

Enabling employee efficiency. Driving operational results.



Americas Headquarters
Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
USA
www.cisco.com
Tel: 408 526-4000
800 553-NETS (6387)
Fax: 408 527-0883

Asia Pacific Headquarters
Cisco Systems, Inc.
168 Robinson Road
#28-01 Capital Tower
Singapore 068912
www.cisco.com
Tel: +65 6317 7777
Fax: +65 6317 7799

Europe Headquarters
Cisco Systems International BV
Haarlerbergpark
Haarlerbergweg 13-19
1101 CH Amsterdam
The Netherlands
www-europe.cisco.com
Tel: +31 0 800 020 0791
Fax: +31 0 20 357 1100

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

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welcome to
the human network.



Serving your citizens with increasing efficiency.

Inspiring new connections.

We're working hard to help create a connected way of living and working. Cisco® Solutions give government the ability to adapt rapidly and become more responsive — removing barriers to communications, enabling real-time interactions, sharing data, hardware, and services to be more efficient and effective.

Our goal is to help you become more productive, serving growing citizen needs with fewer resources. Our vision is a connected government that increases employee satisfaction, attracts the next generation of workers, and better serves citizens at every opportunity.



In today's world, information flows quickly. Governments need tools that can efficiently handle this flow of data to ensure it can be put to effective use by employees. The success of your back-office operations plays an important part in determining the experience citizens have when interacting with your agency. There are also the business realities of tighter budgets and more responsibilities that you have to contend with. And with expanding mandates for energy savings and sustainability, efficiency takes on even deeper meaning, requiring more extensive monitoring of systems and proactive efforts to reduce energy usage.

Ultimately, you've got to do more with less. As navigating these difficult waters is becoming one of your most important jobs, the question for most government agencies is, how to achieve the operational efficiencies while still providing the high level of service citizens demand?

When it comes to making your organization run its best, there are at least four key challenges that you may be facing on a daily basis:

- The productivity limitations of older data and voice systems
- On-going budgeting and staffing issues
- Increasing service availability and security requirements
- And, growing citizen expectations and demands

At Cisco, we understand these challenges and have developed solutions that can help you overcome them and achieve your agency's goals.

Addressing your day-to-day challenges.

Legacy IT systems standing in the way of your agency's progress?

There was a time when being conservative in technology investments was prudent. Adopting new technologies too quickly could put you and your agency at risk. But today, the greatest risk is not adopting the safe, proven technologies that can enhance your communications and your processes. To protect your investment, you need to invest in flexible, tested solutions that will help you achieve your objectives today and follow your roadmap for tomorrow.



Non-integrated voice and data systems have created silos that are expensive to maintain and may actually reduce your responsiveness to citizen needs. At the same time, many communications tools that have proven beneficial in the private sector still haven't found their way to public service. Older, siloed systems may require multiple calls from constituents to find the right resource. They can also limit the communication and collaboration abilities of your employees and reduce responsiveness when interacting with citizens. As a result, government is often seen as behind the times or inefficient. Upgrading to the latest systems that bring voice and data together and facilitate seamless collaboration is a first step in improving citizen service and staff productivity.

To enhance existing systems, consider these questions:

- Are employees able to access data and other personnel easily to streamline the delivery of services?
- Can staff communicate easily with their peers? Do they automatically know who is available to talk to? Can the system follow callers as they move between desks or offices?
- How could these joint systems increase our cross-departmental or organizational collaboration? Where could we gain additional benefits?
- Do current systems allow constituents to access self-service information and processes?
- How can I implement new systems within my budget constraints?
- Are there other agencies or departments that I could share infrastructure with?

Enabling 24/7 resilience and responsiveness.

One of the charges of government is to remain up and running regardless of the situation or potential disruptions. From inclement weather to acts of terrorism to planned events, governments must respond to citizen needs, provide services and keep government running all the time. You may also have continuity and resilient government mandates that you need to meet.

Accomplishing this requires fast, easy and secure access to information at all times. Being able to collaborate across agency boundaries and with public safety resources to ensure timely response or resolution is a critical function at every level of government. Whatever happens, your key personnel need to stay connected to the information that will help them make fast decisions. It's up to you to ensure you can deliver that information while maintaining the security and privacy requirements that sustain the public trust. These aren't simple tasks. And you need the tools to make responding, no matter what the situation, a reality. But, beyond responsiveness in an emergency situation, these capabilities will also help you achieve the day-to-day operational flexibility that will help boost productivity and enhance the citizen experience.



Use these considerations to ensure 100% uptime:

- Do we have a plan in place to deal with a situation that prevents employees from coming into the office for an extended period?
- What happens if we lose electricity or phone service for an hour, a day or a week?
- Can employees work the same way from a temporary office as they can at their desk?
- Is the network resilient and flexible enough to ensure availability regardless of what may happen?
- How can I support my mobile and remote workforce during planned and unplanned events?
- Does my agency have a roadmap for achieving compliance with COOP/Resilient Government mandates?

Improving back-office productivity in government can save up to 50% of government cost of operations.

SOURCE: AT Kearney, "Shared Services in Government 2 – Building a Platform for Better Public Services at Lower Cost."

U.S. government agencies have access to more than \$43 billion dedicated to energy conservation in public buildings under the American Recovery and Reinvestment Act of 2009. This measure also mandates "green" building standards and energy conservation requirements as a condition for other funding.

Requirements like these can be addressed through:

- Networked energy management systems
- Transition to Energy Star systems and alternative energy sources
- Adherence to new regulations
- Participation in demand-response programs by energy providers

Financial realities. Staff limitations.

Today, governments face flat or declining budgets, energy reduction mandates have become more demanding, and employee retention is an increasing concern as many experienced employees retire. And it's getting harder to recruit younger replacements because they expect their work environment to have the same technical capabilities and resources they enjoy at home. To them, your work environment is like going back in time.

For you, it all adds up to less money and fewer people to address your growing responsibilities and the increasing expectations of citizens. In the ongoing challenge to reduce operating costs, implement environmentally sustainable business practices, and improve revenue capture, the fundamental answer is to make people and systems more efficient.

Increasing efficiency.

Having the right tools in place goes a long way in boosting employee productivity. Collaboration is at the heart of day-to-day success in virtually every work environment. Ensuring your employees have the ability to work together seamlessly is one part of the solution. Another is providing them access to the same applications and information from wherever they are, essentially allowing them to work where they will be most productive — whether that's out in the field, at another office, or from home. For example, with the right systems in place, when a citizen calls in with a complex service request such as child welfare or a business expansion that demands the attention of three or four different agencies, the employee that takes the call can stay on the phone with the constituent while gathering information from other involved staff such as field workers or supervisors via phone or instant message. As a result, the issue can be resolved in a single call, which benefits both internal productivity and customer satisfaction.

Improving energy usage.

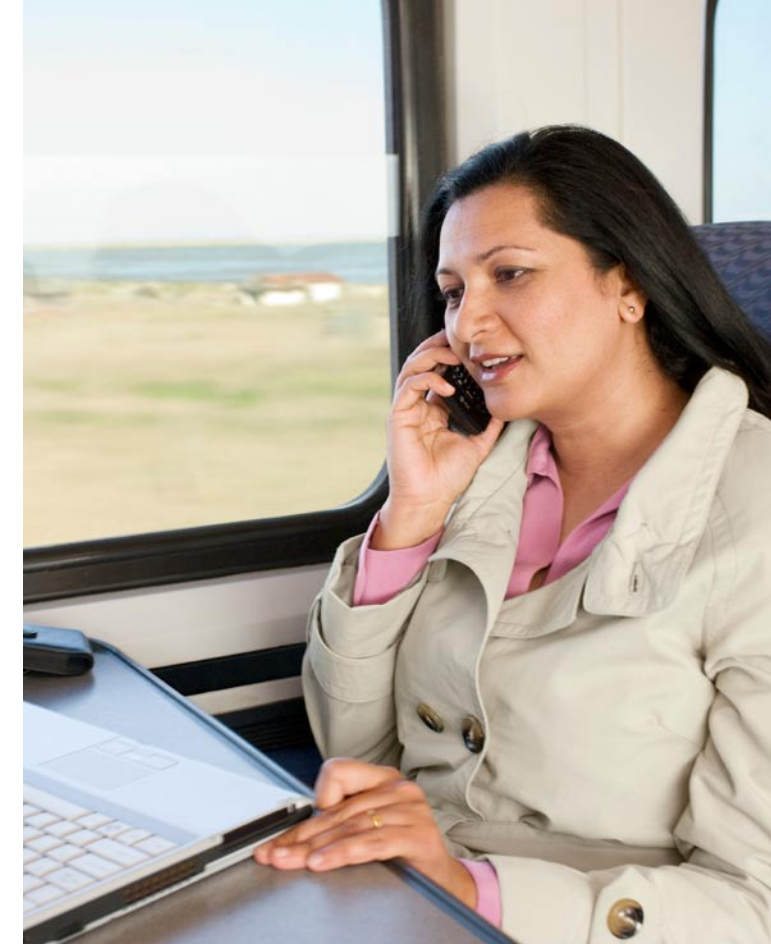
Government mandates are calling for substantial, even drastic reductions in energy use in just a few years. New light bulbs and insulation are easy first steps, but achieving the more dramatic reductions required has become a growing challenge for many. The good news is that new technologies can make achieving these goals a reality, while providing your citizens an outstanding example of sustainable operations.

The first step is access to information. You need accurate data on the energy used by all of your systems and devices. This requires integrated monitoring that allows you to analyze usage and define actions to reduce your energy use and operational costs. A network-based metering solution makes this possible.

Enhancing recruiting.

Today, fewer employees are making a lifetime commitment to any employer in both the private and public sector. And globally we see that many longer-term employees are now retiring at a rapid rate. In fact, in the U.S., according to the General Services Administration, one third of government employees are eligible for retirement in the next few years. That leaves you with both a rapid loss of resident knowledge and a recruiting challenge. You're competing with large companies with attractive resources, while losing valuable knowledge through employee attrition.

How do you provide your workforce with the tools they need to succeed? By making it easy for new hires to tap into the skills and expertise throughout your organization. Communications systems can make this possible inside your agency at the same time they enable bridges with individuals in other organizations or people on the outside, such as retired workers who work part time from home. By maintaining knowledge within the organization and connecting younger workers to it, you can help put your new recruits on the fast track to making a difference in people's lives. Ultimately, it will be the opportunity to achieve their goals and have an impact that will draw the leaders of tomorrow to you today.



Key questions for your organization in addressing reduced budgets, expanding energy usage mandates, and staffing limitations:

- How do we empower our workers to collaborate?
- What tools do we provide to make employees more productive?
- How can remote workforce trends integrate into our operations?
- What manual processes can we automate?
- What efforts do we have in place to reduce energy usage?
- How do we currently monitor and manage energy consumption?
- How are we demonstrating a commitment to environmentally sustainable practices to our citizens?
- What will help us appeal to younger workers?

What if when a citizen calls into a city for necessary services, the representative that fields their call had access to files from multiple departments? What if the status of the request was clearly documented in the shared system? And what if that representative could provide full visibility to the citizen on a request and its status or allow the citizen to access the information themselves when they want via a secure website? Now, that's service.

Empowering employees to meet citizen expectations.

The Internet, mobile phones, instant messaging, and the other technologies that make life more convenient also make us all less patient. In their day-to-day lives, citizens experience immediate responsiveness in almost every interaction they have with the private sector. Now they expect the same from their government.

Your back-end systems enable the citizen experience and are the foundation for delivering on these increasing expectations. Ensuring you have the tools in place that enable your employees to provide citizens the answers they need or dispatch the right services will become the measure of both their success and yours. Government employees need to have the resources that will allow them to work together to solve your organization's toughest challenges. The right systems can ensure employees can connect and make a difference from wherever their work takes them. And those same tools will play a critical role in attracting new, younger employees that are accustomed to a Web 2.0 world. To deliver on the demands of your employees and the citizens they serve, technology is a key ally.

Stay ahead of constituent expectations by measuring your organization against these ideals:

- Can your staff respond to constituent requests quickly?
- How easy is it to access information for citizens?
- Can you offer citizens the same conveniences they enjoy in the private sector?
- Where can you improve constituent service?
- Is your organization leading by example (e.g., service standards, environmental & sustainability practices, etc.)?

Cisco Solutions for service efficiency.

When humanity meets technology, the way we work changes and the way we live is transformed. We are realizing human potential, seeing the results of our actions. When humanity is connected, wonderful things happen, innovative and sustainable solutions are born both locally and globally. That's the human network effect.

We recognize that every organization is unique. Your pressing issues, your budget realities, your short- and long-term goals are different than another agency's. This is not a one-size-fits-all approach. Instead, Cisco is committed to working closely with you to find the right solutions for your unique needs.

Think of your network as the platform for delivering the tools and processes that will make your workforce more efficient and effective today and tomorrow. That's where customization comes into play. We'll help you find the best ways to optimize that network within your budget realities. We'll work side-by-side with you to meet your objectives by increasing productivity and ensuring your organization has the flexibility it needs to respond to our changing world. And because Cisco Solutions are built on standards-based, open platform technology they have the flexibility to support a wide range of software solutions. In fact, Cisco works with a large number of trained channel partners who can help you implement the solutions to fit your specific needs.

Cisco Solutions deliver across the board:

- **Improved Communications** – Using the enhanced voice capabilities of computer telephony integration, broadcast capabilities, voice recording, presence, instant messaging, web collaboration, and video conferencing, your staff can quickly share information and work smarter.
- **Enhanced Collaboration** – With a single, shared voice and data network, sharing information is easy and your employees can work together seamlessly
- **Better Information Access**: Monitoring energy usage for all systems and equipment enables easier analysis of ways to save energy.



- **Reduced Costs** – By sharing the costs of a unified network across departments or agencies, you can gain savings and ensure service consistency.
- **Increased Productivity**: Enabling your workforce to access the same information and services across any device and office can help you maximize productive work.
- **Optimal Availability**: The ability to quickly establish voice, video and data communications anywhere, ensures service availability in virtually any situation.
- **Maximized Security**: We'll help you preserve the public trust by ensuring all of your solutions keep critical information safe and secure.

Our vision in the public sector.



As the world shifts away from centralized, hierarchical control and puts more power in the hands of end users, Cisco brings a practical vision and real solutions to help public sector innovators stay ahead of cultural change. In an on-demand society, Cisco enables a connected way of living that can foster economic growth, expand access to public services, and keep people of all ages engaged. By harnessing the power of many ideas and voices, Cisco is inspiring new connections and creating new opportunities.

A comprehensive approach to addressing government realities.

With so many factors influencing the public sector, responsiveness and flexibility are at the heart of any successful effort. At Cisco, we see the changes in society as real opportunities for government to be more relevant and more engaged with its citizens. Over the past few years, we have seen a dramatic cultural change, as more control has been put in the hands of the people, and inclusion and collaboration have become the standard by which governments are now measured.

Helping you give citizens and staff the efficient access and means to connect is where Cisco excels. We recognize how critical this is to continued economic empowerment in your city, region, state and the nation. As more people connect and become engaged, they play a more active role in civic activities. And as that sense of community expands, what we can accomplish together with more voices, more ideas, and more participation is what drives better government.

Cisco is dedicated to inspiring new connections with your staff, your partners, and your citizens. We have developed Cisco solutions to help you:

- Increase service efficiency
- Enhance the citizen experience
- Maximize safety and security

We invite you to explore these new public sector opportunities.

Our goal is to put the human network effect to work by helping you better serve your citizens. We enable you improve productivity, encourage collaboration, increase responsiveness and reduce costs. Ultimately, it boils down to one big idea — we help you connect those who know with those who need to know. Anywhere, with any device. We do it by ensuring you have the right network and communications capabilities in place.

To learn more about the Cisco solutions designed to enhance government service efficiency, contact your Cisco representative or visit www.cisco.com/go/government.