

“Measuring eGovernment – The Challenge”

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The Broad Convergence – Act II

Blending public with private
Private with professional
digital with reality
Merging device and platform
media and provider

A Truism

- You get what you measure
- So what do we want to get?

Some of the things we want TODAY...

- ❖ Mitigate the impact of bird flu
- ❖ Be aware of who is crossing our borders
- ❖ Easy access to quality public services
- ❖ Our young to be knowledgeable, healthy and safe
- ❖ Our old to live long and fulfilling lives
- ❖ Know our taxes are being used effectively
- ❖ Not pay so much tax! – efficient use of our taxes

These are important to us. They ALL benefit from better use of 'joined-up' information locally, nationally, internationally, and personally

eGovernment to date has focused on AVAILABILITY

- Universal pc access
- Broadband access
- On-line presence
- ...relatively easy

Future measures must focus on USE & IMPACT

- Quality of Service
- Channel Choice
- Personalisation & Relevance
- Simplicity (single access)
- Speed (thus Integration)
- ...sophistication of measurement

Future eGovernment – measuring outcomes

- **Geographical**
 - National comparison – global competitiveness
 - Regional attractiveness – broadening emerging initiatives
 - Vibrant 'Cities' – good for visitor, resident, business
- **Service Verticals**
 - e.g. Learning; Health; Security
- **Customer Experience**
 - Channel; Quality; Simplicity; Relevance
- **Efficiency, Speed & Interoperability**
 - Front-to-back office connectivity; Mobility

The Challenge – to measure Transformation

A Framework for holistic eGovernment Measurement

Setting → **Availability** → **Use** → **Impact**

Structural Landscape	eGovernment readiness	Quality Multi channelchoice (front-office)	Back-office fulfillment	Take-Up & Adoption	Public Value
	1. Political Leadership	2. Proposition & Channel Internet online Digital TV Radio	4. Technology Approach Architecture	5. Stakeholder Participation Citizens	6. Performance Mgmt Economic
	3. Finance & Contracting	Mobile devices	Integration	Businesses	Social
	9. Capability Development	Call Centres Offices	Interoperability	Employees	Democratic
		8. Process Change			
	7. Programme & Change Management				