ANZ SERVICES IN THE PUBLIC SECTOR

How digital transformation drives public sector service delivery

There was a time when a telex machine was a bold innovation. A telex network could send a message anywhere in the world, and it only took about 15 minutes per page. But the hardware was slow and clunky, so most telex machines required multiple modifications before working to the user's standard.

When fax machines came along, and functioned to a user's expectations without the need for modifications, telexes landed in the nearest tech museum, and users embraced the prospect of a mod-free future.

The telex story has become a mainstay tech parable—think of how the iPhone reimagined mobility; how digital cameras stole a mature market away from Kodak; or how on-demand video took down Blockbuster. The common denominator was a process of digital transformation that was unimaginable until it happened, grew with lightning speed once it started, and shattered existing business models—building massive new opportunities at every step along the way.

A next-generation work experience

With the recent shift from on-premises computing to cloud computing, that transformative moment has now come to public sector IT. And it's just in time: more than ever, today's public sector managers are looking to recruit and retain the next generation of talent while simultaneously streamlining government operations.

To draw in the next generation of executives, managers, and front-line staff, public sector workplaces will have to match the fast, user-friendly technologies that millennials take for granted in their personal devices, and have come to expect in the workplace.

They'll expect intuitive user interfaces; fast, efficient collaboration between functions and job sites; seamless interfaces across desktop and mobile devices; business intelligence systems that learn on the job and deliver the context-driven information users need, before they know they need it.

Propelling 21st century government

Today's public sector organisations need a level of system reliability that is most easily assured **through cloud-based systems** that deliver timely software and security updates.

Even more than the shift from telex to fax, cloud computing makes local modifications a thing of the past, saving scarce program funds for better uses and allowing on-premises IT teams to concentrate on more specialized, mission-driven projects.

There are some aspects of public sector service that never change. Streamlining operations and doing more with less are current themes across all levels of government and industry, but they're entirely familiar for anyone who's ever had a seat behind a government desk.

Streamlining government operations

The good news is that streamlining systems becomes much easier in the cloud. And nowhere will those enhanced cloud capabilities be more impactful than in front-line service delivery, where tech-savvy citizens are already asking more of their government. From routine call center operations to emergency services, citizens expect the public sector to deliver timely, efficient, informed, courteous service over an unprecedented mix of channels. To deliver on that promise, front-line personnel need the support of IT systems that will help them get the job done.

It's hard to imagine an area where front-line delivery will be more crucial than the public sector, where digital transformation will play a key role in helping organisations meet the needs and expectations of an aging and growing population.

Do business better

Compared to telex, fax, or even an early mobile phone, today's IT systems offer speed and capabilities that would have been unimaginable just a few years ago. But they're still a stepping stone to even better, faster service delivery, and that's **where cloud computing** earns its keep. Every public sector organisation will make the transition to the cloud in its own time, and in its own way. Once it's fully implemented, cloud computing will give citizens routine access to the very best systems and technology, in an era when they demand nothing less.

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