

# Innovating in Tough Times

Robert M. Dallas  
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# Best of California's

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## Innovating in Tough Times

Necessity is the mother of invention, and it is creating a new environment in government. Project strategies that would never have been considered a few years ago are now being encouraged and approved. Jurisdictions and agencies that previously went decades without talking to each other are now finding themselves openly sharing ideas and resources. Morale is on the rise as government entities are finding out that there is more than one way to get something done. This session offers successful examples that provide ideas, solutions, inventiveness and inspiration on how to get projects done in today's challenging budget environment.

### *Presenters:*

**Robert M. Dallas**, Director, Industry and Public Sector, Alcatel-Lucent

**Sheri Hofer**, Bureau Chief, California Department of Justice

**Rob Peglar**, Vice President, Technology, Xiotech Corporation

**Innovating in, ahh, Tough times...**



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# Major Banks and Corporations Fail!

← 1-9

Credit Crisis ST

Northern Rock  
Bear Stearns  
First Integrity Bank  
IndyMac  
First Heritage Bank

Fannie Mae  
Freddie Mac  
Lehman  
Aig  
Countrywid

And they ask us to Innovate...

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So lets Innovate, oh wait, what is Innovation??

# Innovation: What is it?

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**Innovation** means a new way of doing something. It may refer to incremental, radical, and revolutionary changes in thinking, products, processes, or organizations.

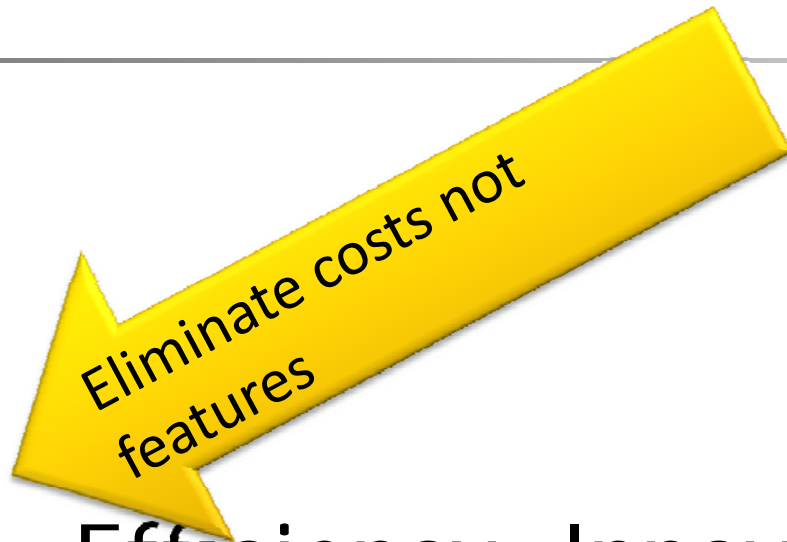
A distinction is typically made between Invention, an idea made manifest, and innovation, ideas applied successfully.



# Steps to Innovation

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Efficiency  
Innovation  
Agility



# Efficiency, Innovation, Agility

*Efficiencies are also a bi-product of thoughtful innovation*



# Efficiency, Innovation, Agility

*Cross Boundaries, challenge the norm, create*

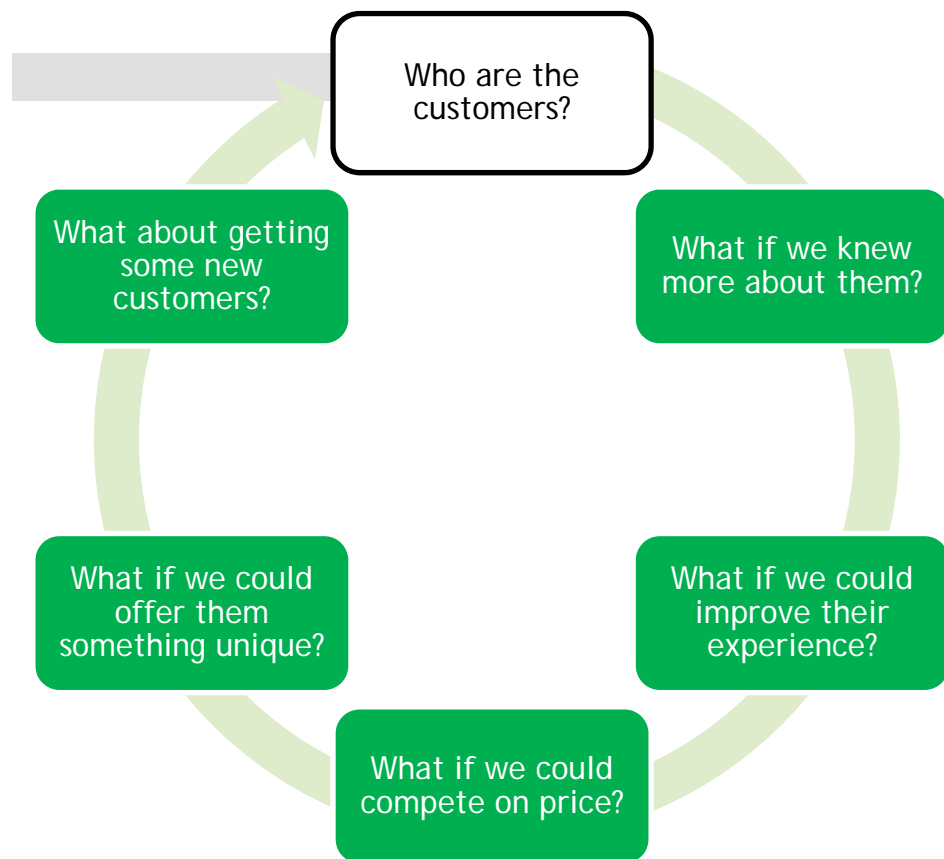
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*Build out a platform that can adapt as times change*

# Efficiency, Innovation, Agility

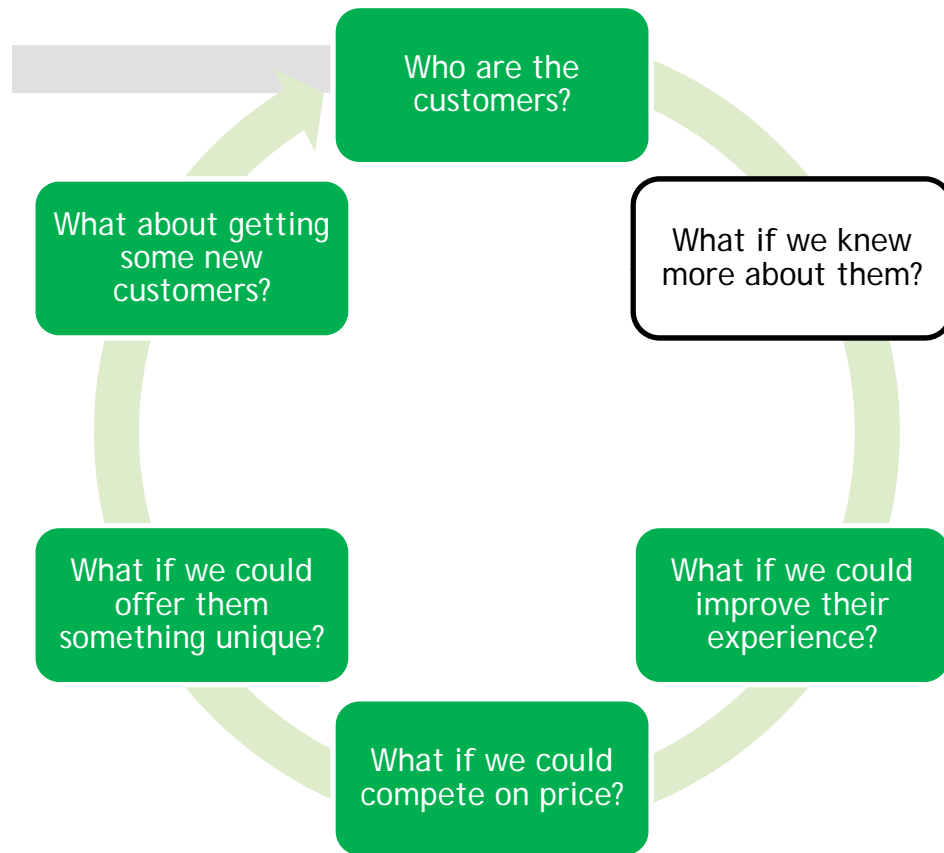
Another bi-product of thoughtful  
innovation

# Innovation for Government



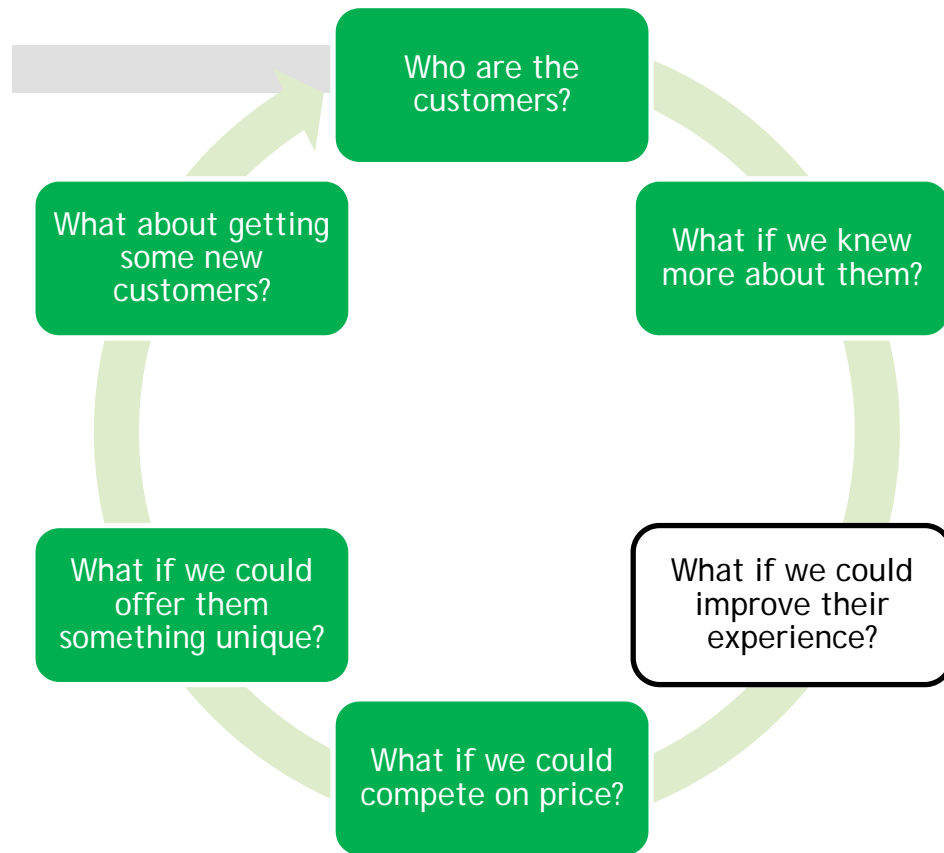
Identify all of your potential customers , technology aside, you are unlikely to innovate properly unless this baseline is created

# Innovation for Government



The more we know, the better we can target our efforts. We might even be able to offer them a more for less. A win, win.

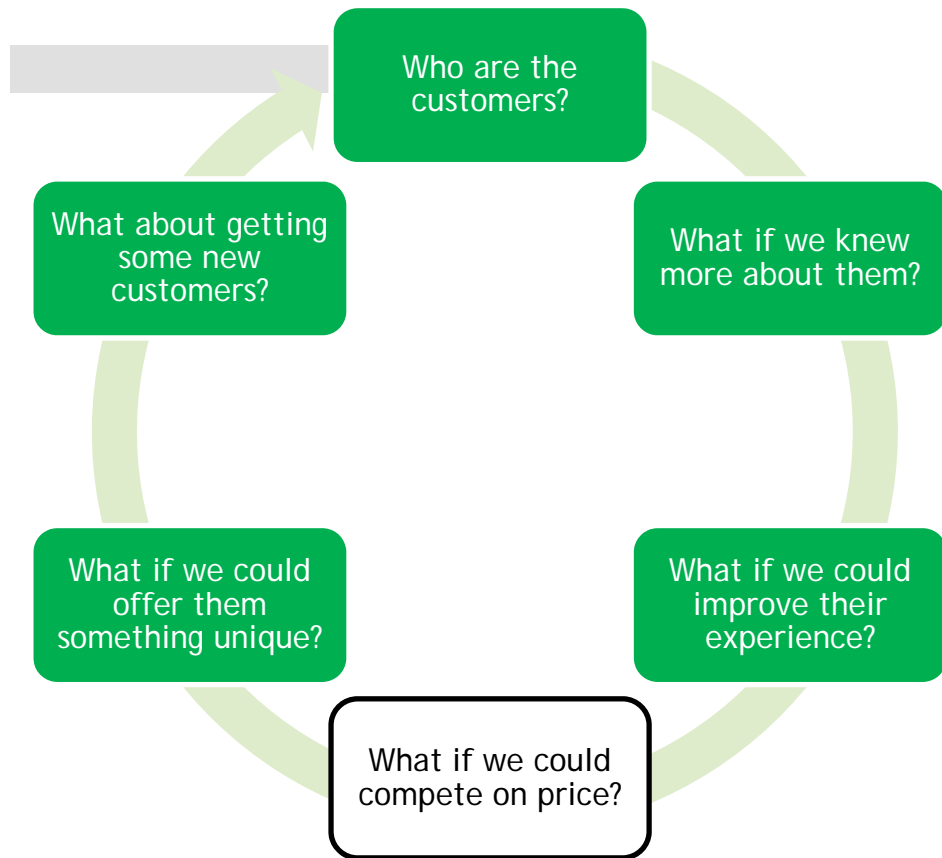
# Innovation for Government



While Starbucks coffee is great, what really sells it is the user experience.

How can we improve our customers experience with the State?

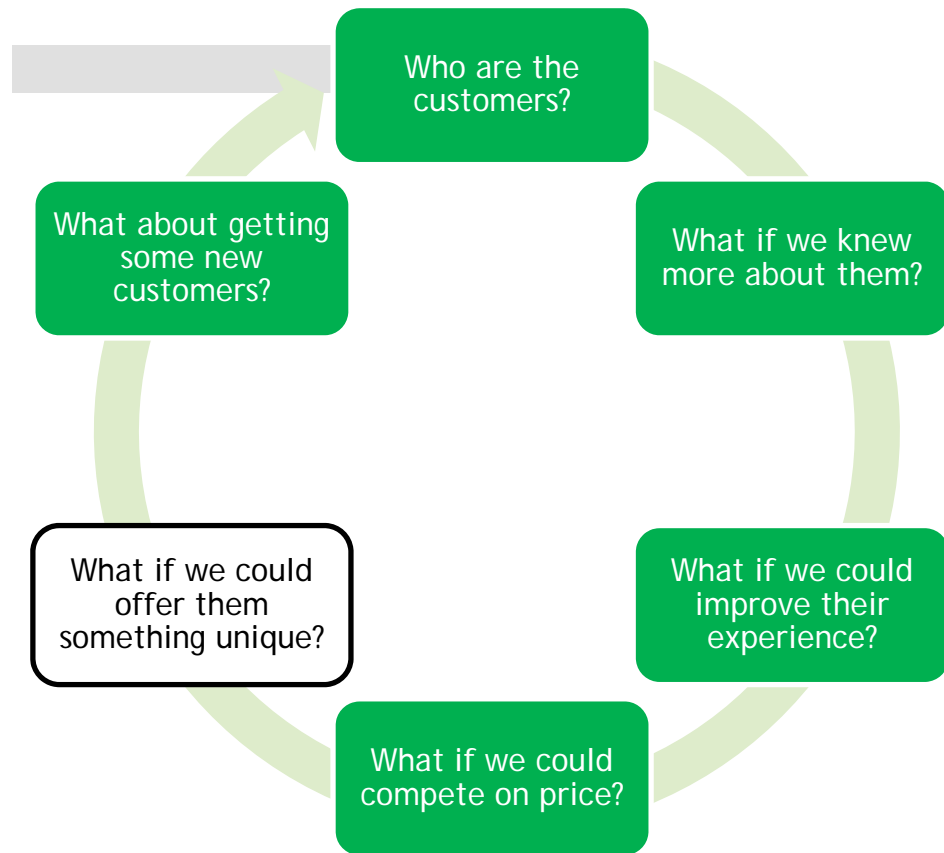
# Innovation for Government



Price is a crucial component of the business process associated with innovation.

Price and quality lead an innovation to a leading product or solution.

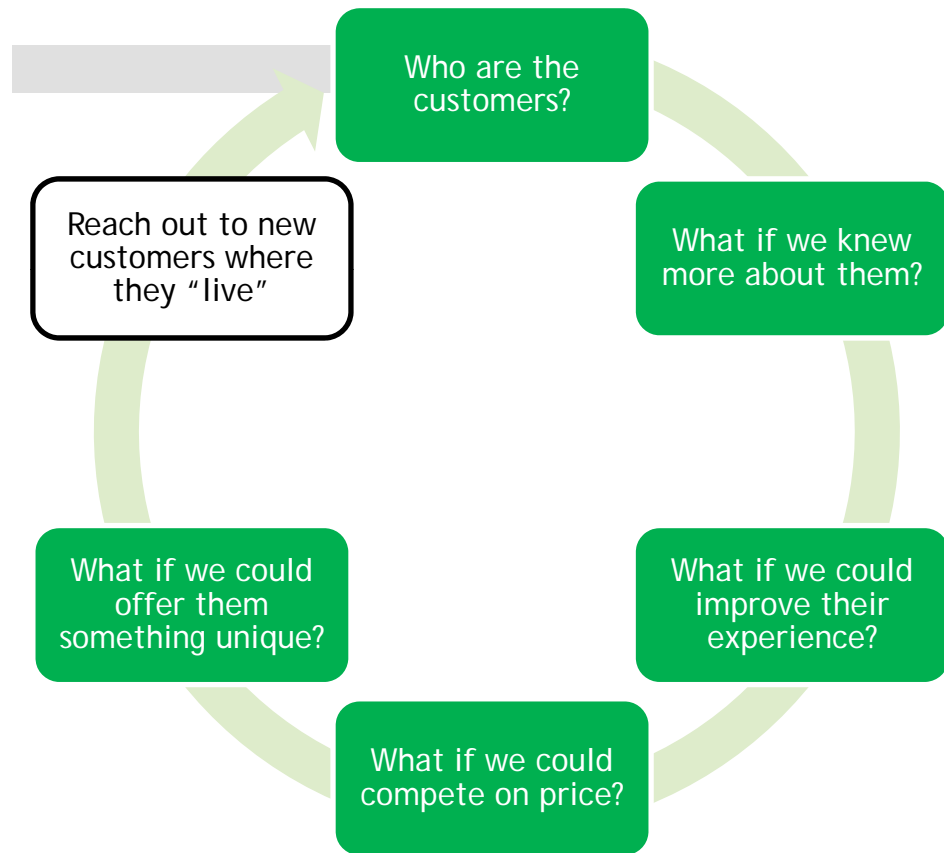
# Innovation for Government



Is there a technology service that we can offer to complement our service?

VoIP with free UM package?

# Innovation for Government



Web 2.0 allows you to spend sales and marketing dollars very efficiently to reach new customers.

How can you leverage this?

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But... but... I can't afford innovation!

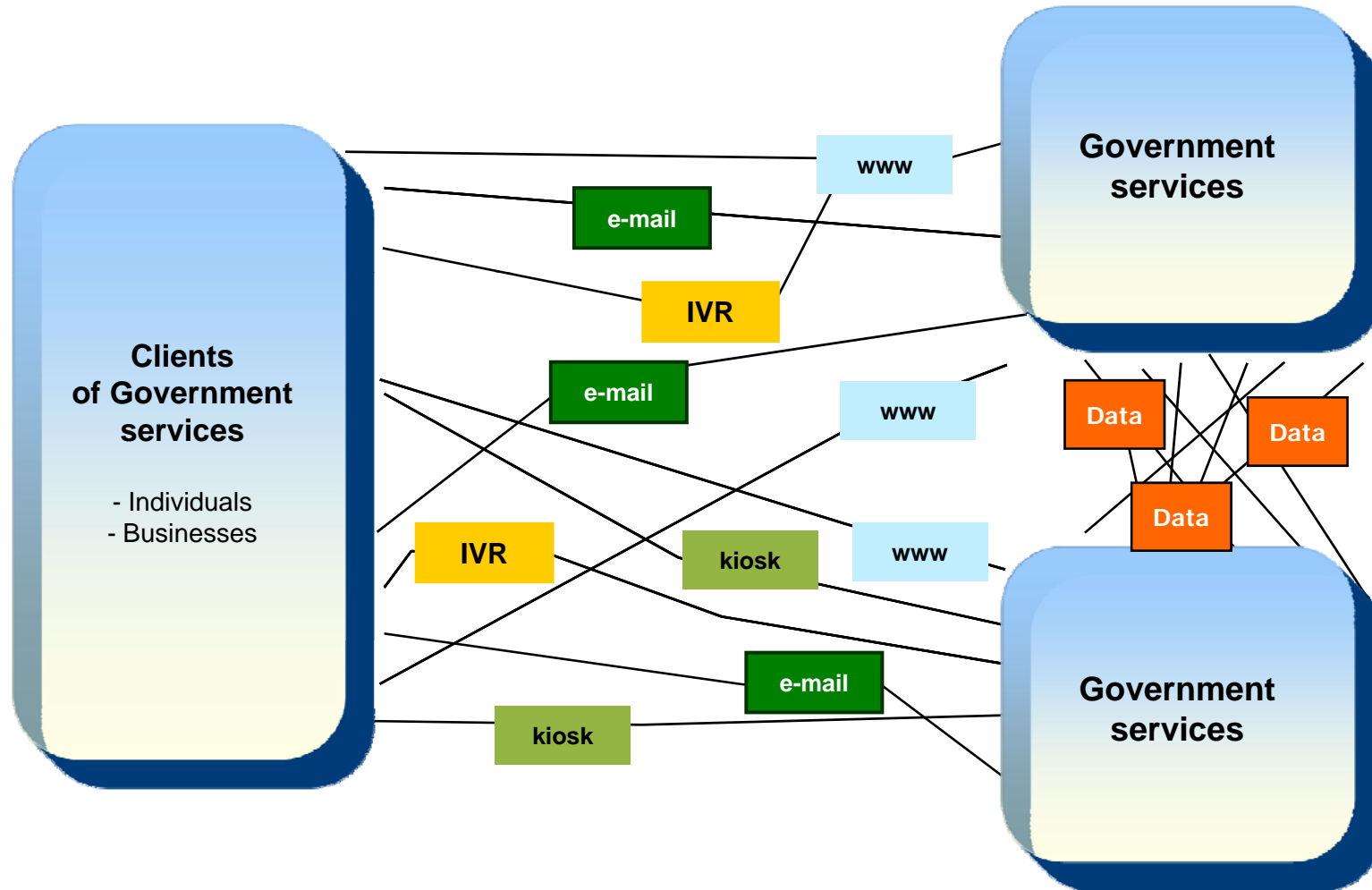
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We can't afford not to innovate

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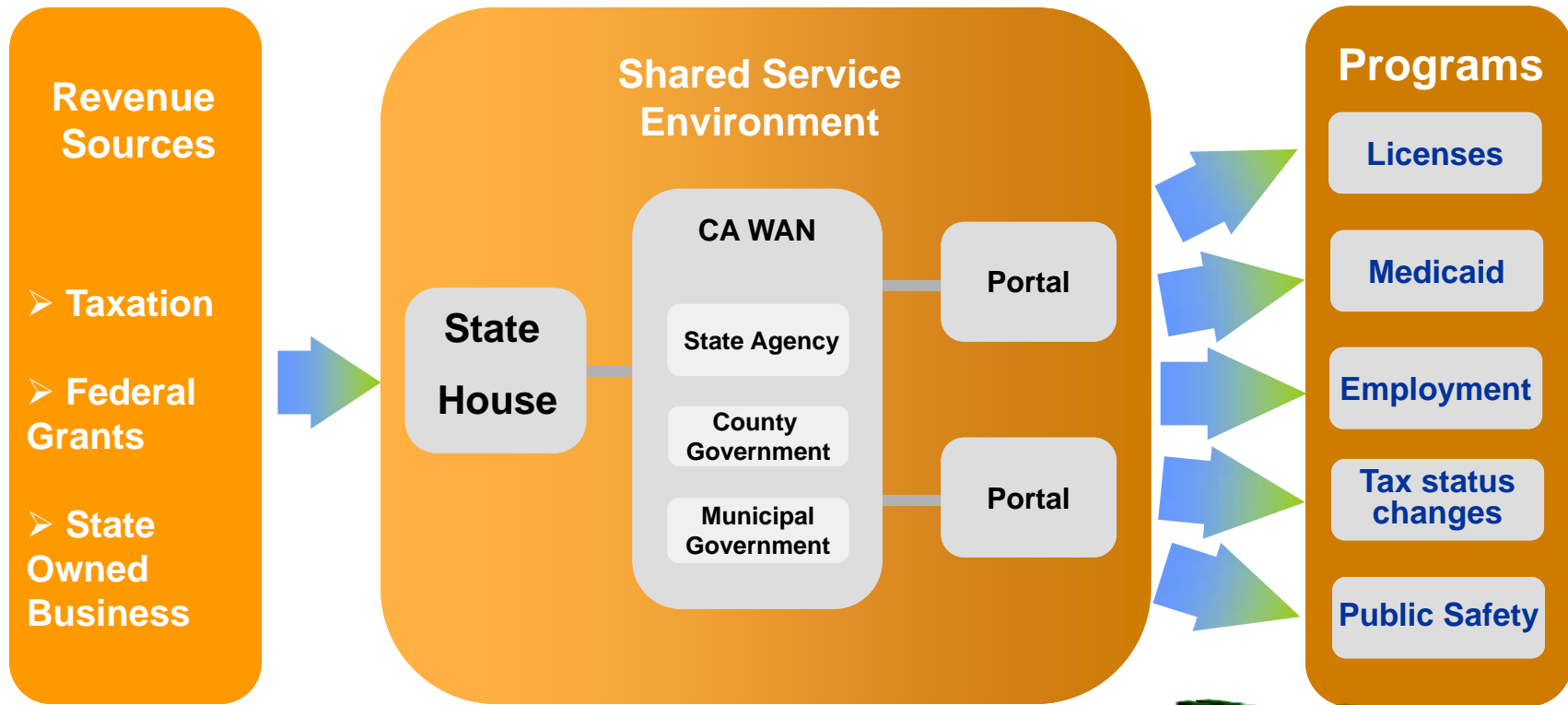
Here's a brief example...

# Legacy Silo'ed Governmental Networks can be innovated to become...



A Shared Services Environment, leveraging fDisparate Networks and Applications...while implementing new Web 2.0 interfaces for user experience

# Drivers of Enterprise Consolidation



Un-Siloed Service Delivery

# Thank you !!!!

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