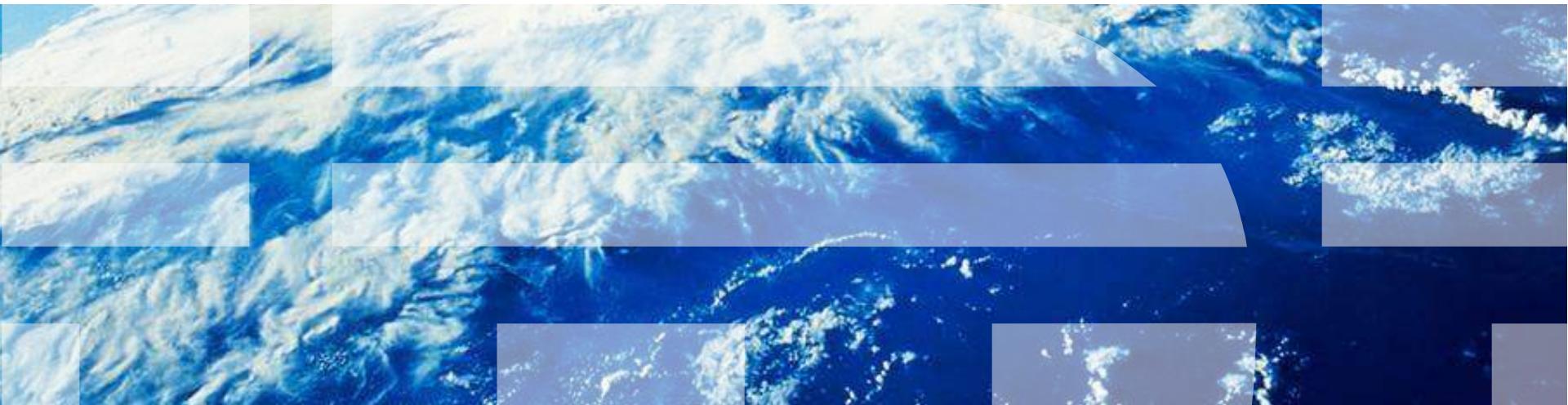
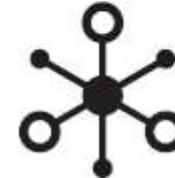
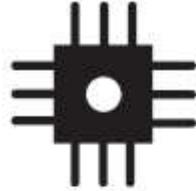


# På vei mot et smartere samfunn



# Noe viktig holder på skje...



Verden blir mer og mer  
**INSTRUMENTERT**

Verden blir mer og mer  
**SAMMENKOBLET**

Verden blir mer og mer  
**INTELLIGENT**

MANUFACTURING

IT

CUSTOMERS

WORKFORCE



SUPPLY CHAIN



IT



TRANSPORTATION

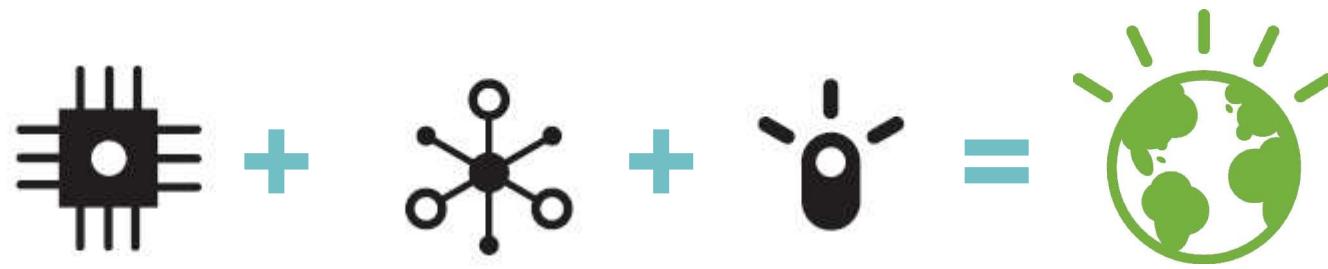


CUSTOMERS



FACILITIES





**En mulighet for en smartere verden og økt velferd**

# Intelligente systemer **samler, syntetiserer og bruker informasjon til å forandre offentlig sektor**

## Smartere samferdsel



## Smartere Styring



## Smartere Transformasjon



# Smartere samferdsel

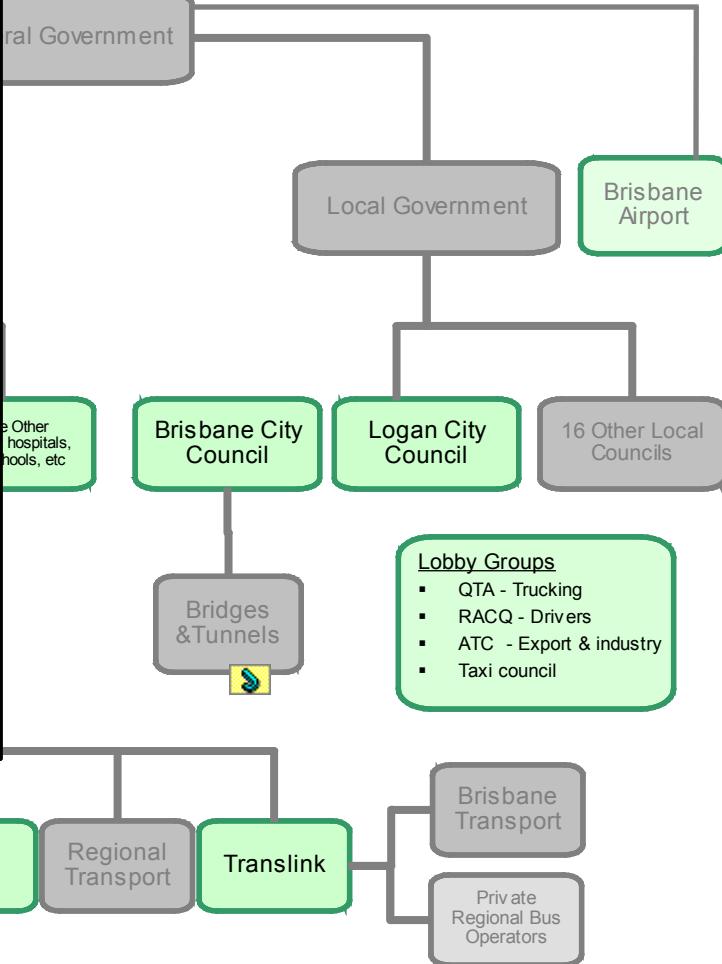
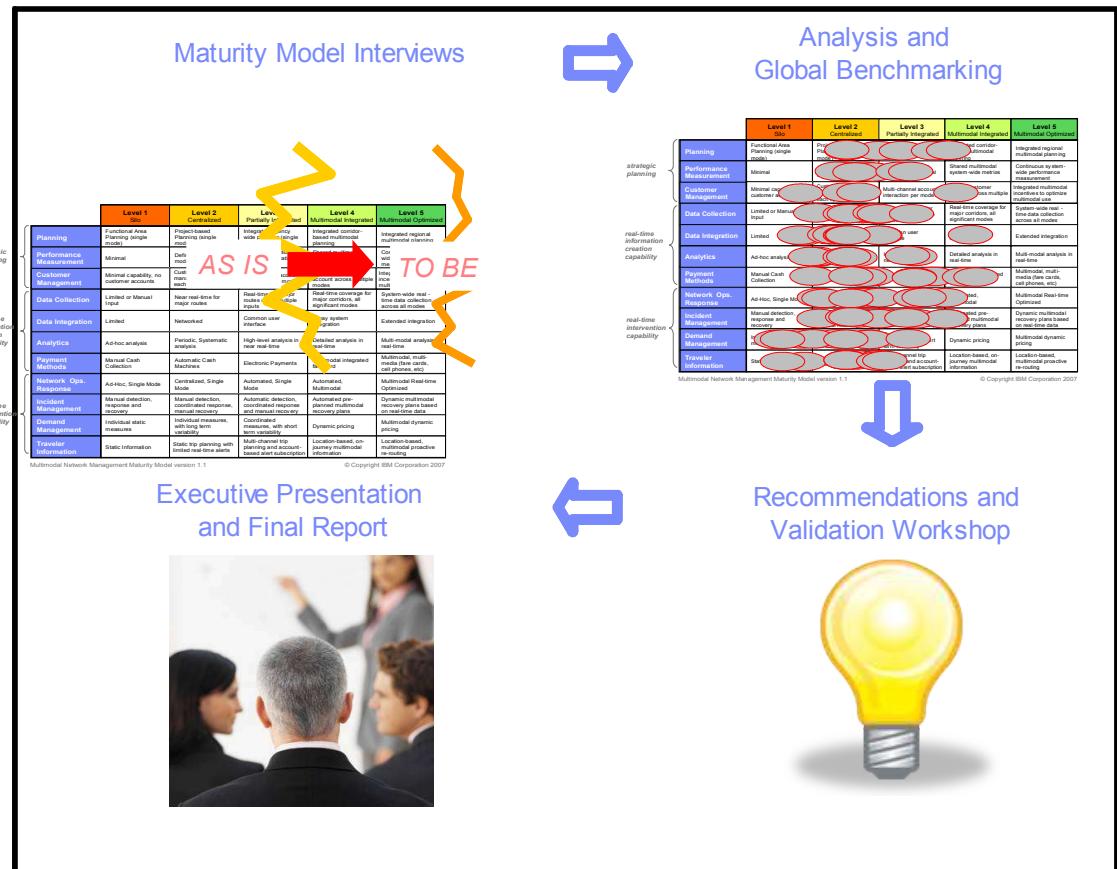
## Økt effektivitet i eksisterende infrastruktur

### Utfordringer:

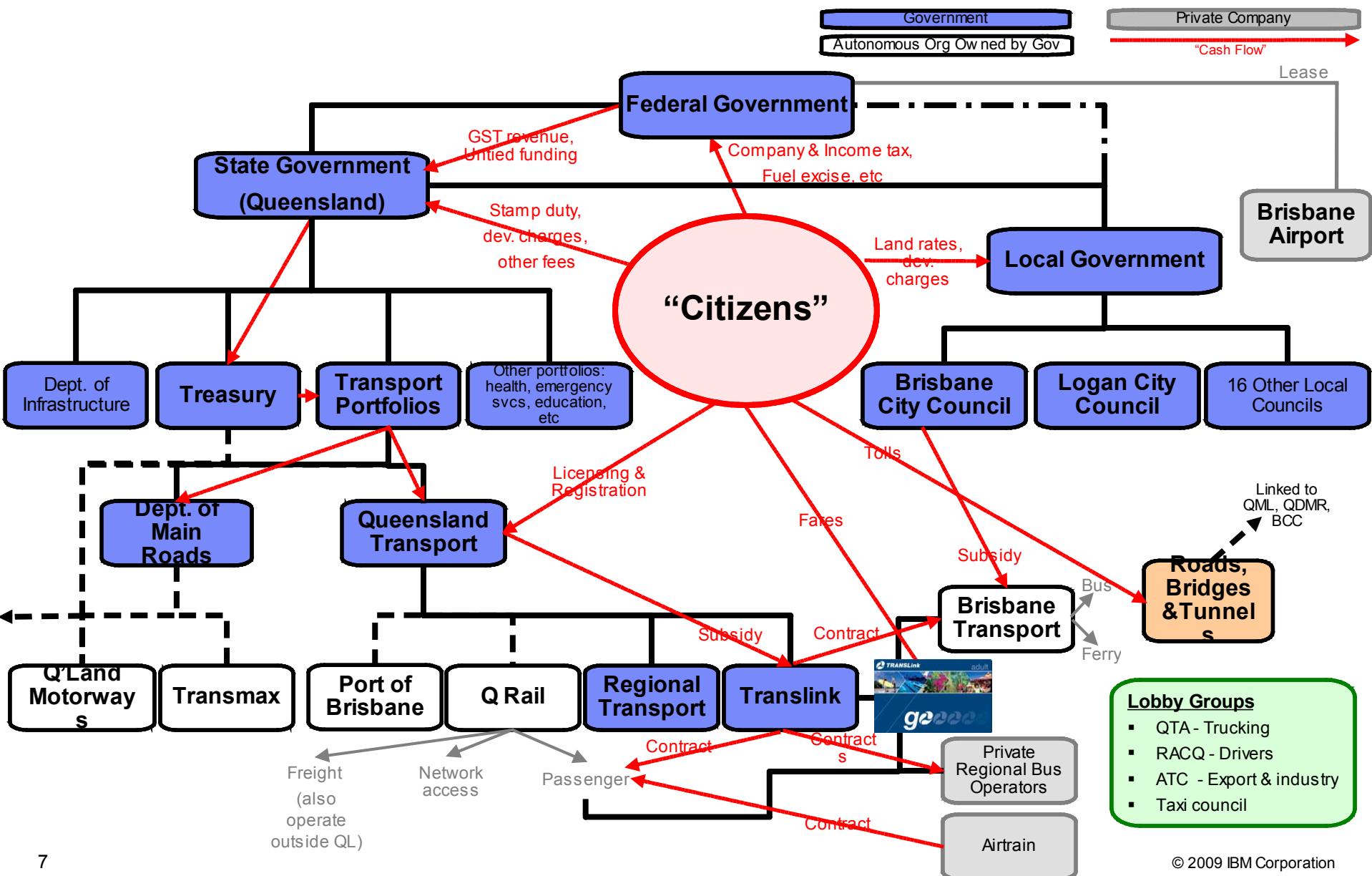
- Økt trafikk
- Upålidelige reistider
- Ny infrastruktur er kostbart



# Smarter Transport Assessment tool



# South East Queensland (SEQ) case



# SEQ Smart Transport Strategi



	Level 1 Silo	Level 2 Centralized	Level 3 Partially Integrated	Level 4 Multimodal Integrated	Level 5 Multimodal Optimized
strategic planning	Functional Area Planning (single mode)	Project-based Planning (single mode)	Integrated agency planning (single mode)	Integrated corridor-planning (multimodal planning)	Integrated regional multimodal planning
	Minimal	Defined metrics by mode	Limited integration across organization silos	Shared multimodal system-wide metrics	Multi Modal Programme Management
	Minimal capability, no customer accounts	Customer accounts managed separately for each system/mode	Multi-channel account interaction per mode	Unified customer account across multiple modes	Integrated real-time multimodal account
real-time information creation capability	Limited or Manual Input	Near real-time for major routes	Real-time for major routes using multiple inputs	Real-time coverage for major corridors, all significant modes	System-wide real - time data collection across all modes
	Limited	Not defined	Common user interface	2-way system integration	Network & Demand Optimisation
	Ad-hoc analysis	Periodic, Systematic analysis	High-level analysis in near real-time	Detailed analysis in real-time	Optimized multimodal transport
real-time intervention capability	Manual Cash Collection	Automatic Cash Machines	Electronic Payment	Multimodal integrated fare card	Multimodal, multi-media (fare cards, cell phones, etc)
	Ad-Hoc, Single Mode	Centralized, Single Mode	Automated, Single Mode	Automated, Multimodal	Multimodal Real-time Response
	Manual detection, response and recovery	Manual detection, coordinated response, manual recovery	Automatic detection, coordinated response and manual recovery	Automated, coordinated recovery	Multi Modal Transport Service
Demand Management	Individual static measures	Individual measures, long-term variability	Coordinated measures, with short term variability	Dynamic pricing	Dynamic pricing
	Static Information	Static trip planning with limited real-time alerts	Multi-channel trip planning and account-based alert subscription	Location-based, on-journey multimodal information	Location-based, multimodal proactive re-routing

## Stockholms-prosjektet

### Nytt styringsmiddel for urbane transportsystemer

- Bedre kollektivtrafikk og “park & ride”
- Introduksjon av variable veiavgifter
- Introduksjon av data-analyser i sanntid

### Resultat

- Effekt fra dag en
- Mindre enn helften gikk over til å reise kollektivt
- Tid i kø redusert med 30-50%
- Full støtte fra folk i Stockholm



## Animation

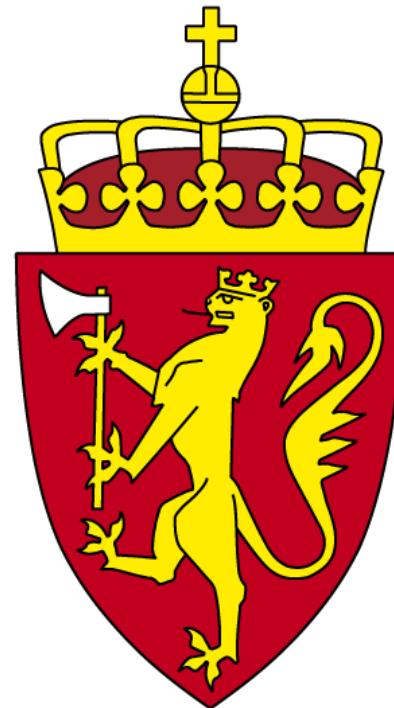


## Smartere styring

Forbedret effektivitet og kontroll til lavere kostnad

### Utfordringer:

- Offentlig sektor er en stor del av Norge
- “Corporate Responsibility”
- Konkurranse i arbeidsmarkedet
- Fast skattetrekk



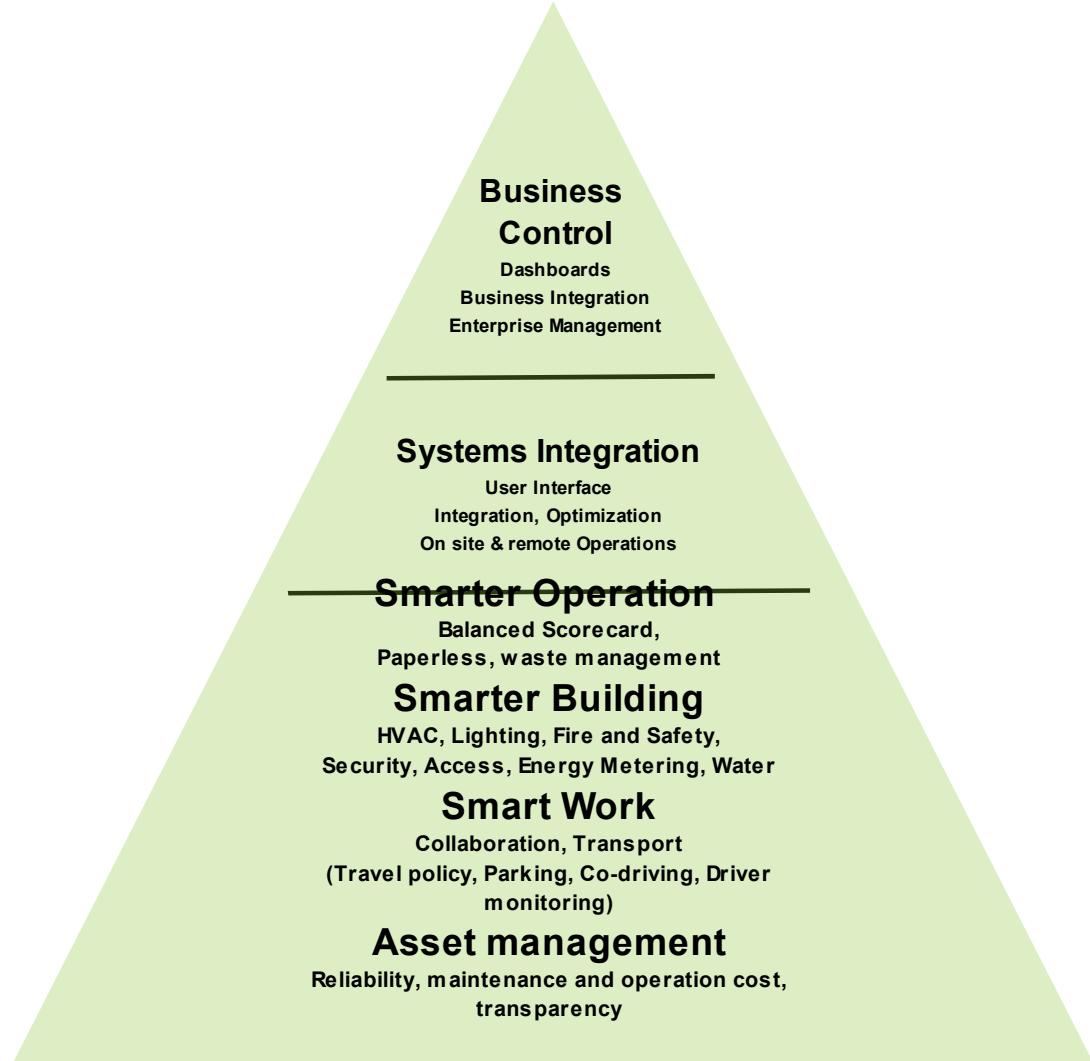
## IBM som eksempel

### Hovedmål

- Forretningskontroll
- Økt effektivitet
- “Big blue” blir grønt
- Vi tar vår egen medisin

### Resultat

- Besparinger
- Papirløst
- Gjennomsiktighet
- Tilgjengelighet
- Fleksibilitet



# Smartere Transformasjon

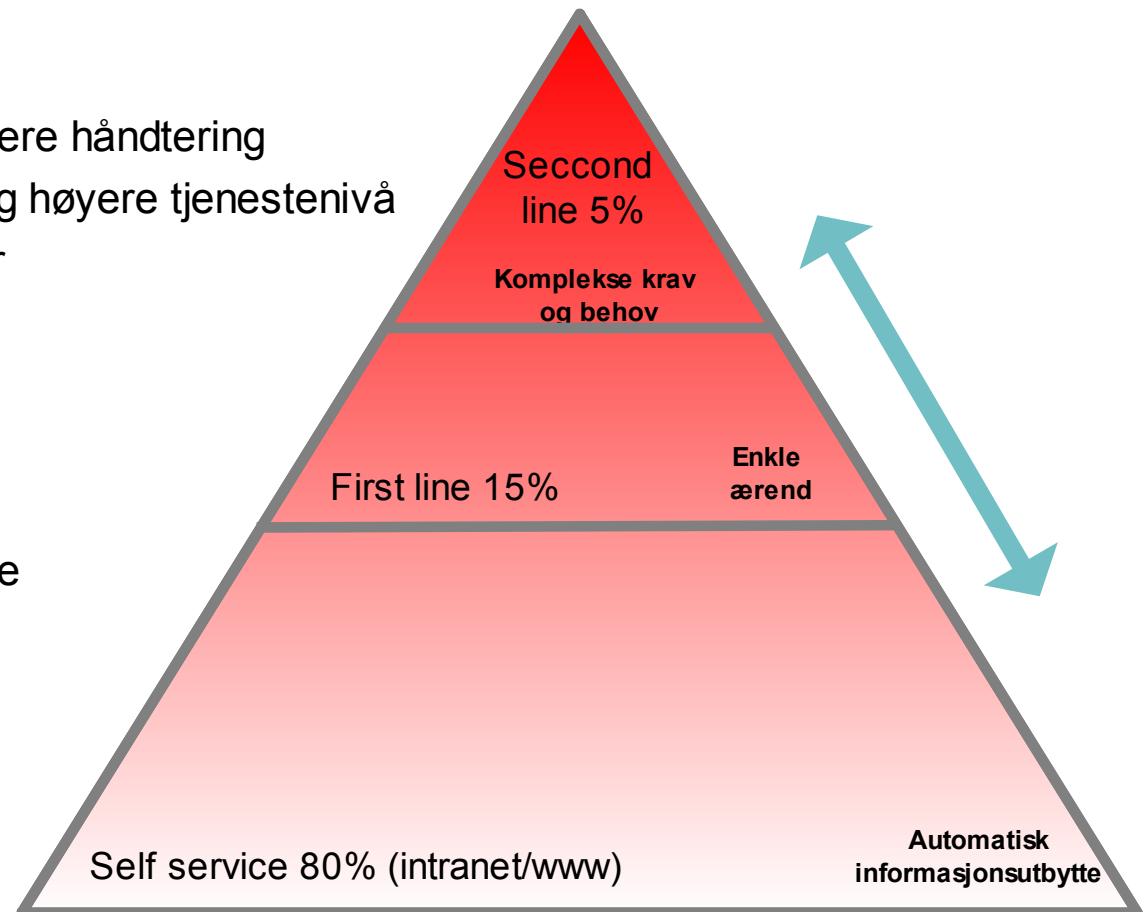
## Mer tjenesteproduksjon til lavere kostnad

### Muligheter:

- Økt demokrati
- Økt transparens og sikrere håndtering
- Bedre tilgjengelighet og høyere tjenestenivå
- Lavere driftskostnader

### Utfordringer:

- Fragmentert eierskap
- Lover og regelverk
- Evne til å transformere



## The Southwest One case

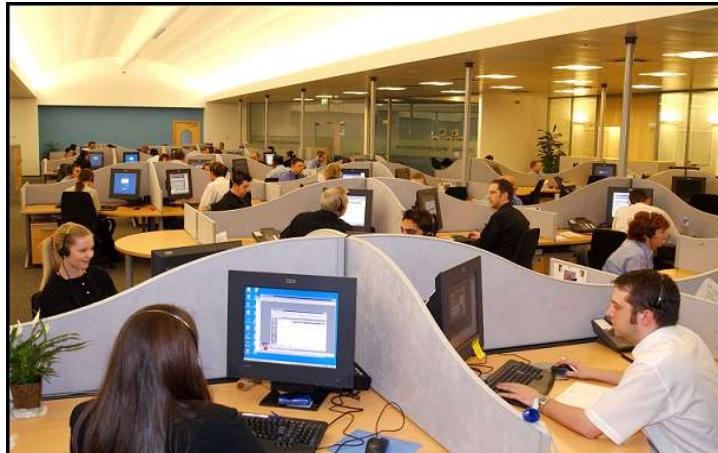


## Key principles behind our service delivery model



### Highly Efficient Back Office

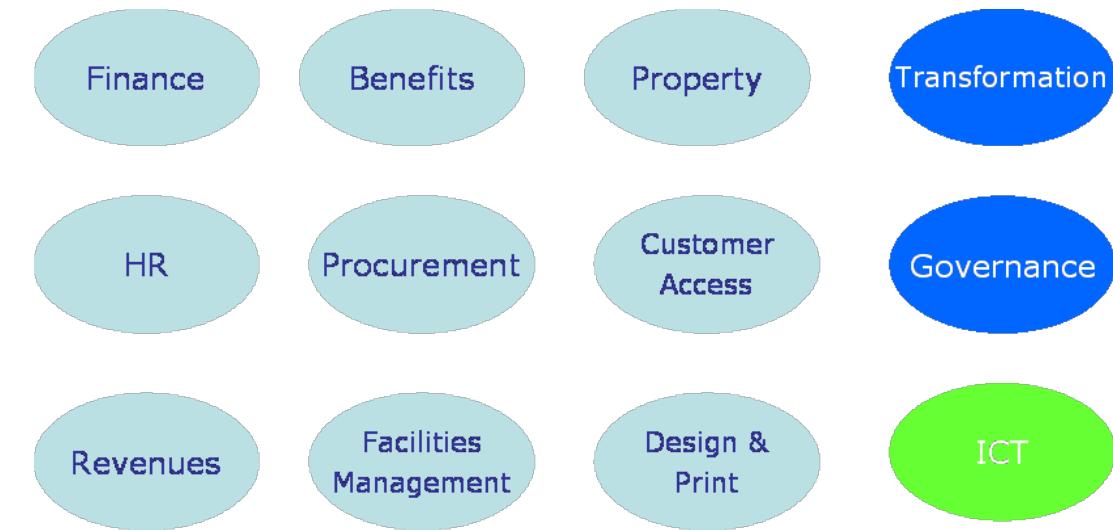
- Delivery through a shared service centre
- Reduced cost of transactions
- Improved access
- Improved performance and management information
- Location independent



### Customer Focused Front Office Service

- Personalised service for citizens
- Improved citizen access
- Staff empowered to deliver service
- Improved service efficiency
- Increased citizen engagement

# Shared Services & Transformation



## WAVE 1 TRANSFORMATION

- Strategic Procurement
- SAP ERP
- SAP CRM
- Locality Based Service Delivery
- Professional Excellence
- Property Strategy
- Enabling Technology
  - Enterprise architecture
  - Portal framework
  - Citizens index
  - Security

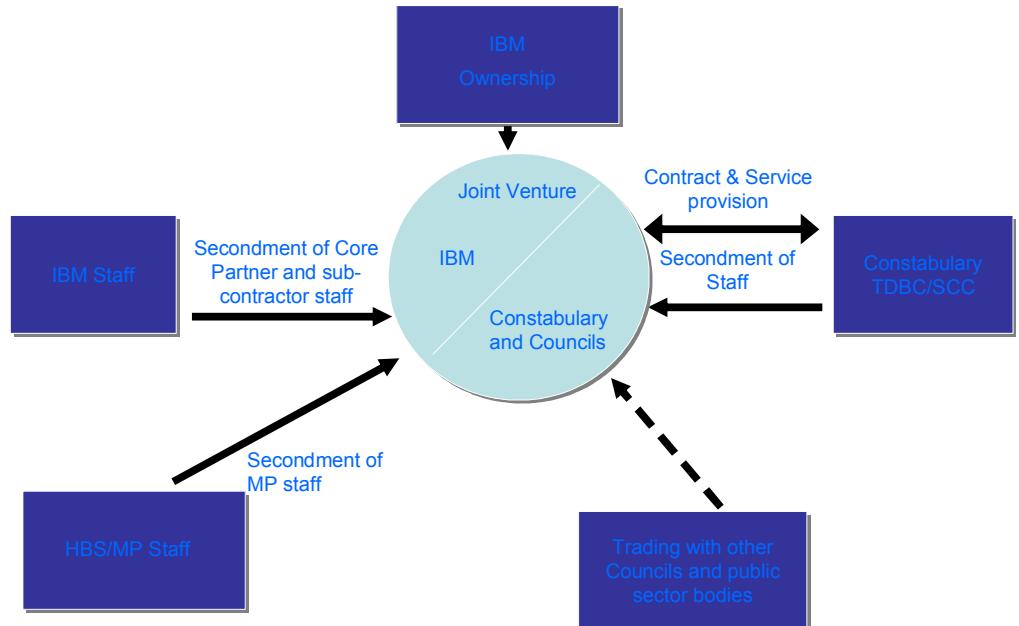
## WAVE 2 TRANSFORMATION

- Inclusion of Police Authority
- Extension of Wave 1 projects
- New transformation initiatives

## Southwest One – a unique Public Private Partnership



- Full Operating PPP/OPS
- Shared management
- Seconded staff work for the jointly organisation
- IBM takes the financial and performance risk
- IBM provide working capital

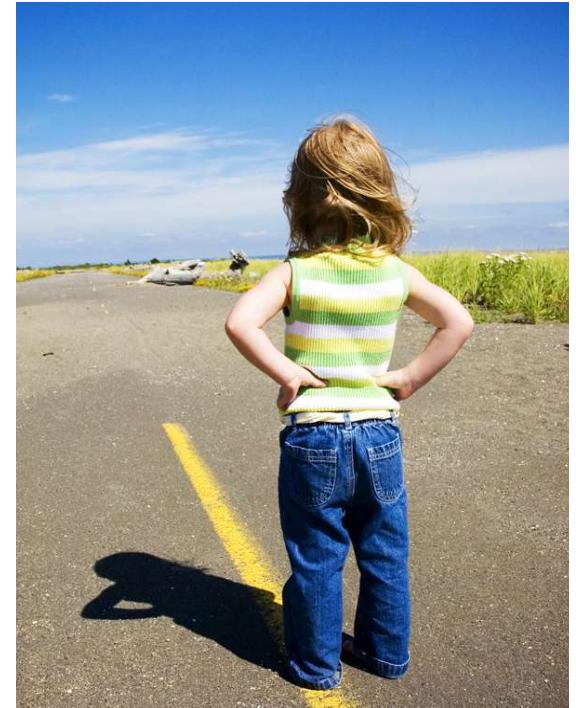


# Norge kan være et foregangsland og globalt “show case” hvis vi prioritører riktig!

- Norge bør være verdens smarteste samfunn, er vi det?

## Hva krevs?

- Mer samordnet eierskap
- Mer innovasjon
- Nye modeller for transformasjon
- Fleksibel infrastruktur
  - Nettskyen - ikke bare en elastisk leveransemodell av it-tjenester, men også mye mer...



These mandates for change are a mandates for smart.

