

POWERING RESPONSIVE GOVERNMENT



Microsoft's solutions focus delivers new capabilities for the public sector

Technology vendors offer a variety of cutting-edge solutions to meet an array of government requirements — for healthcare, network security, welfare and child support, emergency response systems and many more. But behind the scenes, agency business managers often don't realize that Microsoft Corp. technology provides the reliable, cost-effective platform on which these vital solutions reside.

"Microsoft works with thousands of partners around the country, building a variety of systems," said Jeff Tozzi, Microsoft state and local government solution sales manager. "We're working with them to make sure they develop solutions that are the most efficient, cost-effective and easiest to deploy, using best-in-class tools. The value to government is that in many cases, they can begin deploying solutions using technology they already own."

Given the tremendous financial constraints facing federal, state and local government agencies today,

Microsoft is working to identify practical and affordable solutions for a variety of scenarios.

"One of our goals is to make sure government agencies can leverage efficient solutions that are fast to develop and fast to deploy — at a much lower cost than mainframe-based systems," Tozzi explained. "What we're seeing is that customers can deploy these solutions using their existing investments in Microsoft technology."

Focusing on meeting specific government requirements, Microsoft and its immense partner base invest heavily in research and development. These efforts, combined with the subject-matter expertise of its partner ecosystem — in tax, defense, healthcare, intelligence, justice, transportation and other key areas — produce innovative solutions that customers can deploy in a fraction of the time and expense of either custom, in-house solutions, or those built on legacy and mainframe systems.

FEDERAL GOVERNMENT SOLUTIONS

Federal government agencies today operate in an information technology environment that offers challenges unlike any seen in a generation or more. From heightened security demands to the Federal Enterprise Architecture mandate — overworked IT staff must approach each new situation with the ever-present mantra “do more with less.”

It is against this backdrop that Microsoft and its large partner ecosystem offer the promise of relief. Long a source of desktop and server technology for federal agencies, Microsoft now teams with recognized

industry experts to deliver affordable, innovative solutions to meet public-sector requirements. In many cases, these solutions can be deployed using existing technology investments as a starting point.

Whether it's helping agencies meet Section 508 accessibility requirements, ensuring interoperability among multiple agency systems, or strengthening security, Microsoft and its partners offer fresh and affordable approaches to federal government technology requirements.

[ACCESSIBILITY SOLUTIONS]

SOA: ACCESSIBLE PORTALS

Solution for Online Accessibility opens Internet to all

In 1998 Congress amended Section 508 of the Rehabilitation Act to require federal agencies to make electronic information accessible to people with disabilities. The deadline for meeting the requirement — June 3 — left government agencies scrambling.

“There has been a lot of confusion surrounding Section 508,” said Margie Reynolds, accessible portals specialist for Microsoft. “In the past, content management software had not heavily supported or integrated very well with accessible software and accessible online presence.”

The confusion and difficulty for developers and end-users has been very real and very painful.

Microsoft, however, offers several products to help federal agencies create an accessible online presence, including Content Management Server 2002 and now — with the release of Windows Sharepoint services and Sharepoint Portal Server Version 2 — a complete set of software not only for Web content but also true portals.

“All the software is built on the Microsoft .NET framework, which supports the government Federal Enterprise Architecture requirement for XML Web services,” Reynolds said.

Microsoft .NET is a set of Microsoft XML standards-based software technologies for connecting information, people, systems and devices. It enables a high level of software integration through the use of Web services — small, discrete, building-block applications that connect to each other as well as to other, larger applications over the Internet.

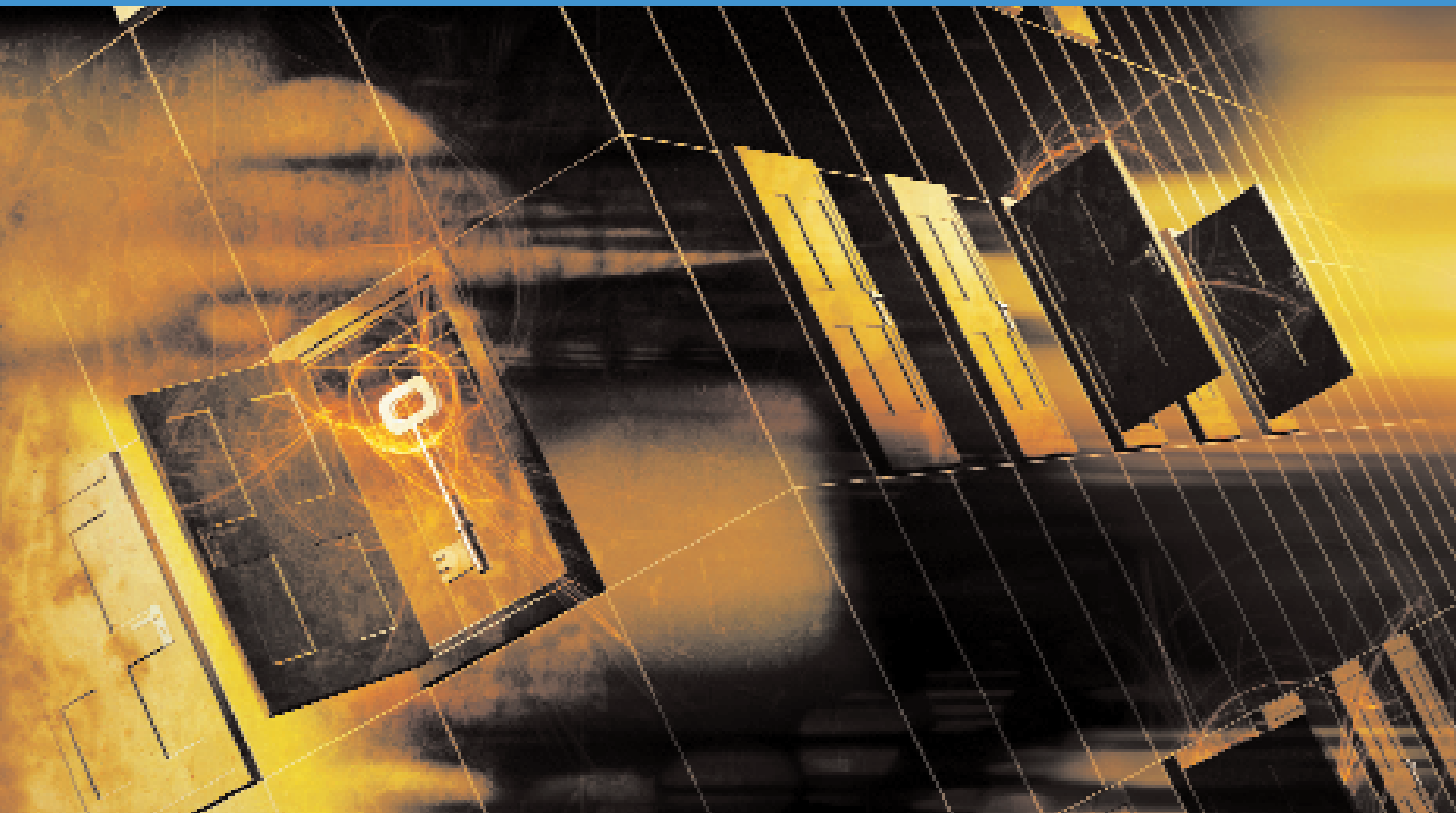
“We believe fundamentally that making products accessible helps industry and helps government, in addition to helping individuals with disabilities.”

— Margie Reynolds, Microsoft accessible portals specialist

It's all part of Microsoft's long-time commitment to providing inclusive access to government information and services.

“Microsoft has been involved in efforts around accessibility for more than a decade,” said Reynolds. “We believe fundamentally that making products accessible helps industry and helps government, in addition to helping individuals with disabilities.”

In its effort to meet the Section 508 requirements, Microsoft partners closely with companies that specialize in accessibility solutions. With the Department of Justice (DOJ) now actively auditing federal Web sites for Section 508 compliance, these partnerships deliver practical, innovative and effective accessibility solutions for government.



SOA ASSURES ACCESSIBILITY RIGHT OUT OF THE BOX

Microsoft partners with Concord, N.H.-based HiSoftware to deliver an out-of-the-box solution for Section 508 compliance.

HiSoftware produces desktop and automated server-based applications that enable content developers and quality assurance teams to create accessible Web content and manage a range of Web content quality factors. The combination of Microsoft's content management software and HiSoftware's accessibility products simplifies Section 508 compliance by making accessibility part of an overall content management strategy.

Microsoft worked with the company to create the Solution for Online Accessibility (SOA) — a complete, scalable enterprise development, deployment and test-management system. The solution allows agencies to create and validate Web content that complies with policies for content defects, usability, search engine effectiveness, accessibility, site maintenance and other standards.

"Whether it's policy relating to accessibility — specifically Section 508 — or other Web content quality guidelines, we work together to create solutions using commercial off-the-shelf software," said Dana Simberkoff, vice president of business development for HiSoftware.

The specter of shrinking budgets and an avalanche of Federal Enterprise Architecture mandates makes the need for enterprise-wide management of policy compliance strikingly clear. SOA delivers a solution that addresses these requirements.

"Microsoft Content Management Server offers an elegant, easy-to-use solution for putting templates in place and managing work flow," explained Simberkoff. "HiSoftware's products test and

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— **Dana Simberkoff**, vice president of business development, HiSoftware

validate the content that is being created by matching whatever accessibility policies have been outlined."

Ease of integration and deployment for enterprise Web environments is a key goal for the HiSoftware/Microsoft partnership. Together, the team created a solution that works seamlessly to create and deploy an accessible Web presence.

Of course, retrofitting noncompliant Web sites also is simplified through the use of HiSoftware and Microsoft tools. Accessible development not only benefits users of assistive technologies, but also an increasing number of users accessing the Internet through mobile devices, kiosks and other nontraditional means.

"We're talking about assisting a large number of people," said Simberkoff. "We believe providing these accessibility capabilities will ultimately benefit every user."

BARRIERS NO MORE

Microsoft takes interoperability to new levels

Most modern public agencies manage disparate systems, but they yearn for interoperable technologies that foster collaboration among the classic stovepipe systems of traditional government.

The terrorist attacks of Sept. 11 underscored the need for information sharing in government and placed new urgency on the development of interoperable information systems. Microsoft is working to break down technology and communication barriers with its Government Interoperability Framework (GIF). The concept provides a standards-based approach that agencies can use as a foundation to securely share information.

At a high level, Microsoft's GIF is designed to enable government agencies to:

- Expose data with minimal impact on existing systems.
- Share small amounts of data initially and expand over time.
- Create a common interoperability approach to eliminate redundant methodologies each time agencies attempt data sharing.
- Share only selected data — and share that data securely.
- Establish greater consistency through the use of common data formats, which foster intra-agency as well as interagency sharing.

Based on Microsoft's .NET framework, GIF offers a comprehensive road map to enable interoperable systems within government. GIF relies on Internet-based standards including extensible markup language (XML) and Web services, leveraging agreements between agencies on data schemas, a robust security model and a centralized service registry to locate and look up Web services.

"This is a framework, not a solution. As a framework, it is supported by several integrated product sets that provide capabilities to enable implementation," said Nadia De Luca, a solution specialist on Microsoft's Federal Advanced Solutions Team. The implementation requires customization for each individual agency, and is easily deployed using Microsoft Consulting Services and certified partners.

“The real value of Microsoft's Government Interoperability Framework is that it offers a reusable architecture.”

— **Nadia De Luca**, solution specialist,
Microsoft Federal Advanced Solutions Team

GIF works by allowing developers to write, deploy and manage XML Web services. The result enables technology integration between computers; smart devices, such as mobile phones or PDAs; consumer-oriented, Web-based services; and other forms of connectivity.

"As a framework GIF can address, automate and streamline a variety of processes that government agencies perform every day," said De Luca. "These could include scenarios around collaboration, or how agencies might submit business cases to the Office of Management and Budget, or perhaps for internal suspense tracking or task management in the Defense Department.

"The real value of GIF is that it offers a reusable architecture that can address multiple scenarios and aligns with the Federal Enterprise Architecture effort," she said.

Microsoft's .NET Enterprise Servers, VisualStudio.NET development tools and the Windows 2003 Server family compose the back-end infrastructure for deploying, managing and orchestrating XML Web services. Government customers often already own much of this technology through current IT investments or enterprise agreements.

Together, this combination of products, services and standards that make up Microsoft's GIF provides government agencies with the tools to begin integrating disparate systems, applications and partner solutions. The framework also offers the flexibility to adapt newer interoperability requirements as they evolve.



EXHIBIT 300 MADE SIMPLE

Each year, every federal agency must develop a compelling budget request for each of its programs. Traditionally this has been a difficult, labor-intensive task. To prepare business cases for IT initiatives, for example, agencies must consolidate many pieces of information about capital planning and IT activities. Also, to avoid costly duplication, the Federal Enterprise Architecture requires separate agencies to share information among themselves about their planned IT investments.

Microsoft's Government Interoperability Framework (GIF) provides a scalable, secure, cost-effective and user-friendly way for agencies to cooperatively manage and track IT initiatives. Using GIF, personnel responsible for program management, budget analysis, enterprise architecture and capital planning can easily collaborate on Exhibit 300, the capital asset plan and business case that the Office of Management and Budget (OMB) requires for technology projects.

GIF also allows agencies to submit proposals for their IT initiatives using the OMB's mandated XML standard. By capturing and maintaining these artifacts through GIF, agency officials can streamline the entire budget process. It also helps them better

Microsoft's Government Interoperability Framework allows agencies to submit proposals for their IT initiatives using OMB's mandated XML standard.

manage for the future, by making historical data easy to access and reuse.

By using GIF to manage the budget process an agency can save money while becoming more productive. Because it draws data from existing information systems, GIF provides benefits without demanding major new investments. Since agency employees are usually familiar with Microsoft tools and products for sharing information and submitting business cases, there's no need to learn how to use unfamiliar software. Supported by Microsoft's GIF, staff can get right to work developing the agency's IT budget request.

COMPREHENSIVE DESKTOP SECURITY

Microsoft offers a practical and timely solution for safeguarding federal agencies

Responding to post-9/11 needs of federal agencies, Microsoft intensified and reorganized its efforts to meet head on the challenges of security in a connected world. One outcome of these efforts is Microsoft's Secure Desktop Solution (SDS), a service offering for government organizations that put security at a premium.

"Our approach gives government customers, within three to five weeks, a session where their security team and baseline builders are led through all the steps necessary to come to clear decisions about what is appropriate security for their particular environment," explained Shelly Bird, a security solutions specialist

"We come in with a very cogent set of checklists derived from federal government customers that demand the most rigid security environments."

— **Shelly Bird**, Microsoft security solutions specialist

for Microsoft. "We also give them a working prototype image ready to roll out — something suitable for a pilot."

This comprehensive desktop security solution begins with Microsoft security experts leading agency security and baseline builder staff through an assessment and negotiation process that is basic, practical and useful.

"We come in with a very cogent set of checklists derived from federal government customers that demand the most rigid security environments," said Bird. "Using that checklist one can see, for example, not only what the National Security Agency (NSA) recommends for each setting, but also what Microsoft Security Guides advise, what consultants have reported as unexpected impacts of certain settings, and a complete description of the purpose of that setting."

The checklist procedure is especially useful because it addresses the fact that most agencies operate in heterogeneous environments, and that setting security policy across large enterprises with multiple platforms is tricky at best. Partnering with agency security experts, Microsoft solution specialists formulate a thorough security standard that allows agencies to restructure security procedures and capabilities through an orderly, manageable and efficient approach.

Microsoft's Secure Desktop Solution includes three phases:

- **Security Review:** To review security threats and practice threat modeling in order to understand possible types of security breaches.

- **Assessment:** To determine what types of security measures are needed for any enterprise — with special consideration given to unique requirements.

- **Baseline Building:** To translate determined security decisions into actual security templates needed to automate the installation of the operating system.

The three-week Secure Desktop Solution unites the components necessary for a truly functional security-conscious workstation-build process. Customization and individual attention allow customers to rapidly roll out new desktop security strategies and — perhaps most importantly — feel confident and comfortable when doing so.

"Most of our federal customers are enterprise customers, so we're worried about the enterprise, not just one department within that enterprise," said Teresa Carlson, manager of Microsoft's Federal Business Productivity Group. "With a mass deployment, we have to be certain about their baseline — the footprint they put on the desktop — to make sure it meets not only their standards, but also NSA and Microsoft guidelines, and that it's going to protect them and help their rollout."

By addressing the individual requirements of each customer, agencies are finding they recoup their investment in the Secure Desktop Solution in about two months. The average cycle for developing a master image is cut substantially, with configuration management and application compatibility challenges considerably alleviated through best-practice methods. Cleaner, more accountable configurations simplify both deployment and troubleshooting.

Building on the success of SDS, Microsoft recently announced the Secure Server Solution (SSS). Based on the latest Windows 2003 server deployment technology, Automated Deployment Services, a no-cost multicasting and job delivery technology, SSS offers agencies a way to ensure comprehensive security solutions for server infrastructures. SSS allows agencies to build secure prototypes for Windows 2000/2003, IIS 5.0/6.0, Exchange 2000/2003, SQL 2000 and Sharepoint Portal Server 2003. The Internal Revenue Service recently took delivery of SSS, achieving internal certifications in record time for Windows 2003.



SDS HELPS SECURE CALIFORNIA NATIONAL GUARD

California's National Guard needed an efficient way to manage security on the thousands of desktop computers that operate on its network. It required a strategy that would continue to protect every computer as the Guard upgraded its machines with the latest operating systems and business applications.

The key was to establish a uniform set of security standards to apply to every desktop, said Teresa Carlson, manager of Microsoft's Federal Business Productivity Group. This consistent approach would ensure that IT professionals could support and safeguard every client on the network, leaving no loopholes for viruses and other threats.

The California National Guard deployed Microsoft's Secure Desktop Solution (SDS) to assess its security needs, identify the best security techniques and create a security template it could use whenever it installed desktops on the network. Microsoft's experts helped the National Guard's IT staff take inventory of all software approved to run on the desktop computers. They also made sure the template they developed adhered to all of the Guard's internal security policies, as well as policies mandated by the National Security Agency (NSA). Finally Microsoft helped the Guard evaluate its network to ensure it could support all the applications and security measures running on the desktop, Carlson said.

“They were able to roll out their desktop deployment and feel confident about the level of security parameters around it.”

— **Teresa Carlson**, manager,
Microsoft Federal Business Productivity Group

At the end of the three-week deployment, the California National Guard had an approved and well-tested method for setting up security on every desktop it installed or upgraded. With this baseline, “they were able to roll out their desktop deployment and feel confident about the level of security parameters around it because they had all their policies and protocols in place,” Carlson said.

Thanks to Microsoft's SDS, she said, “they're able to manage and monitor the desktops more accurately and support them more efficiently.”

STATE AND LOCAL GOVERNMENT SOLUTIONS

State and local governments come in all shapes and sizes, and with varying levels of technical demands. Whether it's a town of 2,000 or a metropolis of 2,000,000, Microsoft and its ecosystem of industry partners deeply understand the requirements of state and local governments. Teamed with industry subject-matter experts, Microsoft helps governments across the country leverage technology they already own to create everything from basic portals to mission-critical enterprise applications.

But the technology landscape that addresses the needs of state and local government is as complex as it is varied. That's why Microsoft relies extensively on a partner base unmatched in the industry to deliver

solutions that meet unique regulations and can be deployed rapidly and within budget. These solutions include specialized systems for emergency response and alerting, integrated tax management and intelligent transportation, as well as the wide-ranging requirements of customer relationship management (CRM) and enterprise resource planning (ERP).

"Agencies are looking to better meet the needs of a diverse citizen base," said Jeff Tozzi, Microsoft state and local government solution sales manager. "Using inexpensive, standards-based technology and relying on regional or even national partners that really know the business of government, Microsoft can help these organizations evolve the delivery of citizen services."

[EMERGENCY RESPONSE SOLUTIONS]

MEETING THE NEEDS OF FIRST RESPONDERS

Microsoft technology provides the foundation for superior emergency alerting systems

Paired with a nationwide network of business partners and subject-matter experts specializing in a variety of emergency response and alerting systems, Microsoft technology helps state and local governments protect citizens not only in the United States but also across the globe.

"Microsoft's .NET framework is at the heart of many of the country's most significant preparedness applications that exist today," said Marty Pastula, a justice and public-safety partner account manager for Microsoft.

Today's emergency professionals recognize the need for immediate and large-scale response to natural disasters or acts of terror. Microsoft technology allows specialized vendors to provide emergency management teams with superior early warning and notification systems.

"Vendors choose to work with Microsoft because of our powerful tools and because we enable them to develop applications quickly and deploy them quickly," said Pastula. "That's a differentiator. Microsoft .NET technology allows people to make those changes."

Because technology is advancing so rapidly, and because every new disaster-related situation breeds new understanding of need, it is imperative that the

systems that governments invest in today have the ability to adapt and grow along with the requirements and innovations of tomorrow.

Microsoft continually seeks to work with breakout companies like Dialogic Communications Corp. which provide inventive solutions — especially in the disaster preparedness arena. Another is Marietta, Ga.-based RAMSAFE, which supplies homeland security software that improves response capabilities to threats of bioterrorism, weapons of mass destruction, disasters and special events. Every year, Microsoft invests significantly — both financially and technologically — in companies on the cutting edge of research and development.

Governments of all sizes are strongly aware of the need to safeguard citizens from a wide variety of disaster scenarios. Microsoft works continually to develop systems and frameworks that support vital emergency response and public-safety applications.

"Preparedness is really insurance," said Pastula. "In the same ways that insurance companies depend on risk assessments to weigh business directions, emergency managers depend on preparedness applications to ready for potential disasters. Microsoft and the .NET framework provide that."



CREATING INNOVATIVE ALERTING SOLUTIONS

How important are alerting and messaging solutions to first-responder organizations? Just ask the police officer who did not receive that crucial communication at the right time.

As firefighters, police officers, emergency medical personnel and other first responders know, timely information often means the difference between life and death. Dialogic Communications Corp. (DCC), a Microsoft partner, understands this requirement better than many companies and has created innovative alerting and messaging solutions to meet exactly this need.

DCC is a leading developer of critical information exchange software and services. The company specializes in solutions that send messages using a variety of devices and methods — cell phone, e-mail, fax or Blackberry, for example — to quickly find anyone during an emergency, said George Nichols, group vice president of business development for the Nashville, Tenn.-based company.

With more than 1,400 accounts ranging from state and local governments and federal agencies, including the U.S. Defense Department, to businesses large and small, DCC technology is a key component of the country's ability to respond to emergency situations. DCC's solution is built on the Microsoft platform, often

For first-responders, effective alerting solutions often mean the difference between life and death.

leveraging tools government customers already are familiar with or own, such as Microsoft SQL Server and Microsoft Exchange.

"We run everything based on Microsoft technology," said Nichols. "We began with Microsoft for the messaging capabilities of Exchange and then embraced Microsoft's .NET strategy. It just went from there. Microsoft had the best solution we could find."

That solution — DCC technology based on the Microsoft platform — has proved reliable, efficient and a true lifesaver. In Jasper County, Mo., a call-out using DCC technology helped quickly evacuate 150 residents after an explosion at a nearby chemical facility. In Franklin Township, N.J., officials used a DCC system to alert more than 2,100 residents in just one hour after a water main break. Officials estimated that manual calling would have taken more than 33 hours.

“Microsoft offers a conceptual and technical architecture that provides a way for tax agencies to leverage and extend their current investment.”

— Karla Pierce, former secretary of revenue, Kansas

TAXING SITUATIONS

Microsoft enables government to strengthen revenue operations

The economic downturn has put more pressure on governments to increase the effectiveness and efficiency of tax collection processes. Working closely with its partners, Microsoft developed a Tax Administration Framework based on .NET technology that provides a road map to help state and local tax agencies modernize their operations and improve technology processes to deliver a rapid return on investment.

Unique in its approach, Microsoft helps governments leverage their existing technology investments while upgrading incrementally, allowing tax authorities to broaden their capabilities while simultaneously addressing budgetary constraints.

There are three components to Microsoft's Tax Administration Framework.

- **E-tax administration:** This provides agencies with a secure, self-service portal that allows taxpayers to perform a range of common transactions electronically. These include business registration, tax return filing and payment, self-auditing, and on-line informal hearings.

- **Compliance management:** The .NET framework empowers agencies to create features that cost-effectively promote better tax compliance, such as executive dashboards to manage performance; compliance project-management plans; decision engines to manage cases; and interoperable, best-in-class collection and tax discovery systems.

- **Integration:** This capability, also based on the Microsoft .NET framework, includes technology guidelines to ensure a smooth merger of legacy and modern systems.

“Microsoft offers a conceptual and technical architecture that provides a way for tax agencies to leverage and extend their current investment,” said Karla Pierce, former Kansas secretary of revenue and current director of Microsoft's state and local tax practice. “This allows tax agencies to leverage and extend their investments in Microsoft technologies, deploying in a more efficient and cost-effective manner.”

Microsoft's technology platform and the Tax Administration Framework is only half the story. To round out the solution, Microsoft partners with leading tax administration solution providers that have worked for years with every level of government. It's also not unusual for agencies to develop their own tax solutions and deploy them using the .NET framework.

Microsoft consultants perform a complete analysis of an agency's current processes and technology, then recommend a transition plan and road map to begin modernization.

“We'll help them get started,” explained Pierce. “And as they adopt the framework, we'll work with them to find partners that can deliver the specific solutions they need.”

One of the largest benefits of Microsoft's Tax Administration Framework is that it helps revenue agencies simplify the task of updating their tax administration operations. Ultimately it produces improvements that allow governments to work with taxpayers in a less intrusive and more productive way.

“This is a flexible way to modernize an agency either in small steps or in large steps,” said Pierce. “Both provide a very quick ROI, so everyone — government and taxpayers — is happy.”



BETTER BUSINESS INTELLIGENCE IMPROVES STATE'S TAX COMPLIANCE

Like its counterparts in other states, Washington's Department of Revenue (DOR) amasses a wealth of data about taxpayer accounts. DOR officials wanted to mine this resource to unearth better business intelligence to support their activities.

If DOR officials could easily access, analyze and manipulate their data, they could better understand their taxpayers and their own operations. They could then launch programs — such as well-targeted audits and taxpayer education — to more effectively collect the funds that support public services.

The DOR chose Microsoft partner HP Services to develop an innovative tax compliance solution. This includes a data warehouse to amass, scrub, consolidate and organize tax data drawn from multiple department databases. Key to the solution were tools that form part of Microsoft's Tax Administration Framework, including SQL Server 2000/Enterprise Edition, SQL Profiler and Microsoft's IP data encryption tools.

The DOR first implemented its compliance system to accomplish two goals. One was to better identify accounts that do not pay their full share of taxes. The second was to identify accounts that are not paying taxes at all, such as unregistered businesses and accounts that have been improperly closed.

Without changing existing transactional systems, the new tax compliance solution allows DOR officials to access data from multiple sources with less effort than before, and at a lower cost. The system has transformed the process of gathering and massaging data for analysis into a one-time expense.

The highly flexible system allows DOR employees to analyze

Washington's Department of Revenue chose Microsoft partner HP Services to develop an innovative tax compliance solution.

and view data in numerous ways, creating custom reports and updating them as they obtain fresh data. They also can build reports on the fly that combine data from the warehouse and from other sources. All this helps the DOR identify more under-reporting and nonreporting accounts.

In the future, DOR officials said they will use the system to support more strategic goals, such as enhancing business operations and developing better relationships with taxpayers.

For example, data from the warehouse could help answer performance questions such as, "How effective is our audit program?" and "What efficiencies can be gained by increased automation?" Data analysis will lead to better taxpayer education and assistance programs and help officials understand how legislative changes or external factors might affect state revenues.

With support from Microsoft's Tax Administration Framework, the DOR has embarked on a process that should yield an ever-growing series of rewards.

“If we can help people better leverage existing transportation infrastructures by providing real-time data [on a variety of devices] ... then we’ve accomplished something.”

— **Brett Cocking**, Microsoft solutions specialist

THE ROAD WELL TRAVELED

Microsoft technology helps state and local governments find innovative ways to ease traffic congestion

Around the country, state and local departments of transportation (DOTs) have for years attempted to lure drivers from single-occupant vehicles into various modes of public transportation to ease traffic-choked roadways.

Now, with the help of Microsoft technology and its industry-leading partners, commuters are getting real-time information that allows them to view and compare average travel times between private vehicles and public transportation — and transit authorities are making a winning case for mass transit.

“There’s a real goal to make public transportation more accessible and convenient for the traveling public,” said Brett Cocking, a Microsoft solutions specialist who focuses on intelligent transportation and passenger information systems. “Governments are looking for ways to encourage people to take a train, for instance, instead of driving and adding to the congestion on the roads.

“One way to accomplish this is to make alternative modes of transportation more attractive,” Cocking said. “In short, if we can show people that they can

reduce their travel time by 40 percent by taking the train into the city instead of driving, we are leveraging technology to solve a very real business problem.”

Real-time data enables commuters to make informed decisions concerning travel arrangements while also giving transportation and public safety officials minute-to-minute details needed to reroute traffic or broadcast situations during an emergency.

Although Microsoft depends on partners to develop and implement solutions, some of the best examples of the company’s newest technology intersect with the business of transportation.

“Access to the right information, anywhere, on any device is what Microsoft .NET is about,” Cocking said. “If we can help people better leverage existing transportation infrastructures by providing real-time data [on a variety of devices] ... then we’ve accomplished something.”

Already commuters in cities such as Chicago, Atlanta, Fort Worth, Los Angeles, Philadelphia and Washington, D.C., are benefiting from Microsoft technology and its partner know-how.



NEW SYSTEM HELPS EASE COMMUTER PAIN

So you want to get across the city or out of town as quickly and painlessly as possible. What's the best way to get there? Your car? The subway? A train?

Chicago-area citizens know the answer. Chicago is just one metropolitan region using brightly lit, electronic variable-message signs to inform the public in real time about their transportation options.

Thanks to a new Intelligent Transportation System, Chicago-area travelers no longer must guess the best way to traverse the area, or sit in a traffic jam worrying about missing an important meeting while wishing they'd known about the major accident blocking downtown streets.

An Active Transit Signage System (ATSS) — comprising nine message boards in the baggage claim and passenger concourse areas of Chicago's O'Hare and Midway airports — gives travelers up-to-date information about highway traffic conditions and estimated train travel times.

"InfoTrans" displays, designed and implemented by Inova Corp. and based on Microsoft's .NET framework, allow travelers to make informed decisions about their transportation options.

"They're able to display information on drive times downtown and compare them with how long it takes the train to get there," said Brett Cocking, a Microsoft solutions specialist.

"Microsoft .NET is the glue that brings it all together. It integrates the different systems."

— **Seth Wood**, Inova Corp.

"The idea is to attract people to take rail instead of spending two hours in traffic."

The signs can also display a variety of ad hoc, promotional or emergency information as needed.

City officials have installed four similar signs at various train stations providing riders with a real-time countdown for train arrivals as well.

Inova accomplished this using Microsoft technology to tie together disparate data compiled and displayed by the InfoTrans signs, said Inova's Seth Wood.

"Microsoft .NET is the glue that brings it all together. It integrates the different systems," Wood said. "Anything we can do to make the ride a little bit more secure for the passenger, or more comfortable for them, we're willing to do, and this is one of the steps."

“At Microsoft, it’s really a ‘doing more with less’ kind of strategy.”

— **Dave Block**, Microsoft

STREAMLINING GOVERNMENT

Microsoft enables enterprise-wide management for better operations

Enterprise resource planning (ERP) and customer relationship management (CRM) are well-known technology-based strategies in the business community. Microsoft delivers the benefits of both in its Microsoft Business Solutions — Great Plains suite of integrated business software. The company also has formed close partnerships with other leading ERP and CRM developers.

With operating budgets that rival or surpass Fortune 500 companies, many public jurisdictions face challenges similar to those of successful businesses. Indeed, government and business entities naturally share many of the same processes — and tackle the same issues.

The difference? Instead of customers, government agencies serve constituents.

“CRM in the public sector should stand for constituent relationship management,” said Lynne Whitson of Microsoft. “There are many different areas in state and local government where constituent relationship management is relevant.”

As for ERP, Microsoft recognizes governments’ desire to simplify and modernize internal operations to achieve maximum value from IT spending.

“At Microsoft, it’s really a ‘doing more with less’ kind of strategy,” explained Dave Block of Microsoft. “We can help customers upgrade to a new standards-based financial system or ERP system that gives them more efficiency, better reporting, better tracking, better routing at a much lower cost for maintenance.”

CRM and ERP deliver efficiency and smoother operational flow. CRM also allows internal and external constituents to access local, state or federal services in a manner that is uncomplicated and manageable.

Government agencies can choose Microsoft’s own suite of business tools or work with trusted Microsoft partners such as SAP, Siebel Systems, JD Edwards, PeopleSoft, Pivotal and Onyx Software.

“There is a value proposition in deploying ERP or CRM using Microsoft — or using Microsoft infrastructure underneath,” explained Mike Batt of Microsoft. “It’s a widely used program, so many customers already have skill sets that are based on Microsoft.”

The Microsoft standard — along with expertise of Microsoft and its industry partners — greatly simplifies the task of deploying enterprise resource management solutions, making the transition process shorter and smoother. Microsoft’s experience in providing government solutions helps it guide agencies toward a successful implementation.

“Bottom line is you’ve got to have top executive support from the agency,” said Batt.

Whitson concurs.

“If you have executive sponsorship, if you have clear objectives, a good methodology and a dedicated team, it can be done,” she said. “And it can be done successfully, on time and on budget. And the change will be well worth it.”

Microsoft not only delivers the technology necessary to support innovative ERP and CRM projects, it also provides experienced service personnel committed to the success of enterprise transitions.

“We’ve got a platform that makes it very easy to develop these types of value-added applications. We’ve got the people, and we’ve got the partners,” explained Block. “And it works.”



MICROSOFT PARTNER DELIVERS GOVERNMENT-FOCUSED ERP

Microsoft partner Encore Business Solutions offers the best of both worlds to state and local governments that implement enterprise resource planning (ERP). First, agencies that work with Encore get applications uniquely tailored to the needs of government.

For example, Encore's solution eases the job of accounting for grant money, linking each project expense to the correct funding source. It performs sophisticated fund accounting, and it helps agencies meet reporting requirements set by the federal Governmental Accounting Standards Board (GASB).

Agencies that work with Encore also enjoy the full range of enterprise tools that make up the Microsoft Business Tools — the Great Plains suite, for applications such as payroll, human resources and financials. Through its partnership with Microsoft, Encore delivers a much broader range of business functions than other government enterprise solutions.

Agencies that implement the Encore/Microsoft suite gain a powerful range of budgeting functions. "Budget management is obviously huge in the minds of all government agencies today," said Janet Lampert, Encore's vice president of sales. With Encore Business Solutions, an agency can quickly and effectively create a budget, track expenses against the plan and make any necessary changes.

"Budget management is obviously huge in the minds of all government agencies today."

— **Janet Lampert**, vice president of sales,
Encore Business Solutions

Encore's suite also provides an efficient, flexible engine for meeting a key responsibility of government: reporting to citizens. "There's a far bigger demand from the public today to be able to see and understand exactly how the government is spending money and where it's investing," Lampert observed. Instead of laboriously pulling information from disparate information systems, agency staff using the Encore/Microsoft solution quickly assemble the required data and present it in the format that best suits constituents' needs.

Integrated business solutions from Encore and Microsoft help agencies work more efficiently and deliver better services — the best of both worlds.



To learn how Microsoft solutions for government can help your organization, please visit us at www.microsoft.com/usa/government. Or call the Microsoft sales office at 800.426.9400.

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