



## Think Digital; Be Digital



The customer is at the centre of the Digital Strategy. The digital approach seeks to stimulate innovation and in doing so reduce costs whilst providing more accessible electronic ways for residents and businesses to receive services and information, increase their self-sufficiency and improve outcomes. Residents who are already using online services for banking and shopping expect this level of service by default from public services. By designing services from the customer viewpoint, a quality and consistency of experience can be offered at a reduced cost.

### Related Strategies

Application Strategy  
Engagement Strategy  
Datacentre Strategy  
Information Strategy  
Business Intelligence Strategy  
Security & Identity  
Management Strategy

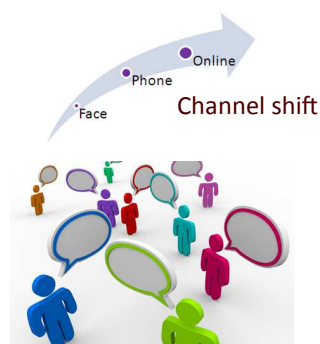
## Digital means business change

Digital presents the opportunity to do things differently, there is an imperative to harness the energy and power from the disruptive opportunity to re-think service design and delivery. The aim is to develop and implement an approach that delivers a digital mind-set and a set of capabilities to maximise the benefits of the emerging digital economy. The strategy will look to drive immediate opportunities in 5 digital domains with the intention of developing an additional domain for digital infrastructure including Internet of Things (IoT) and 5G during the course of 2016, as innovation and experimentation yields tangible and proven application for public service delivery.

### Key Drivers:

- Customer outcomes
- Customer expectation
- Emerging solutions
- Cost reduction
- Service Quality
- Partnership working

The ICT Strategy contributes the enabling technology required to deliver digital services. It is a vital platform on which the wider digital approach will be developed, with activity focused on 5 Digital Domains:



Social & community engagement



User-centred design

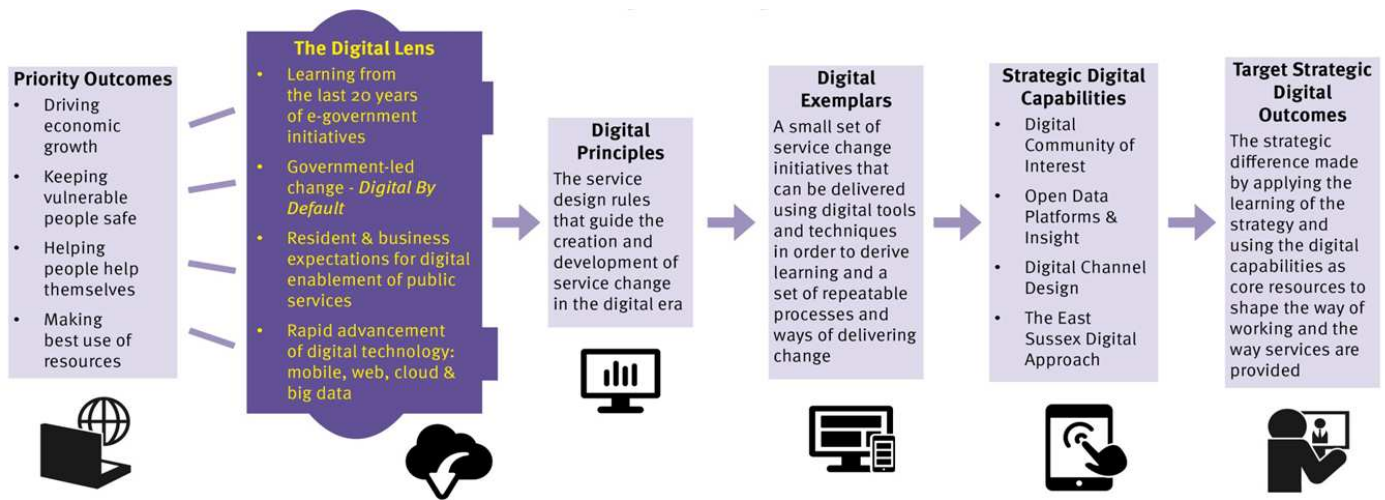


Data



Smart working

# The Strategic Digital Model



## A Digital Future

Digitally literate users will take mobility and partnership working for granted by 2020. To equip the Council well for a digital age, a number of principles have been developed and are being applied to four demonstrator projects from which learning will be harnessed and re-invested, enabling further services to be reimagined through the digital lens.

The demonstrator projects are:

1. School admissions and appeals process redesign.
2. Extending digital customer management to School's Finance.
3. Visualising spend on transport.
4. Predicting demand for high cost care.

Outcomes sought are:

**Cost saving** through efficiency and demand management.

**Digital learning** through joint work with experts.

**Focus on user need** through service redesign.

**More options for using data** through analytic tools.

**Stimulate digital innovation** through showcasing a digital approach.

## Digital Principles

### Think Digital

Always focus on residents and their needs

Make things leaner and more efficient

Design with data

Be consistent, not uniform

Build for inclusion

Iterate. Then iterate again.

Collaborate and share

Do less and re-use

### Be Digital