Think smart when going digital

"Digital: applying the culture, practices, processes and technologies of the internet era to respond to people's raised expectations" – **Tom Loosemore**

"the internet is becoming the town square for the global village of tomorrow" – **Bill Gates**
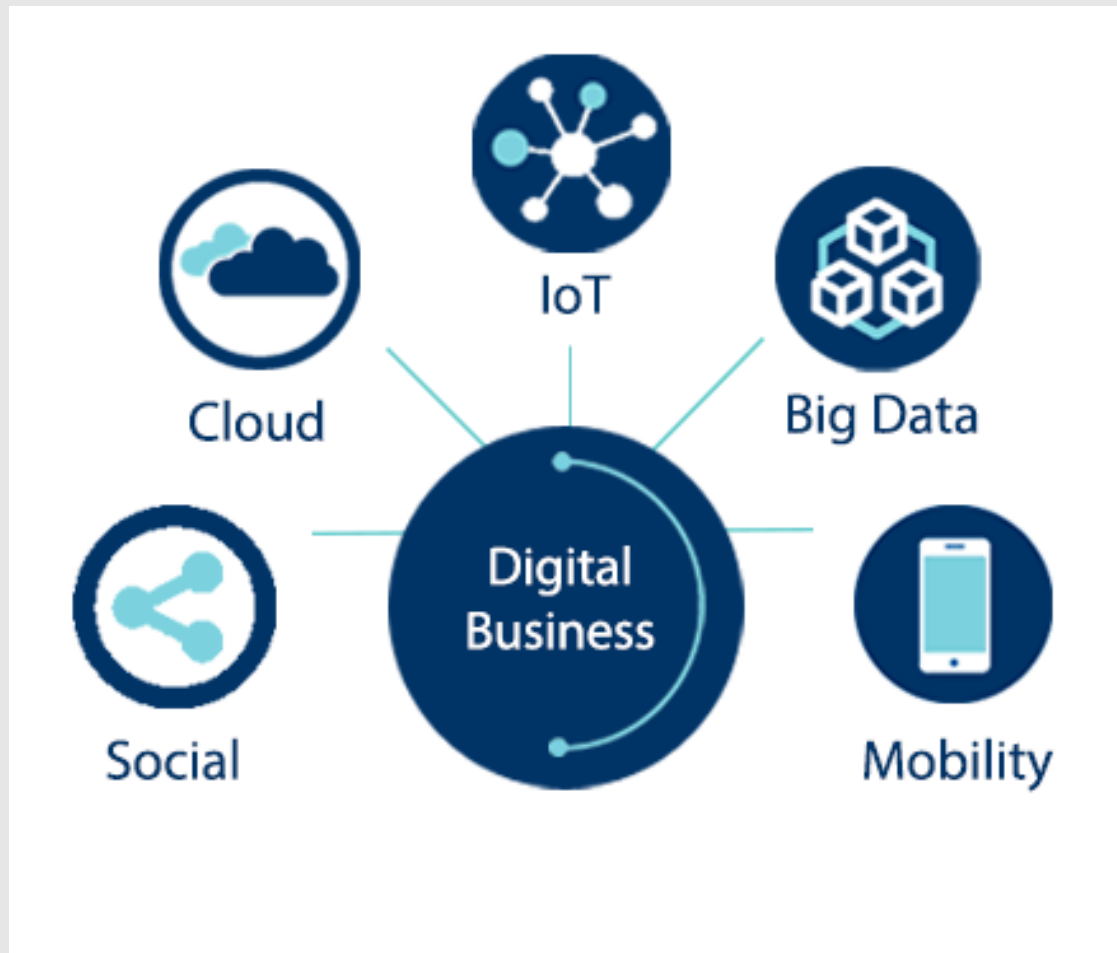
"The IT organization can't drive or lead a digital transformation. It has to come from the business and a business strategy, because they're fundamental to how a company or an organization evolves" – **Michael Dell**

Moving from digital strategy to Business strategy embracing digital potential
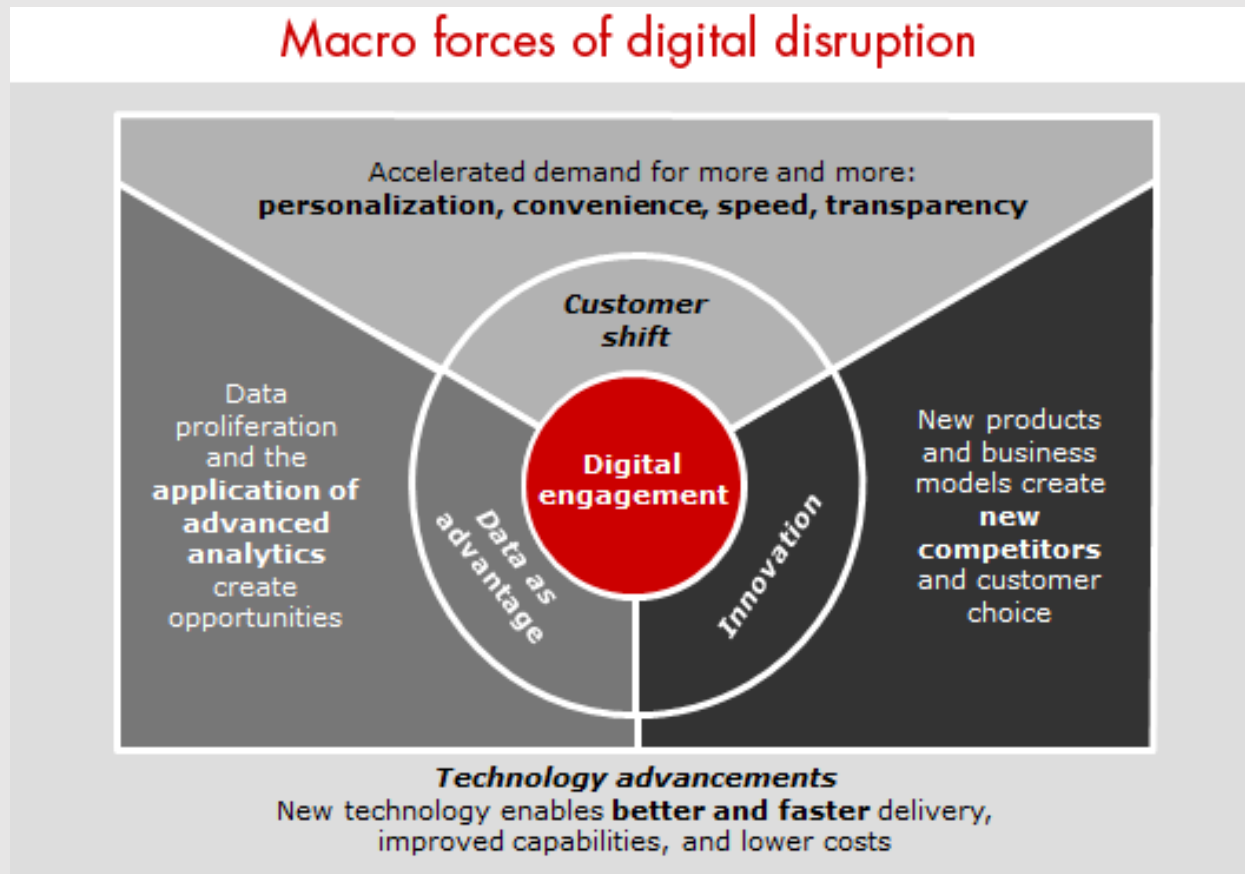
This programme will:

1. Explain the difference between thinking about digital as a thing and smartly integrating digital into strategic plans
2. Explore the 5 main themes that drive smart thinking around digital potential and its application for your organisation
3. Work through the business planning process to help prioritise what's important and when in terms of impact, investment and dependencies
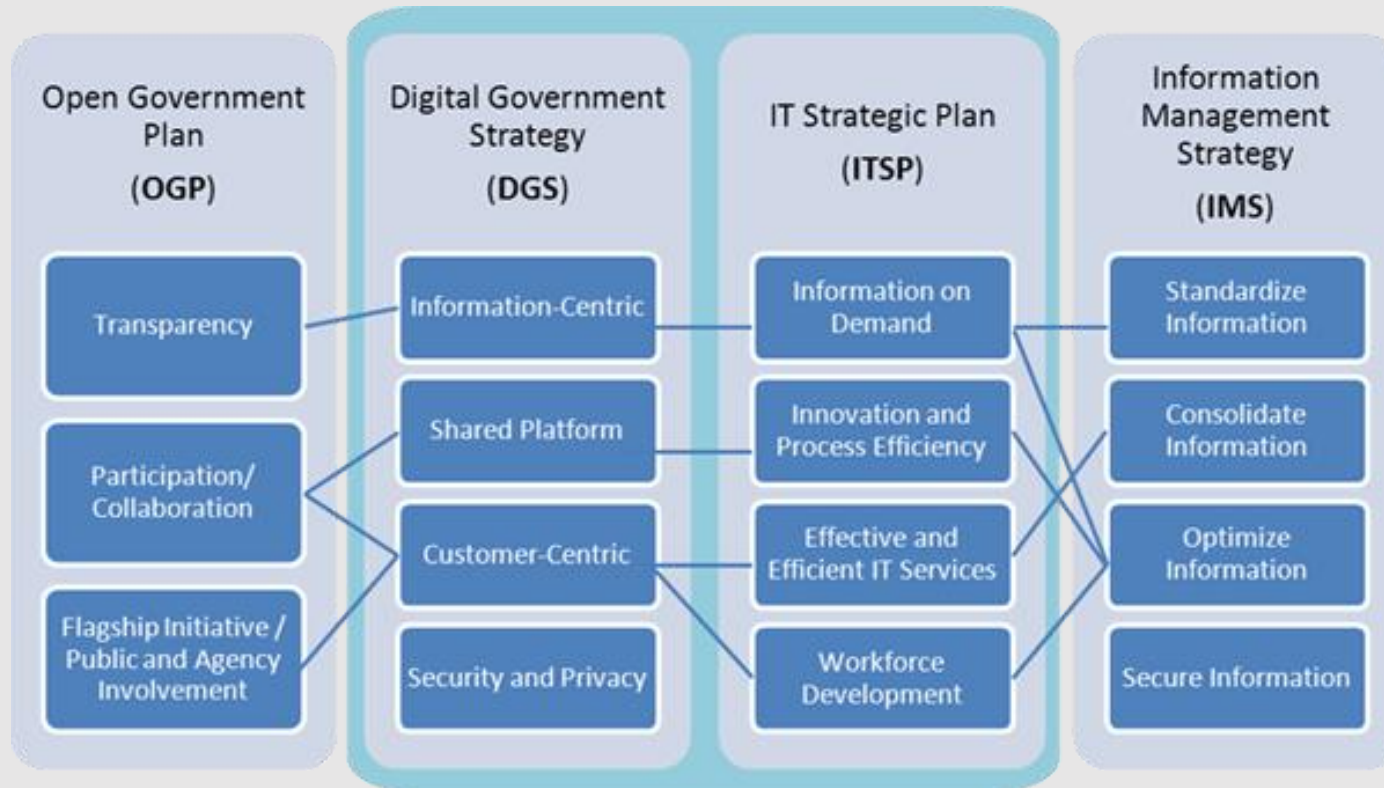4. Create a roadmap for driving digital adoption as an integral part of your business plans

Setting the scene – what exactly is digital 1?

Setting the scene – what exactly is digital 2?

Macro forces of digital disruption

Accelerated demand for more and more:
personalization, convenience, speed, transparency

Customer shift

Digital engagement

Data as advantage

Innovation

Data proliferation and the **application of advanced analytics** create opportunities

New products and business models create **new competitors** and customer choice

Technology advancements
New technology enables **better and faster** delivery, improved capabilities, and lower costs

Setting the scene – what is a digital strategy?

Smart: Integral to business strategy

Core local public services drivers:

- Increase Prosperity

- Improve quality of lives (includes safeguarding our vulnerable residents)

- Deliver the right services faster, better and cheaper

- Sustain our environment, our places and those we are connected to

Smart thinking

- **Smart movement** of people, things and data to improve access, speed and convenience;

- **Smart public services** built around a "once and done" model for residents and businesses

- **Smart places**, spatially designed for a great quality of life for people and families of all ages using the best technology can offer

- **Smart Economy** to support our growing population and the inevitable demands from increased business to support economic growth

- **Smart Lives** – live safe and well at home, continuous skills development through lifelong learning to keep pace with the changing world of work

What is our role? What do we want it to be?

- **Direct deliverer –** we own the services

- **Commissioner –** we pay for the services in part or in full but others deliver them to achieve desired outcomes

- **Enabler –** we have powers and responsibility to make things happen, often with others

- **Influencer –** we can work with others to achieve desired outcomes but are not responsible for making them happen

- **Bystander –** we have an interest in desired outcomes happening but have no role or remit

What are we investing in? what are we aiming for?

Smart lives

Smart movement

Smart economy

Smart places/smart public services?
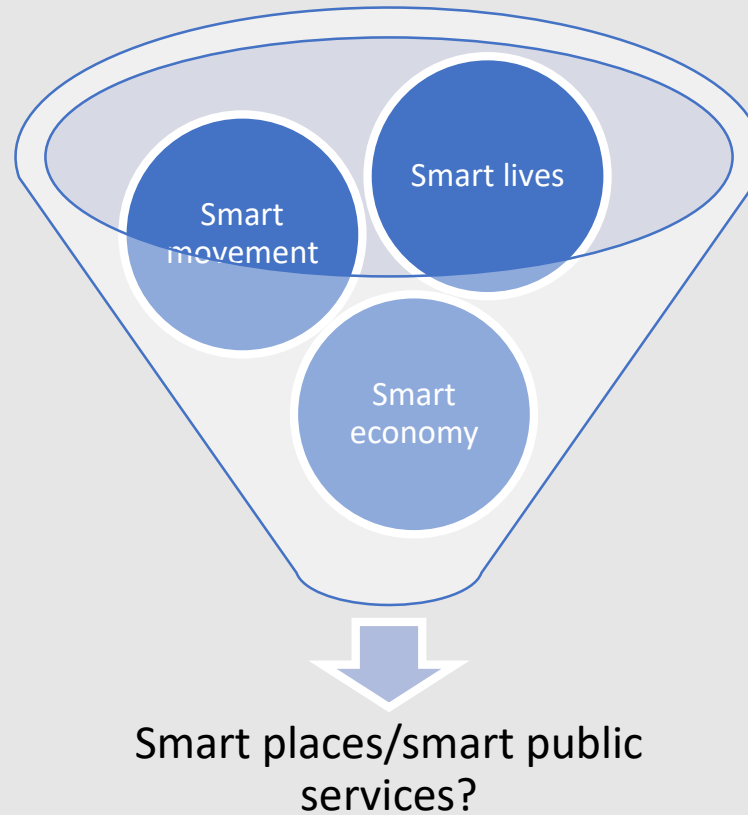
Smart Lives

Helping people get the best start and age well

The Challenge

Growing adult social care funding gap and disaggregated self and public sector funding approaches

Over reliance on residential care instead of helping people live fulfilling lives longer in their homes

Services segregated by institutional legacy (Housing, social care, NHS, transport, pensions, benefits)

Data held in many places and designed or collected round the person

High dependency methods for people needing support throughout their lives, services by institution and not person

The Opportunity / Imagine If

"get me home safely" ensuring people are able to return home after illness (and home is equipped to help them) within 2 days of discharge

"live safe and well at home" you can buy a digital home help package for all your needs, defined by you, at an affordable monthly price

You can give permission for those that need it to access your information whenever required, to support you

What can be done

Create the get me home safely model by reshaping the discharge to residential care market to meet consumer expectation

Create the live safe and well at home model across public services to provide a wrapped consumer service that enables people to stay at home longer with better quality of life

Establish the information sharing and supporting analytics models required for these digitally enabled services

Deploy secure verification for residents to enable information sharing with service providers

Smart Economy

Enable Inclusive Economic Growth

The Challenge

We have a diverse economy and exciting growth in digital industries but our labour market does not match business need

Our digital aspirations do not make the best use of our educational capabilities or realise the opportunities

There is significant investment going into digital which we need to attract into the UK

Continuous professional development is no longer provided by employers and employees are expected to maintain their own progression

Technology is radically changing the way traditional industries operate, driving down costs and increasing competition

The Opportunity / Imagine If

The UK was the lead in some digitally dependent industries (Medtech, analytics), attracting inward investment and more established companies into our country

We were the go to place for developing advanced analytics businesses

Our workforce of all ages and backgrounds was a major asset for digital industries, attracting companies and investment from London as they outgrow the city

Our economic incentives attracted digital investment through state of the art business facilities designed for the future flexible work environment

What we can do

Establish apprenticeships with global tech companies in partnership with our colleges and universities

Support the development of digitally enabled business facilities to attract new businesses

Invest in STEM and apprenticeships to grow our workforce capabilities to meet the needs of digitally enabled companies

Establish a data supermarket economy with our universities and a major data analytics company to position ourselves as a leader in this market, building on global trust in our handling of data

Smart Movement

Supporting economic growth and improving quality of lives

The Challenge

public transport is based on what the type is and not resident or business demand, creating unused capacity and wasting money at a time of reducing resources

Our transport networks are not used efficiently as different user groups and modes are not connected across each other

Freight, people and data are treated separately although they use common infrastructure

Our payment systems for the use of transportation are specific to individual methods and what is being moved

The Opportunity / Imagine If

Someone can organize their travel needs through a responsive model which matches demand an suppliers can respond accordingly

Different transport users can use the same transport available instead of separate vehicles

Different transport users and providers can collaborate to get the best use out of the infrastructure for their different needs

Multi modal transport becomes the norm, it's about getting from A to B regardless of what the vehicle or payment model is

What we can do

Enable data driven supply and demand through multi modal on transport type and payment

Establish the analytics platform for transport data to support collaboration on use across people, freight and data

Reshape how users can access transport based on demand and not service need

Blend access to modes of transport and infrastructure so it becomes about the best route regardless of method.

Enable easy payment around getting anything from A to B on any method

Smart Public Services

Transforming whole systems to achieve more with less

The Challenge

Moving from lots of different service access points (real and virtual) built round institutions to resident and business centric services where people help themselves

Being able to better target public resources towards needs through effective use of data analytics to inform decisions and shape service design

Public and private sector delivery is not segmented, but instead provides the best overall offer for the consumer (whether personal or business)

The Opportunity / Imagine If

You want to do something that involves public services but your route to doing it is designed around tackling what it is and not which organisations do a bit of it.

You can get access to what you need from one place that has all the right people in it (real or virtual) and is available whenever you need it

Your public service presence in your community is also where local businesses and communities can operate

What we can do

Open Data standards underpinned by open APIs and accessible through a data supermarket with
better data analytics platforms

Move from a disparate public estate to a digitally enabled public access presence built to high professional standards that support business and community needs

Data transparency and informed consent for data standards that the public are confident in and trust

Service models designed to maximize value for both public and private sector spend on provision

Smart Places

Helping to create great places to to grow up, live and work

The Challenge

Significant growth in housing and businesses over the next 20 years will place pressure on geography, infrastructure, quality of life and economy

We will become more integrated with urban centres as transport routes grow and businesses and residential move/expand

Our heritage, arts, leisure and cultural offers need to be maximized in terms of access and availability to support better quality of life for all

Increased automation and localised data management will require a distributed intelligent spatial network

The Opportunity / Imagine If

The strengths of our places (green, good schools, beautiful places) are built on through digitally enabled communities (connectivity, energy efficiency, better transport, digital business) by smart planning

Our work places are all connected to ultrafast levels, equipped to grow new technology businesses, our homes are all Superfast connected to maximize smart living, flexible working and learning

Our intelligent streets network will support the move to autonomous integrated movement of people and goods as well as proactively managing our environment for a better life experience
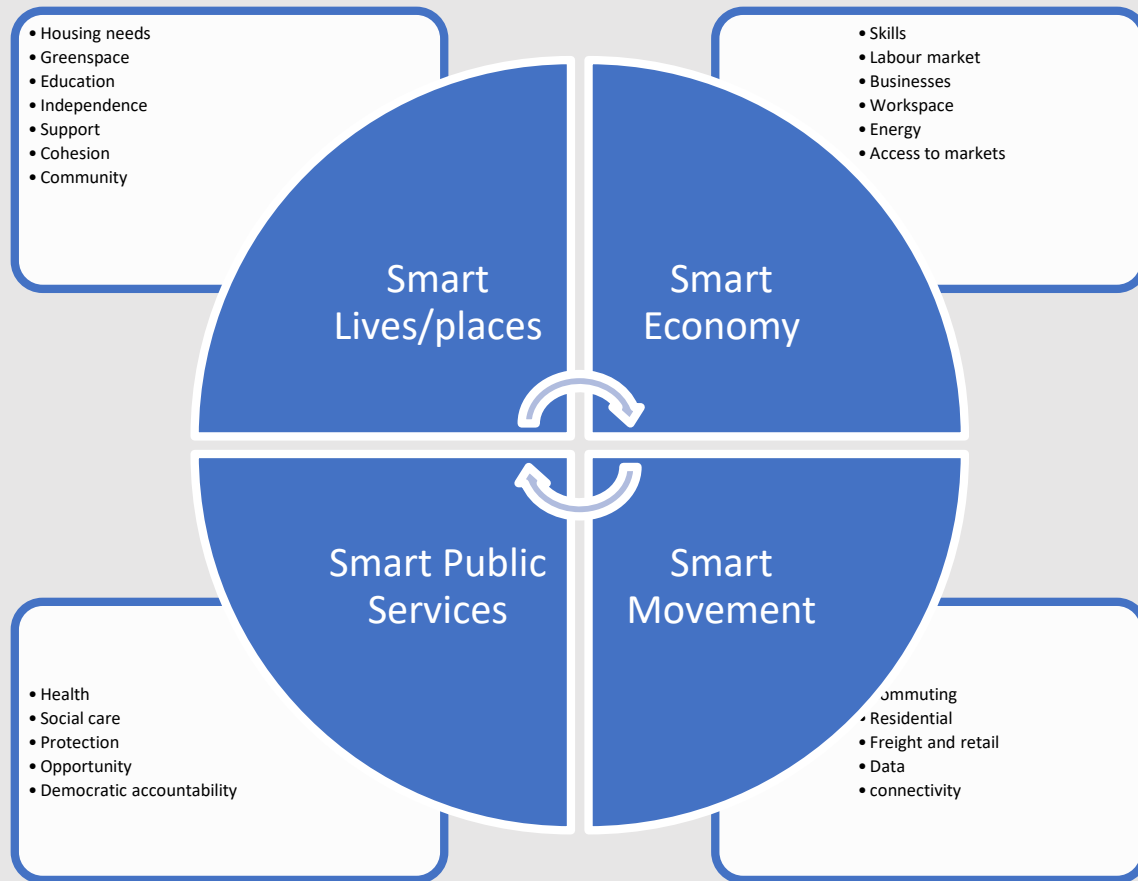
What we can do

Create a network of intelligent streets through an IoT enabled mesh to support real time interaction with autonomous transport, congestion management and wireless connectivity

Superfast programmes will deploy complete coverage by 2021, with ultrafast for businesses as standard

Enable residents to access heritage, leisure, arts and culture offers seamlessly and digitally on demand

UK to become a 5G leader on deployment by enabling the infrastructure installation required

Build digital into all development design standards for spatial planning, businesses and housing, establishing the UK as a leader in the planning design field

- Housing needs
- Greenspace
- Education
- Independence
- Support
- Cohesion
- Community

- Skills
- Labour market
- Businesses
- Workspace
- Energy
- Access to markets

Smart Lives/places

Smart Economy

Smart Public Services

Smart Movement

- Health
- Social care
- Protection
- Opportunity
- Democratic accountability

- ommuting
- Residential
- Freight and retail
- Data
- connectivity

From thinking to delivery

- Integral to business plans, outcome focussed and embracing what digital offers

- It's about the person/community/place you are seeking to transform

- Whole service change, whole systems thinking, not about protecting institutions

- Realistic about time needed, maturity (especially where new technology is concerned!) and change for the consumer

- Domino effect – be clear about the right order for the building blocks

- Underpinning architecture for technology, you still need a technology strategy

- Return on investment will come from what digital enables, not just what it means you can cut

Digital opportunities, integrated with the business ambition

Objective /ambition	Impact area	Smart opportunity	Primary Role	Market maturity	Timeline	Dependencies	Investment

Smart Roadmap for going Digital

Smart lives

- Live safe at home
- Get me home safely