Information and Technology: a recipe for transformation!

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Information#Transformation  
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Overview

- Role of technology in turning raw data into valuable information
- Knowing what technology to use and how to use it effectively
- Knowing what data to use and how to get the most from it
- **Information and Technology working hand-in-hand to deliver transformation**
The recipe
What do we possess?
Lots of systems
Lots of data
Network drives
Emails!
What does that look like?...
The pantry
Customer experience
Vision of the future

• Understanding our information better, in order to understand our customers better
• Providing our services:
  • effectively → satisfaction
  • efficiently → savings
• Acting as ‘one council’
A menu of solutions!
- Information discovery
- Migration/capture
- Content management
- Workflow / automation
- Matching & identifying
- Master data management
- Analytics & reporting (BI)
• Needs information expertise!
• Not a technology project – an information technology project!
• Points to address:
  • What data do you have?
  • Where is it stored?
  • How is it stored?
  • How accurate is it?
• Map out ‘as is’ and ‘to be’
An “IT” project

Firstly, we must establish what data we have and where it is and ensure it is well structured in order for it to have value…

…then we need the tools and know-how to identify how it can help us

Then take action using data
Challenges

- No.1: money
  - Requires investment upfront to achieve savings in long run
  - Tangible cost, intangible return

- No.2: time
  - Long-term process
  - Political changes

- No.3: privacy
  - Controversial issue
  - Sacrifice for convenience?
Discussion

- We already hold the data – shouldn’t we use it better?
- What would the public response be – welcoming or sceptical?
- Are the long-term benefits worth the short-term costs?
Any questions?

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