

# How government organisations can leverage technology to better serve their communities

**By strategically evolving technology and security systems, government organisations will improve efficiency, drive collaboration and innovation, and better serve and engage their community.**



The proliferation of computers, smartphones, tablets, software and the internet over the past few decades has fuelled a hunger for new digital technologies and disrupted the way residents communicate with government organisations.

It's becoming increasingly difficult for government organisations to genuinely connect with and service their communities, which unfortunately can lead to a breakdown in trust.

Residents have grown accustomed to the high levels of customer service provided by private companies, causing their needs and expectations of government organisations to shift considerably. Transparent, timely, responsive customer service is non-negotiable.

Additional pressures placed on the public sector are immense, with budget squeezes, cyber security attacks, data threats and heavy workloads forcing government organisations to find new ways to manage workflow continuity, leverage data and guarantee security and governance across technologies.

Government leaders are doing their best to navigate a constantly evolving landscape while juggling an expanding set of critical business priorities and increasing expectations from the community with continued investment in technology and information.






Public sector organisations have realised the value of leveraging digital technology and the vital data it produces, allowing organisations to make better-informed policy decisions and provide services more efficiently to those they serve.

Research from Gartner shows that Government IT spending in Australia is forecast to reach more than \$13b in 2021 with all technology segments set to see increases compared to the prior year. Source: Gartner - [www.crn.com.au](http://www.crn.com.au).

## 5 Ways Technology Can Help Government Organisations Better Serve Their Communities

Technology is ever-evolving. If a government organisation fails to evolve with it, it is likely to be lumbered with outdated systems that slow down processes, limit collaboration, increase exposure to risk and error and lead to a poor customer service experience.

By modernising technology, with a focus on strategic and scalable agility, organisations can streamline processes, connect departments, and secure infrastructure and data. Ultimately, this enables them to make informed decisions that empower its employees to put residents at the centre of everything they do through:

 <p><b>1</b> <b>Reinforcing security</b></p>	 <p><b>2</b> <b>Improving collaboration</b></p>
 <p><b>3</b> <b>Enhancing community engagement</b></p>	 <p><b>4</b> <b>Enabling real-time data</b></p>
 <p><b>5</b> <b>Leveraging Artificial Intelligence (AI), Automation, and Internet of Things (IoT)</b></p>	

## Reinforcing security



Security of data and infrastructure is critical to protecting the privacy of the community and building and maintaining their trust. Government organisations should evaluate capabilities and embrace adaptive technology that helps to integrate data security across all systems.

Cyber security is an increasing issue for all industries, within both the private and public sector. While connectivity and the internet bring huge benefits to the way we communicate, they represent a viable target for malicious actors.

Government organisations hold a lot of personal data and are more likely to be targeted by security threats. Security attacks can encrypt entire databases and hold government organisations to ransom, disrupting vital services and infrastructure, which can be costly and difficult to recover.

Gartner reports<sup>1</sup> that internet-connected devices on enterprise networks can be hacked in as little as three minutes and breaches may take six months or more to discover. The best cyber security techniques are only as good as the weakest link, and that weakest link is often the human element.

In fact, research suggests that by 2025, 75 per cent of government CIOs will be directly responsible for security outside of IT, including operational and mission-critical technology environments.<sup>2</sup>

Government organisations, especially those driven by digital transformation, are more challenged than ever to integrate their handling of enterprise data security, privacy, supply chain security, operational technology, Internet of Things/ cyber-physical systems or new security realities in cloud environments.

Cumulatively, the evolving threat, rapid advances in tools and updated compliance frameworks create great pressure for government organisations to evaluate their cybersecurity capabilities and embrace adaptive security.

## Improving Collaboration



The public sector has been forced to rethink its silo culture and remove existing boundaries between portfolios that impact communication and collaboration, and delay customer service response times. The focus is shifting from connection to hyper-connection as technology enables even greater collaboration across departments and teams.

In the last decade, we've seen the widespread adoption of the Microsoft platform across the public sector network, integrating cloud services, such as SharePoint, Teams and Learning Management Systems, which has enabled public servants to collaborate more effectively.

By further leveraging technology within government organisations, departments can look to generate even greater opportunities for collaboration through the creation of hyperconnected public services.

A hyperconnected public service exists when organisations integrate multiple technologies, tools or platforms to automate as many internal business and IT processes as possible and remove internal obstacles to collaborate.

Indeed, automation is increasingly being identified by government as a critical driver of productivity and effectiveness.

<sup>1</sup> Gartner Predicts the Future of Cloud and Edge Infrastructure, Gartner <https://gtnr.it/342vblU>

<sup>2</sup> "Top Trends in Government for 2021: Adaptive Security", Gartner

According to Gartner’s annual CIO survey, 41 per cent of government leaders plan to increase investments in process automation<sup>3</sup> and the pandemic is expediting this shift. In a fast-paced, high-stakes scenario such as a COVID-19 outbreak, employees must be able to connect instantly and seamlessly with their teams and communities, even while working remotely. By automating manual tasks, departments can minimise risks, improve productivity, and deliver a better service experience to residents during times of crisis.

Empowering collaboration and introducing technology that automates government processes and public service models can increase productivity and resilience to meet and even exceed customer expectations while also lowering operational costs.

Putting in place an effective change management program is vital to ensuring employees adopt and use the invested solutions to get the full benefits of these new collaboration platforms. This starts with a clear roll-out process, and training programs to ensure full adoption. Clear communication on the benefits new collaboration solutions will deliver for both the organisation and the residents the organisation serves will also help ensure take-up of new processes and technology.

## Enhancing community engagement



By taking a technology and data-driven approach to community engagement, government organisations are able to not only engage with their communities more directly, but also objectively measure the effectiveness of that engagement.

The customer experience has become vitally important. Residents are driving an increased demand for accessible, more responsive, more transparent consumer-like services from government organisations.

<sup>3</sup> \*Source: “Top Technology Trends in Government for 2021,” Gartner

<sup>4</sup> “Top Technology Trends in Government for 2021,” Gartner

Employees have also become internal customers in the public sector modern workplace, demanding an intuitive and frictionless experience. Genuine, multi-channel community engagement has become critical.

According to Gartner, by 2024 over 30 per cent of governments will use engagement metrics to track the quantity and quality of community participation in policy and budget decision-making.<sup>4</sup> Community engagement will be measured to actively monitor the effectiveness of communication to ensure organisations are delivering a satisfying set of customer interactions.

This customer-centric approach within the public sector has become more prevalent following the pandemic during which time government organisations were forced to quickly find effective means of direct communication with consumers.

Technologies employed to enhance community engagement include integrations with CRM systems and contact centres, including bots and workflows.

These new digital channels provide government organisations with a data-driven approach to communicate with segmented audiences, while providing increased capabilities to measure the effectiveness and impact of their efforts.

## Enabling real-time data



The access and sharing of real-time data is emerging as a key focus area across all levels of the public sector. By maintaining a single source of data, government organisations can be confident they are accessing correct and up-to-date information, maximising efficiencies between departments, and removing the risk of error through duplication.

Australia’s 2025 Digital Transformation Strategy is focused on delivering on a vision for all Australians to thrive in an age of data and technology. The public service will be required to provide the ability for customers to “access all government services digitally”.



A great example of this in action is the digital identity services such as myGovID, which enables Australians to easily prove their identity for a secure online access without having to log in to multiple government services, such as the ATO or Centrelink.

This kind of digital transformation enables real-time insights in the public sector, enabling government organisations to collect data just once and share that information with multiple organisations, breaking down silos between departments.

By 2023, 50 per cent of government organisations will establish formal accountability structures for data sharing, including standards for data structure, quality and timeliness.<sup>5</sup>

## Leveraging AI, Automation, and the IoT



AI, automation, and the IoT are enabling organisations to put in place faster and more efficient working processes, while significantly reducing the risk for error – transforming the workplace and reigniting productivity.

A growth in remote working has meant government organisations have had to quickly scale to free up time to focus on core issues. The need to securely access files and applications, regardless of their location, has become paramount.

<sup>5</sup> "Top Technology Trends in Government for 2021," Gartner

<sup>6</sup> "Top Technology Trends in Government for 2021," Gartner

<sup>7</sup> "Artificial Intelligence Roadmap", data61.csiro.au

By 2024, 60 per cent of government AI and data analytics investments aim to directly impact real-time operational decisions and outcomes.<sup>6</sup>

These investments allow greater innovations and improved automation of end-to-end processes and public services. By introducing simplified processes and less risk due to human error, these technologies are transforming the workforce and reigniting productivity.

Solving problems, growing the economy and improving our quality of life are just some of the benefits that will come with embracing artificial intelligence, estimated to be worth \$22.17 trillion to the global economy by 2030.

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## An agile and flexible communication's system for Noosa Shire Council

Noosa is recognised as one of Australia's premier residential and tourist destinations.

Since de-amalgamation from the Sunshine Coast in 2014, Noosa Shire Council's focus has been to build on the area's strong service industry and to reflect the core cultural and creative values of the local community.

Key to this was the need for an agile and flexible communication system, which had to be set up within a short timeframe. The challenge was to provide cost-effective services, the ability for customers to have mobile applications in the field, and to support staff working from home.

The council brought Nexon on board to provide and manage a hosted UC solution – Nexon Absolute. Nexon was able to provide the expertise and support required to implement a seamless upgrade.



Nexon takes care of it all for us. They have PABX experience. Unlike some others, they are not just an IT company trying to do telephony – they have a much more specific skillset.

Justin Thomas  
ICT Manager  
Noosa Shire Council

# Where to next?

## 3 steps towards effective technology change management in government.

As technological advancements evolve and reshape the world, government departments are being required to make rapid and significant changes to the way they leverage technology.

These changes have deep and wide-ranging impacts at every organisational touchpoint, so it is important that government leaders employ considered change management strategies as they digitally transform their departments.

Three key strategies that leaders can employ – ideally with the support of external IT service providers with the specialised skills, resources and expertise to navigate these complex changes – are to audit and analyse, integrate strategies, and educate their people.



### Audit and analyse

A deep understanding of the current landscape, and the desired state, is key to the coherence of your systems.

What are the changing needs of employees and residents and how do current systems deliver on these needs? What are the current flows of information and communication and, within these flows, where are the blocks and inefficiencies? More critically, where are the risks for errors or security breaches?

Now is the time for government organisations to audit and analyse both legacy and new IT and security infrastructures, including potential future infrastructure investments, from the perspective of how they impact internal process efficiency and each organisation or department's security posture.



### Integrate strategically

In today's world, government departments need to not just be connected but hyperconnected. Siloed technology leads to siloed people, so it is critical that leaders think strategically about the integration of their systems.

Historically, government organisations have addressed IT as a problem-solving mechanism rather than as a strategic contributor to success. Over time, this has resulted in piecemeal legacy applications that don't necessarily talk to each other and can cause a myriad of challenges and risks.

However, by integrating systems, platforms and apps strategically, leaders can drive multiple organisational benefits, including improved operational efficiency, reduced complexity, enhanced employee productivity, reduced cost and the ability to recover from IT system failures more quickly.



### Educate your people

Providing employees with the education, tools, and change management solutions will take them on the journey of digital transformation and drive better outcomes for departments and communities.

Regular and practical training for teams on best use of systems – for example, how to leverage the functionality of Office 365, how to make calls from a collaborative office environment, and how to integrate apps and office programs – significantly impacts workflows and empowers people to embrace new technologies.

Education is also a critical cybersecurity defence strategy. By enabling employees to identify phishing attacks, educating them on best-practice processes, and ensuring compliance in basic protections, such as passwords and multi-factor authentication, government organisations can bolster this critical defence and foster a culture of security at every level of the organisation.

# The Nexon difference

Meeting customer and community expectations means thinking differently. The right technology can help the public sector transform operations to make better decisions, innovate, improve compliance and increase staff satisfaction.

Nexon understands the public sector and the competitive forces that drive it, as well as the regulatory and funding environments and the need for more efficient processes. For two decades, we have been providing public sector customers with a broad range of consultancy and technical expertise across technology specialties – from security, network, telephony and business applications through to enterprise, mission critical and clinical messaging.

Nexon has a proven track record of delivering scalable and agile solutions that help federal, state and local organisations to run more efficiently, no matter where they are in their journey. Our team of experienced consultants have a strong footprint in the public sector, establishing long-lasting partnerships with local and state government organisations.

Whether you are looking for an outsourced IT partner or an expert to help guide your digital transformation, we can help as we take the time to understand your challenges. With the right technology and the right partner, we will enable you to meet your customer's needs, and focus on what you do best – serving your communities.

Unlike other service providers in the marketplace, Nexon has the unique ability to bring together a wide range of services to significantly improve customer service and community operations while achieving operational efficiency.

Talk to us about how Nexon can unlock powerful insights across your organisation or department with real-time data visualisations and monitoring, enhance business processes and enrich customer experiences and collaboration. We can turn insights into action to delivery, maximise consumption of existing investments, and allow residents to seamlessly connect with your organisation across different channels while protecting data security.

## About Nexon

exon Asia Pacific (Nexon) is an award-winning digital consulting and managed services partner for mid-market, and government organisations across Australia. We have a uniquely broad suite of solutions to service clients who require end-to-end capabilities coupled with specialist expertise in security, cloud and digital solutions.

Our end-to-end solutions help clients to solve problems, address frictions and accelerate growth. Committed to the highest standards of responsiveness, competency and transparency, Nexon is built on a unique client care model that is fuelled by continuous feedback. With over 400 staff, we employ some of the country's most experienced consultants and empowers teams to make decisions that accelerate change for client organisations.

As a certified and accredited local and state government provider, CREST and ISO-certified, Nexon partners with world-class technology vendors to deliver innovative solutions and service excellence.

We help our clients move from a position of overwhelm to empowerment, looking forward to a more agile and digital future.

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Talk to Nexon today to discuss how we can support your efforts to transition to a more dynamic business model that allows you to do more. Call us at **1300 800 000**, email us at **[enquiry@nexon.com.au](mailto:enquiry@nexon.com.au)**, or visit **[nexon.com.au](http://nexon.com.au)**

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