




Shaping the Global e-Society

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The Information Society - making it happen


- Access to information
- Understanding and using information
- Acting on information
- Who benefits?



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Access to Information


- Who?
 - All members of society
 - ◆ Disabled
 - ◆ Disadvantaged
 - ◆ Children
 - ◆ Employers
 - ◆ Pensioners
- How?
 - Anytime
 - ◆ 24 x 7
 - Anywhere
 - ◆ From home
 - ◆ From work
 - ◆ On the move
 - Any route - Variety of devices
 - ◆ PC
 - ◆ Mobile Phone
 - ◆ PDA



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Understanding and Using Information


- Simplicity of use
- Consistent view, no matter which channel
- Ease of access to the information **you** need



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Examples

- ICL "Citizen" Projects
 - Lord Chancellor's Office
 - Finnish Government
 - UK Post Office
- ICL Multi-channel Access Projects
 - Thomas Cook



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Lord Chancellor's Office

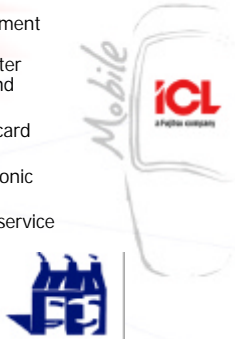
- The Challenge :
 - "To make it easier for everybody to receive good quality legal help and advice as part of the programme to improve the "Old legal aid system" "
- Solution :
 - Information "portal" created using advanced content management system based on Microsoft SQL Server 7 Database which gathers information daily from the Legal Services Commission
- Result :
 - 15,000 approved sources of Legal advice including child custody, divorce, housing, immigration and education has been offered to the general public. Embracing multi-language capability and assistance for the visually impaired all available from PC's, Games consoles, Interactive TV and mobiles.
- www.justask.org.uk




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Finnish Government

- ICL helped the Finnish Government set up a secure, electronic infrastructure to instigate greater Internet use among citizens and corporates.
- Based on a national ID smart card scheme and PKI system
- Use of a secure, reliable electronic infrastructure –
- Anytime, anyplace, anywhere service
- Cost and time savings



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UK Post Office

- The Challenge :
 - To create a service that harnesses the tremendous range and diversity of knowledge embedded within POCL's 170 products and 19,000 offices and to distribute it wherever it is needed at the "click of a mouse"
- The Result :
 - A fast integrated and flexible intranet which enables POCL staff to find the information they need when they need it, dispensing with extensive paper directories and the need to study thousands of text pages.
- Benefits
 - Knowledge Sharing
 - Efficiency
 - Cost-Effectiveness
- "The company now recognises the value that comes from treating information as an asset and mobilising its movement quickly through the organisation."
Rupert Lloyd Thomas - IS Strategy Manager, Post Office Counters



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Thomas Cook

- The Challenge :
 - To enable its Customers to search based on specific requirements over 2 million Holidays and encourage online booking via multi-channel devices
- The Result :
 - Customers can browse over 2 million holiday choices, obtain real-time quotes, book and pay online and in addition obtain other useful travel information such as weather, tourist guides ,currency etc..
- Benefits
 - 30,000 visits per day
 - Online sales increased by 2000%
 - Greater Customer satisfaction



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Acting on Information

- Rapid location and access to information
- Ease of making and completing transactions
- Security



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Who Benefits?

- The citizen
 - Greater access to a wider variety of information
- The business community
 - Opportunities for new products and services
- The Government
 - Reaching the citizen
 - Reduced cost



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Thank you

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Case studies at:
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