

Baseline 360

The first step in delivering citizen service transformation

Unlocking the benefits from your IT investments

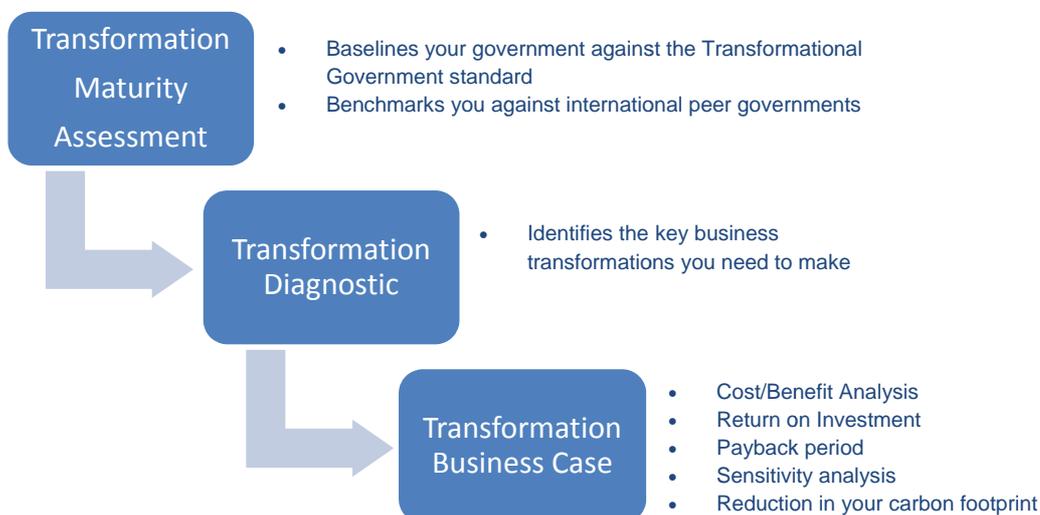
All around the world, governments face huge pressure to do more with less. During the last 10-15 years, many thought new technology would provide the key to deliver this. But at a time when virtually every government in is now an "e-Government" - with websites, e-services and e-Government strategies proliferating, even in countries at the earliest stages of development, it is clear that Information and Communication Technology is no magic bullet.

Significant business transformations are needed to unlock the benefits from your ICT investments.

But what changes? How should they best be delivered? And how can you build the business case which is compelling enough to overcome the inevitable resistance that transformational change inevitably receives in any public sector organisation?

CS Transform is the global leader in helping governments to define these business transformations, to build the business case for change, and to delivering transformation in practice. Our approach has been tried and tested by governments all around the world, and is currently being adopted by OASIS – the global, not-for-profit standards body for e-Government – as the basis of a new open global standard on Transformational Government.

Baseline 360 has three components



Benefits

Key outputs from Baseline 360 are:

- A detailed understanding of how you compare with global best practices as identified in the new global standard on Transformational Government
- Benchmarking against peer group governments
- Clarity about the business changes you need to implement in order to fully unlock the benefits of your ICT investments
- A quantified business case for transformation

Key benefits:

- Helps you focus the organisation on the key challenges
- Global best practice, but without an expensive consultancy exercise
- Convince your stakeholders, with a compelling case for change

Product Overview

Baseline 360 is a web-based diagnostic and business case planning tool for citizen service transformation.

Rapidly deployed: within a day for our Baseline 360 Gold Service, within 4 weeks for our Baseline 360 Platinum Service.

How it works

Baseline 360 Gold Service

- Kick off meeting with a CS Transform business analyst, or one of our global network of trained partners
- One hour “maturity assessment” against the key dimensions of transformation governance identified in the new Transformational Government standard: business management, customer management, channel management and technology management.
- Baseline 360 outputs a maturity assessment and international benchmarking.
- Enter the diagnostic phase. Can be done either in fast track mode (enter just six key – and easily available – data points about your business) or in Live Data mode, where you work with our analyst to fine-tune assumptions and variables based on international benchmarks.
- Baseline 360 then generates a PDF report, setting out results of benchmarking, diagnostics and key business case data.

Baseline 360 Platinum Service (recommended)

- Although our Gold Service gives rapid and valuable outputs (with less than a day of your time required), the Platinum Service allows you to refine and validate the analysis through additional research with the individual business units across your organisation.
- More detailed self-assessment of Transformation Maturity, undertaken by business units over a four week period via an easy-to-use, secure web-based survey
- Ensures that results are fine-tuned with additional live data
- Helps secure stakeholder buy in through greater participation
- Includes consultation workshop at the end of the four weeks to review and validate outputs with key stakeholders
- Results include full assessment of your current status against the detailed conformance criteria set out in the new Transformational Government – and if you are already conformant, CS Transform will manage the process of securing formal acknowledgement that you meet the standard.

To find out more:

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Further details of our Transformation Solution are set out in a series of White Papers at www.cstransform.com

Sample outputs

