



## Improve Government Services by Increasing Flexibility, Collaboration, and Productivity

Committed to providing evermore relevant and responsive services, governments like yours are exploring ways to transcend limitations. Strained budgets, antiquated communications systems, and a retiring workforce threaten to undermine the quality of services you seek to deliver. As your constituents become increasingly reliant on the ready, online conveniences offered by the private sector, what can you do to keep pace?

“With unified communications, organizations reduce many delays and employees spend more time getting work accomplished rather than playing message tag. Easy to use interfaces allow all employees to make better use of existing technologies and respond more quickly to changing conditions.”

Forrester Consulting's Unified Communication Industry Study (February 2006)

### Connect Those Who Know with Those Who Need to Know

The good news is that you can apply your existing investment to a citizen-centric model which helps connect people to people, and answers to questions. Rather than relying on individual departments with separate, nonintegrated responsibilities, you can establish an agile environment where your staff can share information and draw on the knowledge of subject matter experts worldwide. That means, in just a matter of seconds, you can precisely address a constituent's need with a simplicity and efficiency that you have never had before. Cisco® Unified Communications makes this all possible by bringing people and information together.

This versatile, feature-rich communications portfolio gives you the advanced tools you need to improve:

- **Flexibility:** Enables faster change and the capability to provide innovative services now and in the future
- **Collaboration:** Fosters productivity through information sharing within/across government agencies
- **Security:** Integrates with network security and policy controls to deliver reliable, secure, and resilient collaboration for voice, video, and data

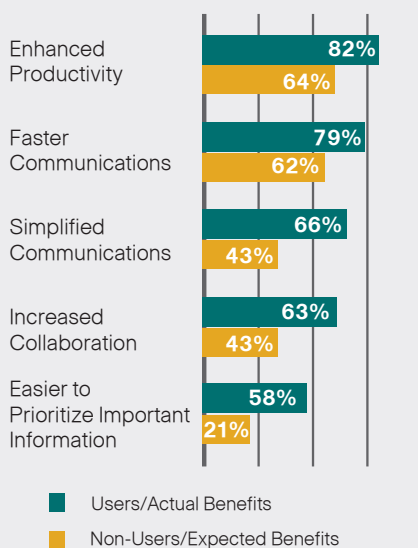
## Interact More Effectively and Efficiently

Cisco Unified Communications provides a flexible, collaborative, and secure foundation that allows your employees to interact with constituents in real time and make timely, informed decisions. The diverse portfolio features capabilities that facilitate:

- Web collaboration
- IM/Presence
- IP telephony
- Telework
- Mobile radio gateway
- Accessibility
- Broadcast paging/communications
- Emergency notification
- Video
- IP contact center
- Self-service video kiosks
- Face-to-face meetings across multiple locations

### Unified Communications: Results Exceed Expectations

Current research reveals that organizations motivated by cost and productivity gains are realizing benefits from Unified Communications which surpass their expected results. For example, the figure below displays the findings from the 2006 Sage Research study, "Unified Communications Application: Uses and Benefits."



Cisco also partners with leading industry solution developers to help ensure that you have the most sophisticated applications available. By building upon the network as a platform, these partners (shown in Table 1) integrate unified communications with the business processes of government.

Table 1. Cisco Unified Communications Services

Service	Industry Solution Developer
Interpretive services	<ul style="list-style-type: none"> <li>• Language Line Services</li> <li>• Significan't</li> <li>• Paras and Associates</li> </ul>
Call and data recording services	<ul style="list-style-type: none"> <li>• Cistera Networks</li> <li>• Witness Systems, Inc</li> </ul>
Broadcast communications	<ul style="list-style-type: none"> <li>• CDW/Berbee</li> </ul>
Accessibility for the hearing impaired	<ul style="list-style-type: none"> <li>• NXI Communications</li> </ul>
Functional directory, IM, and presence	<ul style="list-style-type: none"> <li>• Netelligent</li> </ul>

## Real-Life Scenario: Rapid Citizen Services

The following scenario demonstrates how Cisco Unified Communications can help a government employee quickly gather information to satisfy a constituent concern:

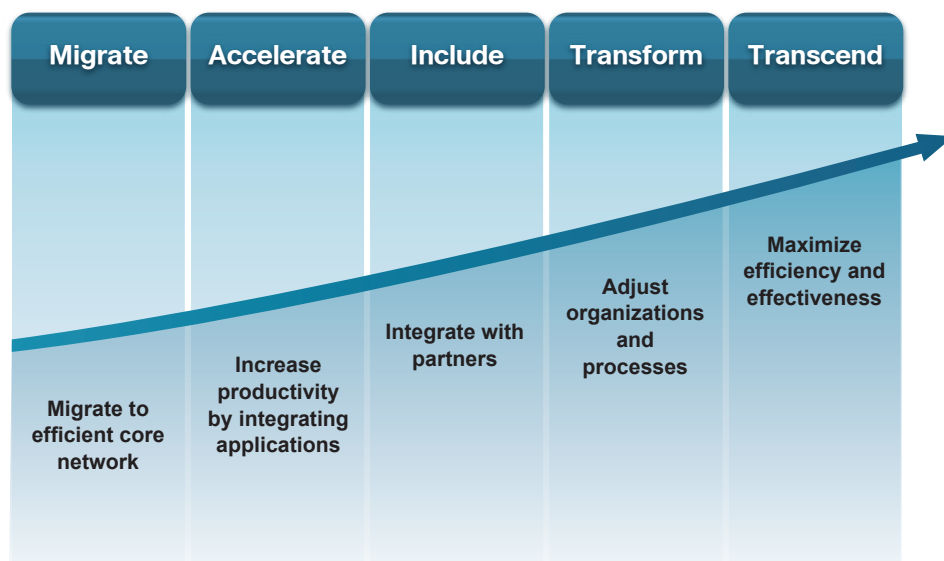
- A woman enters a government branch office because she needs a complex service (e.g., lost wallet, life event support such as retirement, college loan, etc.). She makes the appropriate selection from a self-service video kiosk.
- The system then checks through the functional directory, which indicates the availability of contact center government employees based on their skill or job function.
- A government employee appears on the screen and begins to dialogue with the constituent.
- Based on the constituent's description, the government agent looks for availability of skilled resources to address her needs.

- The contact center agent sees one of the skilled resources, who is situated at a remote location, move from busy to available and instant-messages (IMs) him to see if he can take a video call with the woman.
- He agrees, and the agent video-conferences in the second resource to assist the constituent.
- The second contact center subject matter expert walks through a collaboration session with the constituent, explains various options, and assists her with submitting a claim or application.
- The woman then receives an e-mail/SMS with a link to the conversation, along with a notification that her application/claim has been processed.

## Change Does Not Happen Overnight: Cisco's Phases of Government Transformation

Whether your agency is considering unified communications or has already begun to deploy it, Cisco's five-step approach can help guide your evolution. Each phase offers a smooth transition to more advanced government services while also delivering significant improvement in productivity, efficiency, and cost-effectiveness. Figure 1 illustrates the course of progression.

Figure 1. Cisco's Phases of Government Transformation



## Unified Communications Answers Current and Future Needs

With its vast array of capabilities, Cisco Unified Communications helps you achieve current objectives. But it also provides you with a flexible, collaborative, and secure foundation that will help you prepare for tomorrow's needs as well. By implementing Cisco Unified Communications in your agency, you can:

- Better engage all constituents
- Create a citizen interaction network incorporating contact centers, interactive voice response, self-service portals, Web collaboration, and more
- Achieve mandates without growing the size of your workforce

- Improve employee satisfaction (and recruiting potential) by increasing workspace flexibility, direct leadership communication, cross-organizational exposure, and cross-domains skills
- Establish networking and security best practices tailored to your unique agency needs

## Cisco and Our Certified Partners Provide a Comprehensive Approach to Deploying Flexible, Secure Productivity Solutions for Government

Together with our partners, Cisco makes networks, applications, and the people who use them work better together. Our portfolio of services is based on proven methodologies with governments, for unifying voice, video, data, and mobile applications on fixed and mobile networks.

Benefits include:

- Decreasing solution implementation time
- Increasing system reliability and efficiency
- Boosting productivity and improving availability
- Providing 24-hour access to Cisco application and operating system updates
- Enhancing in-house expertise and training
- Complementing in-house IT support with an integrated technical support services solution

For more information about Cisco Services, visit:

<http://www.cisco.com/go/ucservices>

## Transform Your Agency Today

Cisco has worked within the public sector for more than 20 years, helping agencies like yours deploy technologies that improve government services and operating efficiency. To learn more about Cisco Unified Communications, call your Cisco representative or reseller, or visit:

[http://www.cisco.com/web/strategy/government/regional\\_index.html](http://www.cisco.com/web/strategy/government/regional_index.html)



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