



Getting to Gov 2.0

An Enterprise Approach to
Web 2.0 in Government

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Right now, state and local governments are being pulled in two fiscal directions. They're facing painful budget shortfalls but also have stimulus funding they must spend quickly. By investing those funds in new technologies, especially Web 2.0, they hope to deliver more and better services while saving significantly. But making Web 2.0 practical for state and local government requires an enterprise strategy. Through Gov 2.0, Microsoft helps agencies ensure their IT platforms can provide appropriate security functionality, scalability, agility, and interoperability—while delivering highly cost-effective services to citizens with software they already have.

Gov 2.0 and the Voice of the People

Gov 2.0 is the promise of making state and local government more operationally efficient, transparent, and responsive through Web 2.0 and other technologies.

Web 2.0 has created a new level of democracy that facilitates fast and easy participation, cooperation, and interaction. It broadly accepts input and quickly provides output through wikis, blogs, tweets, and other types of social media. Put into practice, it effectively helps government become more responsive.

Enhanced responsiveness has significant implications for agencies. It means that information is constantly circulating between those who produce it and those who need it, through channels such as:

- Ad hoc networks and established communities of interest
- Wikis that enable organic solutions through participation
- Blogs that engage broad audiences and elicit rapid feedback
- Portals that aggregate useful content across organizations

Microsoft advocates a strategic approach to Gov 2.0 that delivers the capabilities of Web 2.0 while enabling agencies to balance responsiveness, security, and cost-effectiveness.

Getting Started With Gov 2.0

Agencies are already using social tools to deliver services more cost-effectively and invite the informed participation of citizens in their own government. Some are well along in their efforts to make data available for useful applications or build online "government owners' manuals." Others are just beginning to experiment with Web 2.0 technologies.

To help get started, state and local agencies should consider:

- Creating a Windows Live™ space and inviting friends to join
- Creating appropriate social networking groups
- Using social media to see what citizens are saying
- Starting a community for peers, partners, and citizens

Before undertaking any of these steps agencies should:

- Research which social networks their stakeholders use and review their policies for participation in social networks
- Begin developing a Gov 2.0 strategy to coordinate their efforts

An Enterprise Platform for Delivering Service

Microsoft encourages agencies take an enterprise approach to Gov 2.0 that allows them to cost-effectively extend services by:

- Providing productivity tools to their employees.
- Making full use of existing software, systems, and networks.
- Supporting rapid innovation as requirements evolve.

With an extensible platform, agencies can easily develop and deploy citizen services based on existing, familiar standards and readily available technologies. For example, the City of Camden, NJ uses a Microsoft-based system to manage citizen service requests and track key performance indicators.

A scalable Gov 2.0 platform also enables citizens to collaborate actively with government agencies. The Miami-Dade Public Schools enhanced parents' ability to participate in the education of their children with a Web portal based on a Microsoft platform.

A Platform for Productivity and Security

Within and across agencies, disparate systems and processes present challenges that Web 2.0 technologies cannot address by themselves. With Gov 2.0, Microsoft helps agencies ensure their technologies are interoperable, so they can:

- Improve communications throughout the enterprise while managing access, helping to secure their information, and maintaining quality
- Meet their goals for performance and accountability

Governance: A Gov 2.0 platform enables agencies to govern information access and use by enforcing consistent policies for:

- Administering workspaces, dashboards, and portals that enable cross-agency sharing and collaboration
- Defining workflows that clarify and conform to regulatory requirements
- Reusing centrally located information and managing IT interactions with other systems

Security: A Gov 2.0 platform helps agencies resolve the security challenges presented by Web 2.0. It permits social participation within an enterprise-wide framework for helping:

- Prevent unauthorized access or use of systems and data
- Protect centralized resources and distributed content
- Facilitate and simplify compliance through automation
- Extend protection features across disparate systems

Results: An enterprise infrastructure for Gov 2.0 helps agencies enhance responsiveness and service quality by:

- Integrating communications, such as e-mail, calendaring, instant messaging, and teleconferencing
- Monitoring performance with automated key performance indicators and built-in operational metrics
- Consolidating information to simplify reporting, increase management visibility, and support citizen access
- Extending services to the Web and many devices people use

A lean, Gov 2.0 infrastructure combines the functionality of personal computers with Internet-based capabilities. Such a software-plus-services model enhances productivity and extends citizen services, while also helping to lower up-front investments, simplify maintenance, and cut deployment costs.

Gov 2.0 in Practice

The pothole-reporting Web site deployed by the Seattle, WA city government is an excellent example of Gov 2.0 in action. It allows the city to precisely locate potholes and prioritize which should be repaired first. Other examples of Gov 2.0 include:

- A Microsoft-based portal that helps the Ohio Bureau of Workers' compensation find answers and deliver service more quickly.
- State, local, and federal agencies use of a Web portal based on Microsoft Office SharePoint Server to coordinate planning and security for the 2009 Super Bowl.
- The Kentucky Department of Education which saved millions with an email service hosted on Microsoft Online Exchange Server

More examples are available at www.microsoftgovready.com

Microsoft and Gov 2.0

Just as social networking has transformed people's use of the Web, it has altered their expectations of government. Microsoft helps agencies protect their information as they meet those expectations with an enterprise approach that includes:

- Familiar technologies (such as Microsoft Office SharePoint® Server) that many agencies already have
- Integrated solutions for information sharing
- Collaborative tools for open and participatory government
- Process and workflow solutions that increase productivity
- Business intelligence for accountability and transparency
- Scalable, on-premise software and software-plus-services that are interoperable with open source applications

With government facing huge fiscal pressures, Microsoft is ready to help state and local agencies realize the benefits that Gov 2.0 can deliver with a standards-based enterprise platform.

To learn more about Gov 2.0 and how to get there, please visit www.microsoftgovready.com or email us at gov20@microsoft.com.