

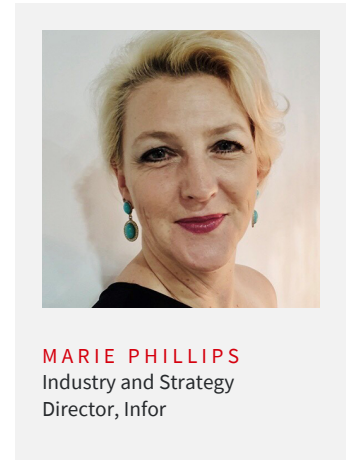


EXECUTIVE INTERVIEW

Toward citizen-centric local government

Digital transformation is the key to serving the needs of people and communities

Marie Phillips is Industry and Strategy Director for Public Sector APAC at Infor. With more than 25 years of experience working with local government solutions, Phillips sees the evolution of our increasingly digital world as a critical opportunity for local authorities—both big and small, across Australia and New Zealand—to provide citizens with better access to services and increase the level of citizen engagement.



MARIE PHILLIPS
Industry and Strategy
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Q. How is digital transformation creating a demand for citizen-centric services?

A. The people who live, work, and interact with one another in today's connected world are the same customers who use local government services. Their everyday use of digital access, social media, and real-time omni-channel communications mean that they're used to getting what they need, when they need it. Gone are the days when people expected to wait in line for a taxi or to buy concert tickets, or even grab a takeaway coffee. Digital transformation is driven by customer expectations and technological advances, which are changing the way businesses operate. Businesses across all sectors are redefining customer service, generating new income streams, and identifying new efficiencies. But it's not only commerce that's responding to the digital imperative. Those same people who can grab an Uber®, order a meal, or book a flight on their phones, also rely on local government to deliver the services that keep their homes, business, and communities liveable, sustainable, and running smoothly. Today's citizens are highly connected and increasingly confident about having more say in how, when, and where they access services and engage with local government.

Q. How does this challenge “smart cities”? **A.** Smarter cities offer radical potential for streamlined planning and service provision, as well as cost savings and unprecedented citizen convenience. However, realising these strategic aspirations will bring an influx of new data, emerging security challenges, and the need for transformed business processes—in an industry where investment in technology has historically lagged behind the private sector. **Q.** How should local governments get started?

A. For local government, becoming customer-centric doesn't have to entail costly and unwieldy technology projects or the risk of new partnerships. Digital transformation succeeds best when it's carefully planned around an individual organisation's specific needs and its customer profile. It should always involve examining end-to-end business processes in order to create new workflows and tools that are intuitive, look good, and are easy to navigate—because no one's going to train the customer.

Some ANZ councils have had success kickstarting change with a discrete project, such as implementing a system to track development applications via the web. Once bedded down and working well, this can progress to the online lodgement of complete planning applications. Other councils planned a fundamental realignment from the ground up— getting their customers and ratepayers involved to have their say, mapping customer journeys, and focusing on building a citizen-centric organisational culture before any new technology is launched.

Q. Why Infor?

A. Infor understands that the real work in digital transformation isn't done with technology—it's about people. Local governments exist to serve the public and safeguard public assets—they create communities, and no two of these communities are alike. Their customers are the people who live and work and run businesses within those communities. So, understanding what those citizens really want and getting better at addressing those needs can't be achieved by simply buying a new system. It's about getting to know your customers better, changing the way you speak to them, and streamlining the way everyone works. This is an area where Infor® excels. Across ANZ, councils have invested in Infor Pathway and Infor Public Sector. And with the emergence of Infor OS, councils now have the opportunity to integrate these with new technologies such as Infor Birst®, Infor's advanced business analytics software, and Infor ION®, Infor's middleware platform.

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As a trusted advisor, Infor is a well-recognised provider of robust, stable software and has the emerging technology to guide councils through their digital transformation program without the unnecessary risk involved in implementing new systems. Infor's experience working with over 3,900 public sector organisations globally means it understands the people working in them, and the communities they service.

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