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Service above self

Shared, massive scale platforms explode within the enterprise, and fundamentally alter the $110 billion resource industry. A small group of emerging IT service providers is disrupting the traditional ITO market by helping its clients grow rather than focus on cutting costs – while making the world a better place to start. The cloud is actually a collection of hundreds of individual clouds that operate independently. This independence promotes a massive level of innovation, but also creates huge complexity for business... From traditional cloud RFP to cloud mediation with API support, buyers are dramatically changing the way they engage the market. Here are the six most common archetypes. Are apis really new to ITIL? In some ways, yes. Providers will continue to aggressively target standardized multi-tenant web services supported by increasing layers of technology automation over human ... What makes the country club analogy so apt is that it perfectly describes the characteristics of the country club cloud: Standard, enterprise-aligned master services agreement commitment requires, typically annual Fixed monthly... Out-tasking services are still eating away at the $110 billion outsourcing pie. But these services are not necessarily pure gaming cloud platforms — in many cases, they are a combination of the best of both worlds. The company's as-a-service offering explodes, unleashing an unprecedented wave of consumer-friendly applications and services. However, buyers of these services are often surprised that it is they, not the provider, who ... Load More Technology should be a servant of the people. - Sidney Harman, CEO, Harman International As an automatic part of the door you enter your famous old airport. Except it doesn't look familiar at all. Gone are the airies, baggage handlers and other airline workers you've long relied on to get you and your luggage to your destination. You come to the kiosk and check in for your flight by laser-flying your mobile phone, then drop the suitcase into the slide and come to safety. You're ready to fly, and it's only been three minutes, but you haven't communicated with your soul. The fictitious scenario mentioned above could become a reality if the proposals for Amsterdam's Schiphol Airport were to take place. According to an article in the Los Angeles Times (registration required), the unattended airport concept was a big buzz among the 300 airline and airport officials who gathered for a two-day conference, called Check-in 2007, in Las Vegas. Other notable ideas from the conference include a common check-in area for all airlines and luggage tags equipped with a small radio transponder resembling a postage stamp that could be read a few meters from the hotel, allowing luggage more accurately monitored. While there is no doubt that new technologies could streamline the aviation experience, a completely self-service airport raises a number of questions, similar to those raised by the introduction of rental robots in Hertz. First of all, if there's no one to help when the machines break down, what are you going to do? I've had very little success with supermarket self-checkout stripes, and neither has me started on voice-recognition software many companies now use to respond to customer phone calls. And are airline officials really interested in improving the customer experience, or is the prospect of reducing labor costs really behind this push to automate airports? I would say that the current high level of passenger dissatisfaction is not the result of airport staff being inefficient, but rather because of an outdated air traffic control system and poor aviation policies to get delays up and running. Hopefully the future will bring more customer care, whether it's from people or gadgets. We manually select everything we recommend and select items through testing and reviews. Some products are sent to us for free without motivation to offer a favorable review. We offer our unbiased opinions and do not accept compensation for product inspection. All items are in stock and prices are accurate at the time of publication. If you buy something through our links, we can get a commission. Swipe left to report a pothole. Swipe right for social services. (Illustration: Andrés Moncayo) In September, the Philadelphia Police Department posted a hate crime security video on its YouTube channel. Shortly after, a handful of citizen-minded social media users followed the suspects - linking the video to Twitter photos and Facebook check-ins - and contacted police. After investigating the leads, the detective in the case thanked them in a tweet. Since 2008, the Metropolitan Police has been exploring social media as a new way to protect and serve. Reaching more than 60,000 people at the touch of a button, with updates including everything from a digial-age wanted poster to pilot body camera testing, @PhillyPolice's Twitter feed and its YouTube channel have become increasingly important tools for connecting with people the department protects. The benefits of having authentic voices engage in public conversation outweigh the threats of social media, says Susan Crawford, currently a visiting professor at Harvard Law School. Crawford also recently co-wrote The Responsive City: Engaging Communities through Data-Smart Governance, and argues that effective Twitter use is one way governments can show their work and get unfiltered feedback. Up to 75 percent of the population will live in cities by 2050, so finding new ways to make city governments vulnerable and accountable will be even more with time. Cities are at the heart of citizen-centered services, says Charles Prow, CEO of IBM's global government team. This makes them best placed to use civic technologies to revive democracy and strengthen the social fabric between people and their civil servants, Crawford says. Social networks are just one of the most visible ways technology is changing the way citizens and their governments can communicate and communicate. Big cities like New York and Chicago have embraced the idea that, like many businesses and industries, they can best function as data-driven businesses. However, having direct access to feedback from citizens has its own difficulties. The biggest challenge is balancing the need to be responsive – to really listen to citizens and act to respond to their needs – without being overwhelmed. There will always be more complaints than police officers, more potholes than construction crews. One way cities can take the time to communicate is to provide automated services to which citizens have direct access.

Permits, registrations, service requests-much of the government's work is of an informational nature, and historically requires a lot of paperwork. But these days, when we can do almost anything from our smartphones, paper-bound government processes are increasingly considered too slow and expensive. Governments recognize that citizens' expectations have fundamentally changed, prow says, and what citizens want is digital access to government services anytime, anywhere. Self-service government isn't just comfortable - it's also more efficient, saving time for employees and reducing costs for taxpayers Ultimately, crawford says, the more digital tools make it easier to interact with government, the more trust citizens in government will have to provide important public services. The way technology changes the nature of interaction also has the power to change perception. When Chicago launched its Open311 mobile app, in many ways it was an extension of the existing 311 service. But because users were encouraged to submit photos of things they reported, it changed the way they felt about the service. People are more used to posting on Facebook or Instagram than calling hotlines, and when asked about similar programs around the country, users said the app made them feel like they were helping, not just complaining. Crawford says: The sense of agency he creates is huge. On the other hand, the images made it easier for employees to determine the severity of the problem. As an added benefit, since most images are geo-encoded with detailed location information, work crews know exactly where the problem is and can respond faster. Mobile applications on cloud infrastructure are a great opportunity for information to be citizens in improving the government's work, says Prow.

. Q: We are increasingly hearing about how the government needs to do more to adapt to today's technologies. Can you discuss the approach that is taking? Governments recognize that citizens' expectations have fundamentally changed. So it's no longer good enough for the government to be able to provide capabilities in very long cycles of the system of implementing programs-taking years of service upgrades or facilitating access to employment programs, programs for the elderly, programs for the disabled. When I think about citizens' demand for faster and easier access to government, I think about what I call engagement systems. Social and mobile apps fundamentally – and for the better – are changing the way citizens and governments interact. For example, iPad apps that allow social workers to work directly with clients unbound from their desks, allowing them to deal more efficiently and effectively with individual citizens. And there are about 700,000 social workers in the U.S. Recent industry studies have shown that these social workers spend more than 50 percent of their time on activities unrelated to direct client engagement. There is therefore a great opportunity to improve the lives of millions of people by focusing more on helping citizens. . Q: How could these wiring systems help? As jurisdictions begin to provide mobile apps to do things that citizens have had to wait in line or do by mail, it does two things. It provides citizens with immediate access to any particular program or service they are looking for, and it really eliminates a lot of costs and workloads from jurisdictions–whether it's city, county, community–that they are now not able to provide manually. Q: Can you give a few examples of how this is happening? We're starting to see some results–being able to quantitatively prove, through analytics and social media–that there are steps that can be taken by governments to keep people employed once they get jobs and keep them out of unemployment roles. Then there are examples of cities wanting to take their 311 programs, providing a wide range of information about and accessing government services - from homeless shelters to garbage collection - and putting them on a mobile app. It is exciting to see so much going on in this area in cities around the world and we can expect this trend to accelerate in the future. Q: And how far are we to achieve this future? Are government officials buying into these ideas? Every about 18 months or so we host a forum on social programs. I remember that on the last program, there were great debates about the legality and effectiveness of social-engagement systems and type applications. At the last forum that took place recently, the conversation has completely shifted and the focus of the participants has been on How can we do mobile and social faster? If you listen to government officials that are responsible for serving citizens through these programs, they are so around the intellectual conversation of will do it or it won't happen. Their citizens are demanding new ways to engage the government, and officials see that mobile and social offer powerful new tools for citizens- and employees- that will increase the government's ability to serve the people. Now it's all about how quickly it happens and how we can make sure we do it in a safe way.   The use of social technologies can even improve face-to-face interaction. Prow notes that nationwide, there are nearly 700,000 caseworkers who are interacting with voters but are limited in resources. This creates an obstacle in how we serve citizens, says Prow, and it's amazing to see better engagement when (social workers) have access to social analytics. For example, workers in employment programs can use social media data to detect warning signs that suggest they are sliding back into unemployment, and then work proactively to prevent this. In Manchester, England, a program working with troubled teens found that only a few influencers were responsible for dragging a bunch of their friends. By focusing only on these few, social workers produced better results – and were able to work more efficiently. And as more services are digitised, it will also be important to ensure that all citizens have devices, cloud connectivity and digital literacy to take advantage of them. For citizens in the small town of June, Spain, this means that all residents need a Twitter account. That's because the city has fully embraced Twitter as a communications platform, and tweets can do much more than express an opinion. Even the conference rooms at City Hall have their own Twitter accounts: Anyone in town can send a direct message to book a room, and the second direct message even unlocks the door. To make the system accessible, however, the city had to make sure everyone had a unique digital ID and Twitter handle. Just as today's cities are responsible for providing clean water and electricity, Crawford says, it will be important for future cities to provide ubiquitous, cheap and well-understood digital tools. he real strength of social media, however, is that because it is designed to be used with other people, it is inherently humanization. It removes barriers - real or perceived - to cooperation and offers a new way to come together to solve problems, as cooperation between the Philadelphia police and a handful of citizens showed earlier this year. And the more technology gives government employees and citizens a way to quickly and effectively solve problems, much less that the government appears to be an abstract entity. Crawford hopes that eventually the use of these technologies will bring citizens and government closer together, breaking down barriers between civil servants and their constituents, and ushering in new transparency-and collaborative-based civic engagement. The alternative, she says, is a government that will back down for the invisibility of the big walls.