

Greece: Economic Development through Broadband Implementation

“Our collaboration with IBSG and the local Greek Cisco team has helped us enrich our broadband policies with global insight and know-how. Our exposure to IBSG’s international experience helped us to avoid pitfalls and also permitted us to measure and communicate the benefits of broadband services on the local level in a more tangible way. We have jointly developed a solid framework that is already bearing fruit for the local communities, helping to accelerate broadband adoption.”

—Dr. Yannis Larios, VP of the Board of Directors, Observatory for the Greek Information Society

In Brief

Greece’s rapid deployment of broadband throughout the country led to an urgent need to identify which services to implement over the network to boost Greece’s economic development. To pursue this strategic objective, the Cisco Internet Business Solutions Group (IBSG) and the local Cisco team were involved in the identification and detailed analysis of the broadband initiatives. A dynamic tool—the Broadband Scenario Builder—was jointly developed to quantify the measurable and nonmeasurable benefits of implementing services over the broadband infrastructure, thereby helping the regions to understand the benefits of investing in information and communications technology (ICT).

A team was created from different bodies of the Greek government: Observatory for the Greek Information Society (under the supervision of the Ministry of Economy and Finance and the Ministry of Interior), Special Secretariat for Digital Planning (Ministry of Economy and Finance), municipalities of Trikala and Herakleio, and the University of Crete.

Customer

Greece

Industry

Government

Challenges

- Low broadband penetration (6.84 percent).
- Need to understand broadband benefits and services that will bring the most value to the country.
- Need to have a business model that will help analyze benefits, create different types of scenarios, and justify investments.
- Need for cultural change across the country, mainly in local governments, to foster understanding of the benefits of investing in ICT.
- Need to increase knowledge about the design, implementation, and maintenance of the infrastructure, as well as increase understanding of how the European Union funds such initiatives.



Cisco Internet Business Solutions Group (IBSG)

Solutions

- Developed workshops to demonstrate the business benefits of broadband and implementation models, and to identify / prioritize initiatives according to the value added to the regions.
- Developed the “Broadband Scenario Builder” tool to dynamically identify the business benefits in six specific areas: public administration, mobile employees, citizens’ online services, tourism, traffic, and economic development.
- Created a business case in two specific cities where the value was measured in a five-year timeframe: Trikala (€21 million) and Herakleio (€44 million).
- Expanded the model in Greece through different workshops and presentations as well as media events (local press, local radio, TV, and national press).

Next Steps

- Through the Observatory for the Greek Information Society and the Special Secretariat for Digital Planning, Cisco has been asked to develop specific sessions to expand awareness throughout the country of the value added by broadband.
- Through high-level, cultivated relationships, Cisco IBSG was brought in to collaborate on: Operational Framework 2007-2013 for Government Transformation; Operational Program 2007-2013, “Digital Convergence”; and has begun to discuss the opportunity to create a high-level framework agreement with the Greek government.
- Cisco IBSG is advising on the technical architecture for networks in the cities and regions, the nationwide public sector network (Syzefxis), and a public / private partnership initiative with service providers to increase broadband availability in Greece.

Projected Results / Benefits

- This initiative is creating a wave of innovation in Greece, pushing the country to invest heavily in infrastructure and to implement value-added services enabled by broadband access. One of the most active regions and an international best practice in value-added broadband services is the city of Trikala, which is implementing initiatives (known as the eTrikala program) such as:
 - Free Internet access and a unique citizen service center
 - Intelligent Transportation focusing on parking spaces, traffic, and a municipal vehicle fleet
 - Telecare implemented for both public and private practice, supporting 24-hour direct and integrated communication among doctors, patients, and hospitals
 - An eDemocracy platform for citizens to influence political decisions and governance
 - The development of Dimosthenis, an interagency program to assist citizens on their interactions with the government

Best Practices / Lessons Learned

- The importance of strong teamwork inside Cisco (IBSG, consultants, sales, and engineers).
- The importance of building relationships in different areas of government (central, local).
- The importance of economic justification for implementation, with a model to back it up.

Team

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More Information

The Cisco Internet Business Solutions Group (IBSG), the global strategic consulting arm of Cisco, helps CXOs and public sector leaders transform their organizations—first by designing innovative business processes, and then by integrating advanced technologies into visionary roadmaps that address key CXO concerns.

For further information about IBSG, visit <http://www.cisco.com/go/ibsg>.



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