



Getting to Gov 2.0

An Enterprise Approach to Web 2.0 in Government

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Every new administration brings change. Right now, government faces particular pressure to become more efficient, transparent, and open. Agencies see new technologies—especially Web 2.0—as a way to achieve a more open government. But making Web 2.0 practical for 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 accommodating, citizen-focused capabilities with software they already have.

Gov 2.0 and the Voice of the People

Gov 2.0 is the promise of making government more 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 “open”.

Accelerated openness 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 openness, security, and cost-effectiveness.

Getting Started With Gov 2.0

Agencies are already using social tools to deliver services more efficiently 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, 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 EPA uses a Microsoft mapping and search platform to offer interactive, location-based services on its website.

A scalable, Gov 2.0 platform also enables agencies to hear the voice of the people as they consider which services to offer and as they move forward with implementation. The Department of Defense uses a blog to invite comments from military families on its *America Supports You* program and to answer questions.

Platform for Greater Productivity & 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 Recovery.gov website mandated by the Recovery Act is an excellent example of Gov 2.0 in action. It includes interactive features that show citizens exactly how their tax dollars are being spent. Other examples of Gov 2.0 include:

- A Microsoft-based portal that provides a single point of access to resources for students, parents, and teachers
- An RFID enabled driver's license developed with Digimarc and Microsoft Services for citizens that regularly drive across the border into Canada
- Microsoft Stimulus 360 enables agencies to track funding and grants—then compile, report, and publish their results

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 pressures to perform, Microsoft is ready to help 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