Arcus Global

"Why no one wants Channel Shift - What we need is process Re-Design"

About Arcus Global

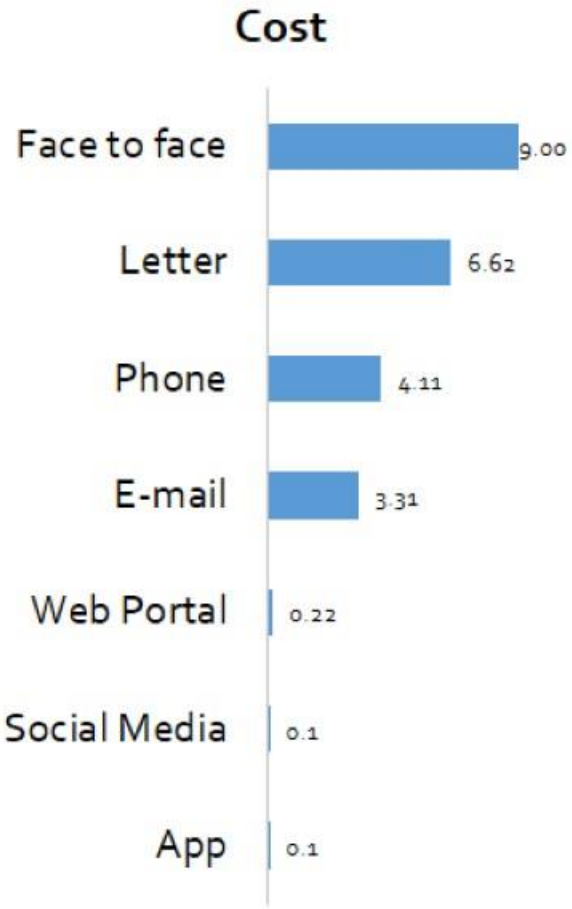
- Formed in 2009 to bring new Tech to the Public Sector
- Today over 110 people, 100+ Public Sector clients
- 90+ services on G-Cloud across all lots
- Working to re-design services with modern applications
- Investing over £2M p.a. in software development for Public Sector



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The idea of channel shift

- Customer submits requests for service
- There are multiple channels (F2F, Phone, Letter, e-mail, web form, social media, apps etc...)
- Cost of transaction (interaction) via each channel varies



THUS:

"Move" customers to a cheaper channel = Savings!

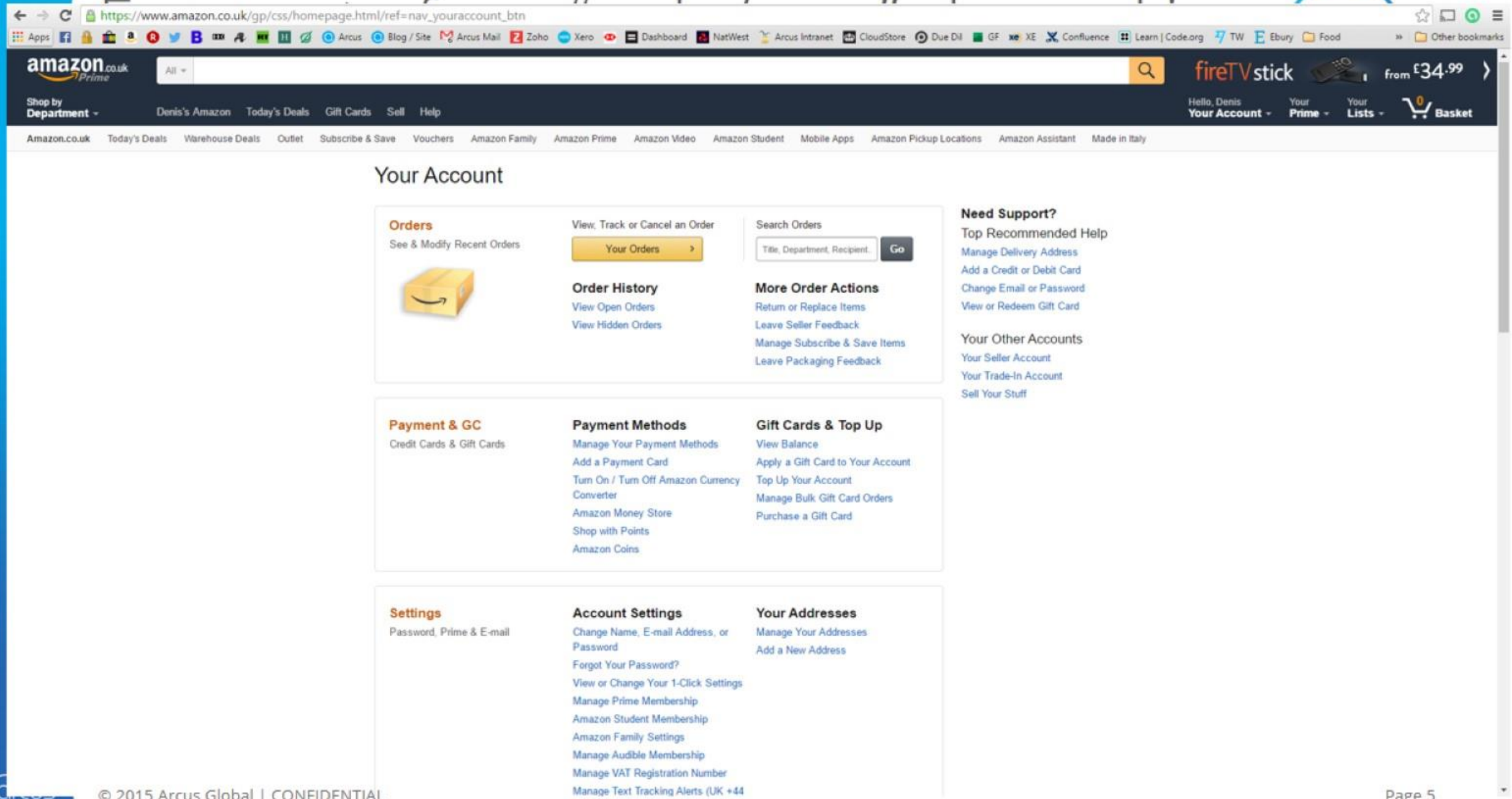
https://gds.blog.gov.uk/2013/01/17/gov-transaction-costs-behind-data/ (2013)
https://www.gov.uk/government/publications/digital-efficiency-report (2012)

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Can Channel Shift actually increase overall cost?

- The citizen demands that the services are delivered faster (they now have greater expectations!)
- Does someone have to check the forms?
- Re-key some critical (or all of the) data?
- Call people back?
- Process the documents?
- What about history?
- Does it push people away, exacerbates Digital divide, saps resources?

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What happens after the customer clicks



Bulk of "Channel Shift" (and typical "Digital" Effort)

"FRONT END"

"BACK END"

END TO END PROCESS

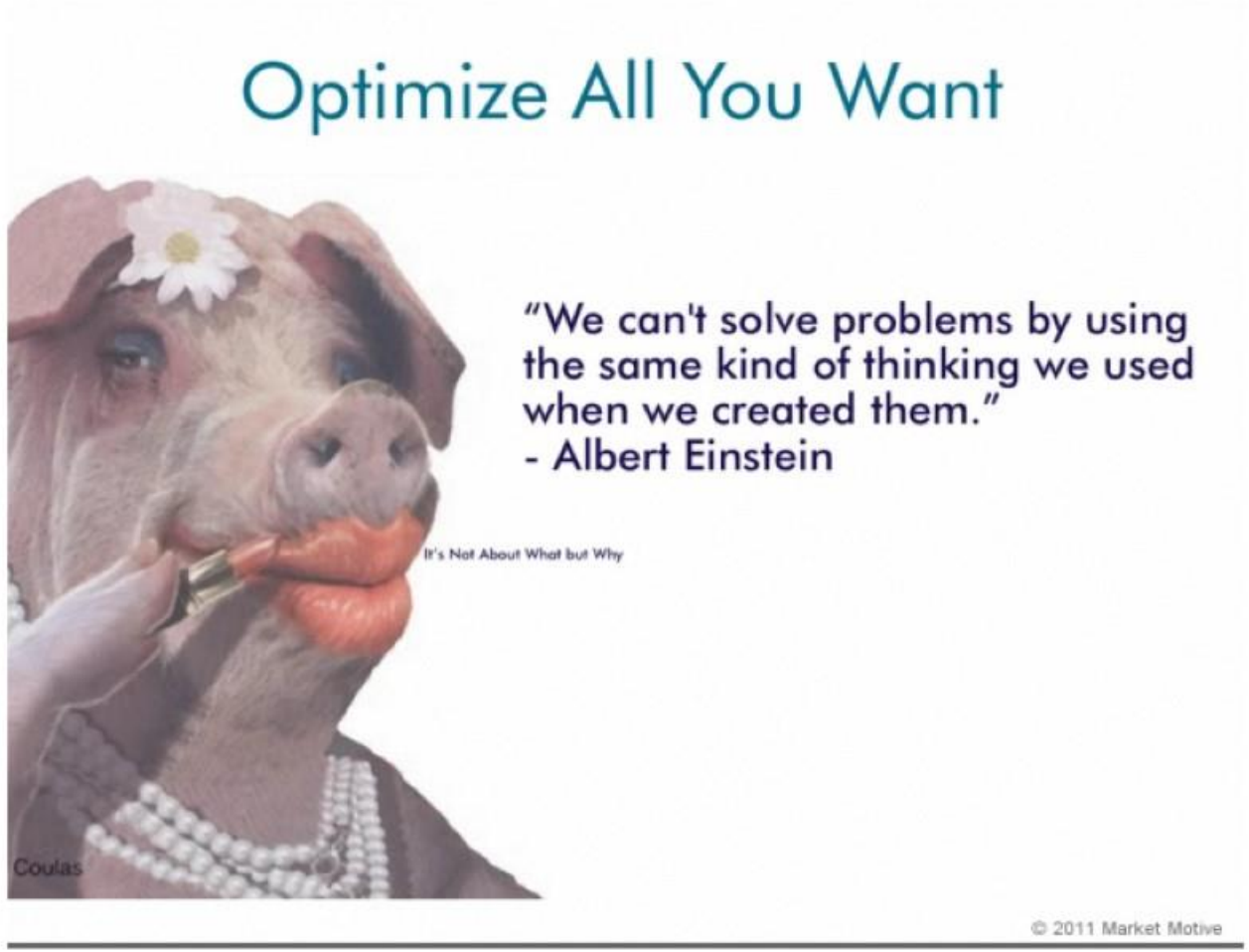
CUSTOMERS

Omni Channel Interaction, even Co-Delivery / Co - Creation

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Control of the BUSINESS process has been lost

- Applications are NOT fit for purpose
- Integration is "sticky plaster"
- "Portals" and "submit" apps can exacerbate the problem
- NO Transformation possible with current "back end" applications and infrastructure / data
- Most of the "best" new interactions require us to "bust the silos"



http://www.phibetaiota.net/2015/05/joseph-stiglitz-new-new-lipstick-on-the-pig/

Use the Platform For Local Government

- End to End Digital Process
- Process Redesign
- No Silos
- Master Data Management
- Single view of the customer
- Device independent



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Platform Based ICT
The vision explained

Rotherham Metropolitan Borough Council
Where Everyone Matters

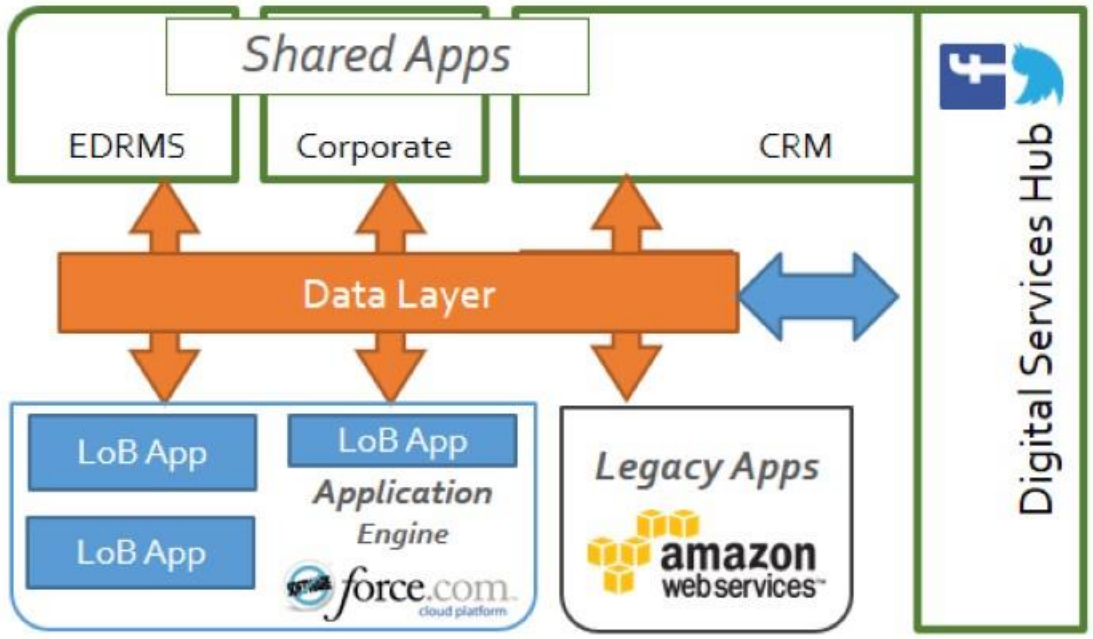
Bristol City Council

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PETERBOROUGH CITY COUNCIL

AVDC Aylesbury Vale District Council

Council Platform





The Platform has an ideal set of core capabilities:

- *Scalable*
- *Configurable by the Customer*
- *Usage related payment*
- *Highly available*
- *Inherently device independent*
- *Omni Channel*
- *All transactions, History, Data*

Questions?

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More on our Apps – Niche, powerful, transformative – single platform

- Arcus Environment – 70% of what Local Authorities do
  - Building Control, Planning, Land Charges
  - Regulatory Services
  - Waste Management
  - Public Health, Environmental Health
  - Trading Standards
  - All Citizen Digital Services
- Arcus Educate – complete package for Education
  - All modules incl. Admissions
- Arcus Social – social care, building applications for Health
  - Children's' Centre Management
  - Children's Social Care
- Arcus Inform – handling Big Data, impacting decisions
  - Contract management

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A bit more detail on what we do…

Arcus Global is a UK market leader is supporting Public Sector organisations in all elements of the journey to modern, high performance IT.

