How smart are your city’s services?
Oracle’s City Platform Solution
Your organization can’t become smart through a mix of vision, leadership, and determination alone. You will also need to use IT to deliver integrated, multichannel services and actionable intelligence, and to act as a key enabler to unlock the potential from your existing assets.
The City Platform Enables Many Things for the Organization

- Being the hub of your community
- Being well-governed through political integrity, transparency, and accountability
- Making the right infrastructure investment decisions with funds from constituent taxes
- Offering a wider variety of better-quality services that reach out to more citizens and businesses
- Achieving sustainability and environmental objectives
- Helping citizens and businesses engage with other organizations
- Attracting inward investment and being a center of excellence for commerce
- Empowering employees and increasing their job satisfaction
- Gaining recognition as a great place to live and do business
- Creating a world-renowned tourist destination
- Offering a well-developed and intelligent transportation infrastructure

Something as simple as having a single window into online services, or knowing who to call for a specific service and having that call handled consistently and professionally, can make all the difference to a citizen or business coming into contact with your organization.
By 2050, More Than Two-Thirds of the World’s Population Will Be Living in Urban Areas

Local Government Challenges Unraveled

This is an increasingly urban world. As of last year, according to U.N. statistics, more than 51 percent of the world’s population reside in urban environments. Since 1950, developed-world cities and towns have seen a jump of more than 50 percent in their populations. By 2050, more than two-thirds of the population will be urban dwellers.

There is an urgent need to ensure that local governments have the infrastructure in place to tackle the inevitable demographic challenges of the next 50 years. However, changing political circumstances combined with economic pressures have created severe budget constraints on local government decision-makers.

Despite this, there remains a great desire for change, and city management must act now to improve service delivery and streamline internal operations. This transformation will need to cover all aspects of local government while tackling the rising costs that result from a combination of manual services, paper-based records, and limited information visibility.

Cities and communities will also act as the engines for twenty-first-century economies, but to compete effectively at an international level, they will need to become more intelligent, innovative, and integrated. Cities have assumed central importance to a nation’s self-identity, but they are also becoming the first line of defense to

- Monitor for and respond against communicable diseases and pandemics
- Fight poverty and inequality
- Combat terrorism, international gangs, and crime syndicates
Dongcheng District, Beijing
Migrates to an Electronic City Management Platform

The Beijing Dongcheng District government, together with Oracle, built a city grid management system that features a wireless information service, a geographical code inquiry system, data management, and safety management capabilities.

- The system uses wireless functions to transmit data—with no reliance on extensive cabling
- Accurate city planning is supported by a high-end geographic information system that includes Oracle Spatial
- The success of the city grid management system has led to numerous other cities adopting the system

Boston
Making Government Efficient and Transparent

Like most cities, Boston is facing a revenue shortfall in the upcoming fiscal year. To reduce costs while continuing to improve services, city administrators can access timely, consistent, and meaningful intelligence from their operational data system, Boston About Results (BAR).

With BAR, Boston is able to

- Track tax-collection trends and intervene to prevent revenue loss
- Monitor call-center volume about specific problems to identify macro-level issues
- Allow city department managers to develop performance improvement plans and track their gains
How Oracle's City Platform Solution Helps Manage the Connected City

Oracle offers a modular, incremental solution set for local governments that provides a roadmap for transformation. The solution set includes technologies and applications that consolidate already-complex IT infrastructures, rationalize service delivery processes, and support current and future operational systems, as well as supplying an intelligence layer to monitor performance and improve service delivery, program planning, and budgeting.

1) EXTERNAL GROUPS
Cities not only manage and deliver their own services to citizens and businesses, they also engage with agencies and partner organizations in the private and nonprofit sectors. By providing secure, federated access controls to facilitate data sharing and application connectivity, Oracle enables you to fully automate the full lifecycle of service delivery within and outside the city. There are additional modules of the solution set that can support the grants process, managing contracts, and evaluating results of external stakeholders.

2) SINGLE POINT OF ACCESS
Users of all abilities and capabilities can initiate contact and interact with city government through a variety of channels—including e-mail, Web, short message service, face-to-face at a government office, in the field, and by proxy through a constituent care center. Users can move seamlessly between channels over the course of service delivery. All these methods of citizen interaction share the same underlying set of applications and data repositories to maintain consistency in how requests are handled and resolved.

3) CITY OPERATIONS
All operational systems can be more effective and efficient by referencing a common data-handling process for citizens, businesses, assets, and locations, which ultimately improves processes. This provides greater user satisfaction and increases employee productivity and job satisfaction.
How Oracle Solutions Help Manage the Smart City

Oracle offers a modular, incremental solution set for local governments that provides a roadmap for transformation. The solution set includes technologies and applications that consolidate already-complex IT infrastructures, allowing cities to engage with agencies and partner organizations more effectively and efficiently by referencing a common data-handling process for services to citizens and businesses, they also face-to-face at a government office, in the field, and by proxy through a constituent care center. Users of all abilities and capabilities can move seamlessly between channels and prevent accidental errors and malevolent behavior.

HUMAN RESOURCES
Streamlining HR systems and processes reduces overhead and improves an organization’s ability to handle multiple employee categories (civil servant, part-time employees, contractors, volunteers). HR departments must be able to recruit, train, manage, and deploy staff while simultaneously helping the organization as a whole deliver better and more effective and efficient services.

FINANCIAL ADMINISTRATION
Complete visibility into how money is spent is not only a better way to operate, but it also enables confidence from hard-pressed taxpayers and businesses, and substantiates good governance to constituents. Financial management systems must be integrated with front-end department-level business process and expenditures as well as complementary enterprise resource planning systems.

ANALYTICS
Comprehensive dashboards and reports detail how operational services and local authority fiscal management are performing, providing a feedback loop between decision-making and operations. This gives greater insight into how resources should be utilized and enables more-accurate planning and budgeting.

GOVERNANCE, RISK, AND COMPLIANCE
GRC and policy automation help ensure compliance with regulations and policies, and facilitate the introduction of change. This helps to avoid unnecessary expenditures and prevent accidental errors and malevolent behavior.

IT SHARED SERVICES
Combining IT facilities, human resources, and infrastructure platforms creates an economy of scale that enables better utilization of resources. Formerly siloed business practices can be used across multiple city departments, which reduces cost and improves service delivery.

CITY INFRASTRUCTURE
By consolidating technology—hardware, hardware, operating systems, applications, middleware, databases, and networks—business processes can be streamlined for more-effective use of resources. This helps promote best practices and enable cost savings while delivering better, transparent services to more citizens.

CITY ADMINISTRATION
Empowering city officers and department managers with superior tools and service delivery capabilities makes it easier to budget, respond to demand, and allocate/schedule city resources. In turn, a highly responsive administration is more popular with the electorate and can better address the goals of serving their community and helping it grow more prosperous.

4) CITY INFRASTRUCTURE
5) CITY ADMINISTRATION
A Wealth of Experience at Your Fingertips

For more than 30 years, Oracle has followed the course of change across the entire public sector, helping organizations overcome the challenges of aging infrastructures, shrinking workforces, and declining tax bases. By developing and implementing innovative products for the city platform, Oracle helps local government leaders to redefine their objectives, rapidly respond to changing circumstances, and transform their human, material, and infrastructure resources.

Oracle Solutions Fit Within Three Key Pillars

**Smart Innovations**—Resolve up to 90 percent of service requests through integrated multichannel services, including self-service Web/chat; local single numbers such as 311, 1823, and 133; Facebook; Twitter; e-mail; and so on. Implementations around the world include New York City’s 311 and Hong Kong’s 1823 integrated services delivery platforms.

**Smart Processes**—Analyze service delivery, infrastructure expenditures, constituent feedback, and other key areas to determine what areas to prioritize, streamline, extend, consolidate, or even discontinue. Implementations in cities including Boston and Shanghai have yielded real operational savings.

**Smart Infrastructure**—Modernize the underlying IT infrastructure to enable better integration, interoperability, and the provision of shared services around core back-end ERP functions including payroll, procurement, and HR functions. There are current implementations in Reading Borough Council, U.K.; St. Petersburg, Florida; and Municipio de Chihuahua, Mexico.

“We’ve changed people’s lives. 311 is not just a citizen service hotline; it’s the most powerful management tool ever developed for New York City’s government. I can’t imagine running a city without it!”

Michael Bloomberg
Mayor
City of New York
Twenty-First-Century Approach

In the twenty-first century, governments have to find a way to balance the expense of personal face-to-face or voice-to-voice services with the need to respond immediately and serve a rapidly increasing population. Local governments must build city infrastructures and service delivery environments that respect the digital divide as well as the budget realities cities face.

Each interaction has a price—and the potential to impress or infuriate potential voters, investors, and taxpayers. Innovative governments can leverage IT in an integrated fashion, using the least-expensive, fastest means of servicing citizens and businesses while providing an integrated fallback to the next level of support.

**LEVEL 1:** Inquiries via the Web, either on a mobile phone or desktop computer

**LEVEL 2:** Contact via a SNEN to landlines and rudimentary mobile phones

**LEVEL 3:** Face-to-face meetings in the field or at government offices

All levels would run on a consistent set of automated procedures and workflow based on a common automated set of policies and regulations, combined with the underlying IT infrastructure.

The next generation of 311 or SNENs and government portals will be able to implement this vision. Oracle’s city platform solution is focused on the constituent identifying opportunities to achieve efficiencies through cross-agency infrastructure investments, collaboration, and intelligent service delivery.

“Oracle’s integrated procurement suite has enabled us to achieve exceptional cost and efficiency savings that exceed government targets while enforcing compliance with national and E.U. procurement directives.”

Donald McGougan, Director of Finance, The City of Edinburgh Council, Scotland

“By digitizing our planning archive, we are improving the service we offer to city personnel, citizens, and companies. We are able to do this now because we implemented a stable, flexible, basic infrastructure built on Oracle Fusion Middleware.”

Hemmo de Groot
Director Information Management
City of Arnhem, the Netherlands
Transformed Local Government Leads to Strong and Prosperous Communities

The city platform means

› Local government is a strategic leader and facilitator
  Priorities of local and central government are understood, accepted, and brought together as a single vision

› A new performance framework, from metrics to management
  Open, transparent, easy-to-access, closed-loop performance systems, plus community feedback

› Community cohesion
  With more-cohesive yet personalized communities

› Efficient local services
  Local services are focused on the needs and wants of their communities

› Strong cities, strategic regions
  Greater power and resources are made available at the regional and local level

› Effective, accountable, and responsive local government
  Stronger leaders, clearer accountability, and more-effective scrutiny and structures

› Responsive services and empowered communities
  Involvement, participation, and empowerment of citizens and communities

› Green, innovative, and intelligent infrastructure
  Reduced power consumption and heat output to meet specific sustainability goals
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