliver simplicity through architectural innovation that eliminates the need to write code with every change, which makes the systems easier to use and support. We also offer new user interface design that is intuitive and delivers a great experience on a wide range of devices. With Microsoft, customers can adapt their systems as they evolve their organizations, simply by dragging icons and modifying their HR and financial systems to support that change. There's no need to create an IT work order; users can accomplish the task themselves in minutes.

Our continued focus on application architecture innovation increases the simplicity of creating, using and maintaining the software's fidelity to core organizational needs. It reduces or eliminates the cost and complexity associated with legacy business applications. Microsoft

enables governments to use best practices as a starting point. From there, they can take advantage of the architectural innovation in our end-to-end business solutions to evolve their setup when organizational requirements change. This type of inherent simplicity and nimbleness empowers customers to gain agility and organizational empowerment in an ever-changing political and economic landscape. If a solution is simple for government workers, simple for IT, and simple for constituents, then the solution can create even more value and help achieve a real impact for better government.

Summary

Microsoft transforms organizations into Dynamic Governments that enable people to do their best work no matter where they are in the organization and that fosters the highest standards of financial stewardship. We are already seeing the impact as constituents make the transformation, and Microsoft is committed to delivering modern business solutions, built using the broad portfolio of Microsoft technology, with simplicity as a core design element. The solutions are innovative, proactive business applications that help users work in new, more effective ways. Moreover, they deliver tools for a connected organization to drive data to insight to action anytime, anywhere. The solutions also offer the flexibility to deploy and consume application workloads and suites in a way that delivers on today's needs while also providing the ultimate flexibility necessary to be ready for the future.

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Notes

- 1 – Microsoft Case Study: Biscay Government Enhances Quality of Life for Citizens Through Innovative Leadership
- 2 - Microsoft Case Study: Compass Point Business Services—Public-Sector Service Provider Uses ERP and CRM Systems to Deliver Huge Savings and Excellent Service Quality
- 3 - Microsoft Case Study: City of Redmond—City Meets the Future with Accountability and Efficiency by Deploying Powerful ERP System
- 4 - Magic Quadrant for the CRM Customer Engagement Center, Gartner Inc, April 24, 2014
- 5 – Total Economic Impact™ Study of Microsoft Dynamics AX 2012, Forrester Research Inc, December 2013

Partner with industry experts

Microsoft Dynamics is delivered by a global network of partners with deep public sector experience. These business partners can provide you with assistance tailored to your specific needs from planning and configuration to implementation, training, and ongoing support. This means you can get world-class business solutions from professionals who understand how your organization works. To find a local Microsoft Dynamics partner and solutions for government, visit: <http://dynamics.pinpoint.microsoft.com>

Learn more about Microsoft Dynamics

United States and Canada toll free: (888) 477-7989

Worldwide: (1) (701) 281-6500

<http://www.microsoft.com/en-us/dynamics/crm-government.aspx>

<http://www.microsoft.com/government/ww/public-services/city-next>

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