



BlackBerry in the Public Sector

A Platform for Transformation

Public services in the UK have been set a challenge: to transform. By 2011, public sector organisations must undergo a revolution in efficiency and efficacy.

This revolution, set out in the Cabinet Office strategy Transformational Government Enabled by Technology, will be underpinned by information technologies, none more important than mobile technology.

The Challenge

The key to transformation is giving front-line public service workers, from police officers to social care professionals to maintenance staff to elected council members, access to the data they need to provide public services based around the needs of their 'customer' rather than the traditional view from a single public agency. Providers of public services must have secure and continuous access to data and communications resources wherever they do their work.

The Strategy

The Transformational Government Strategy is based on three pillars. These are:

- Public services centred on citizens and businesses, rather than bureaucracies. When a citizen encounters 'government' in any guise, they will expect its representatives to be able to provide information and answer requests about other branches of the state – while respecting personal privacy.
- Organisations in the public sector sharing services and systems. Public agencies will as a matter of course rely on expert providers of back-office services such as finance and human resources, rather than running them themselves. IT systems will be shared between many different organisations.
- Professional delivery, to the highest standards expected of the private sector, and beyond. A new cadre of qualified and experienced professional is taking over the management of IT-enabled business change projects. A hallmark of the new professionalism will be reliance as far as possible on proven, commercial off the shelf technology with predictable costs and quantifiable benefits.

Transformational Government is not starting from scratch. Several parts of the public sector are already demonstrating that the necessary change can be achieved, when based on the right technology.

Transformational Government articulates exactly where government should be investing in IT – on platforms to enable citizen-centric services.

The Solution

Today, the technology is available in a robust and proven commercial off-the-shelf format. BlackBerry® Enterprise Solution is an 'out of the box' end-to-end wireless data and email solution. The system is assured by CESC, the government's security authority, for use with restricted data.

This BlackBerry solution is already in use in central government, criminal justice, local government, the NHS and other parts of the public sector.



BlackBerry – a Platform for Transformation

Why Mobile?

Most information technologies offer the prospect of incrementally improving efficiency and effectiveness, usually by cutting the cost of handling a transaction. Mobile technology is inherently transformational. When front line workers have continuous and secure access to the systems they need to handle their contacts with the public, the whole experience of public service changes, both for those delivering the service and those receiving it.

When local authority street wardens deal on the spot with unexpected issues and requests, they save time, resources and improve the council's image in the community. It is good for staff morale, too. The impact of mobile IT-enabled transformation can be far-reaching: police forces that have equipped their officers with access to the Police National Computer via BlackBerry find that fewer petty criminals try giving false names and addresses – word has got around.

Why BlackBerry?

BlackBerry® is widely known in the commercial world as an email device, but email on demand (including attachments) is only a small part of its capability. The technology, which includes an integrated web browser, is also ideal for deploying back-office applications to the front line. Users can log on securely to their corporate intranet, gaining access to existing web and application servers behind the firewall.

BlackBerry Enterprise Solution is a secure end-to-end system for pushing data and email to rugged devices. As a tool for transforming government, its advantages over other mobile communications technologies include:

- **'Out of the box' solution.** The BlackBerry Enterprise Solution consisting of the BlackBerry® Enterprise Server software, devices and services, is a robust and proven end-to-end system with no unpleasant surprises in pricing or facilities.
- **Flexible and scalable.** BlackBerry devices can readily be configured to handle data feeds to and from any back office system, as well as the familiar email application (and voice communications). When BlackBerry is embedded in a local area network, one infrastructure can provide access to multiple applications, for example housing, trading standards and adult care in the community. Of course the organisation itself decides which user has access to which applications.

- **Streetwise form.** Public servants don't generally work in first-class lounges. BlackBerry devices are discreet, rugged and unthreatening to clients. There is no waiting to boot up – and if a device is stolen or mislaid no sensitive data is compromised.
- **Security.** After extensive and gruelling tests, the Communications and Electronics Security Group (CESG), government's security authority, has assured BlackBerry wireless communication Enterprise Solution for use by government with data up to and including the restricted security classification. This means that both the device and the data transmission are securely protected from attack. Unlike all other mobile technologies, BlackBerry was designed with end-to-end security in mind.
- **Application support.** The integrated web browser supports standard mark-up and scripting languages such as HTML, JavaScript and WML.
- **Application development.** With BlackBerry® Mobile Data System (MDS) Studio, developers can quickly create rich-client applications using a component-based 'drag and drop' approach. The software supports XML Web Services and service-oriented architecture for integration and interoperability between mobile applications and existing enterprise applications and back-end systems. The BlackBerry Java Development Environment provides tools for developing and testing rich Java applications for BlackBerry devices. These custom applications can either operate independently or interoperate with web or application servers residing on the internet or a corporate intranet.
- **Single solution.** BlackBerry is an open platform which is easy to interface with the back office, allowing organisations to mobilise almost any application. BlackBerry can provide public facing workers with access to their core applications wherever they are - and senior managers with always-on email, too.

BlackBerry technology is already helping public sector organisations transform the way they run public services, often in the most demanding environments.

Transformation in Action

In local government, Gateshead Metropolitan Borough Council is tackling domestic violence through the Safer Families Project. Family protection case workers carry BlackBerry devices when they interview victims of violence in their own homes, so that case records can be updated immediately. BlackBerry devices prove far more suitable than laptop computers for carrying at night into rough neighbourhoods and when building relationships in difficult interviews with victims – and perpetrators – of domestic violence. In the spirit of transformational government, this will be less stressful for the victim of violence and more efficient for the agencies providing support. Most importantly, a joined up multi-agency service increases the chance of being able to act on a developing scenario of violence before a victim is seriously injured or killed.

In the NHS, BlackBerry technology is helping transplant teams at Addenbrooke's hospital, Cambridge, collaborate effectively and safely in – literally – life-and-death situations. When a kidney or liver becomes available for transplant, speed is essential. Consultants, transplant coordinators and other members of the team need up to date and accurate access to their patients' data at all times. Thanks to BlackBerry technology, all members of the team now have mobile access to relevant patients' records, meaning they can make informed decisions at any hour of day or night. The result is more effective treatment for patients, and greater efficiency for the transplant unit. This is a real example of transformed public services today.

Police forces across Britain are deploying BlackBerry in some of the public sector's most demanding front-line settings.

In West Yorkshire, BlackBerry devices allow officers to spend more time on the street rather than returning to the station to file reports. Officers have access to the Police National Computer as well as email, telephone and diary services. In one district, the number of checks carried out on the police national computer rose by five times following the deployment of a BlackBerry Enterprise Solution. One particularly exciting application allows officers to call up photographs of suspects. Retrieving a photograph via the BlackBerry device takes two seconds. This is particularly useful in avoiding 'non arrests' where the wrong person is taken into custody, wasting time and damaging community relations. When officers are more visible on the streets, crime, and fear of crime, fall. Another transformational outcome is achieved.

Transformational Government's theme of shared services, based on a common IT infrastructure, is already being demonstrated with BlackBerry technology. BlackBerry Enterprise Server is a working example of common shared infrastructure. At HM Revenue and Customs, for example, one BlackBerry Enterprise Server is already serving the organisation's 19 businesses. The Police National Computer, already successfully deployed on over 5,000 BlackBerry devices, shows the possibility of a shared service in action.

The third pillar of transformation is professionalism in implementing IT-based change. One hallmark of professionalism is to deploy mature commercial off the shelf technology while keeping a firm grip on costs. BlackBerry offers both. Experience shows that the key to successful IT is involving end users in deciding what they need. Significantly, North Wales Police selected BlackBerry Enterprise Solution after extensive trials of mobile devices – it was a choice based on the experience of real end users, not an IT-driven strategy. North Wales police spends less than £1 a day on each of its BlackBerry devices. Implementing BlackBerry takes away the pain of finding and developing a custom solution, and allows public bodies to get on with their real job.

These are only a few examples of the use of BlackBerry technology in transformational settings. There are many others: for example, The Royal Borough of Windsor and Maidenhead Council has issued licence inspectors with BlackBerry devices. Other parts of the public sector making extensive use of BlackBerry products and services include education and of course central government.

Exciting as these implementations are, they represent only the beginning of the transformational programme. In local government, for example, few local authorities have yet grasped the real opportunities available when front line staff are given access to a full range of back office systems, allowing them to deal with citizens' questions outside their own speciality. Multitasking – implicit in the Transformational Government vision – needs to be managed carefully but offers immense possibilities for efficiency gains while improving job satisfaction and improving the relationship between an authority and its citizens and other stakeholders.



The Future

The UK government's transformational challenge is not unique. Every jurisdiction in the developed world is wrestling with ways of providing more effective public services without increasing its tax bill.

Transformational Government offers a way forward. The changes it sets out are not an end to themselves. Rather, they will create an infrastructure and a way of working on which more effective and efficient public services can be built. In particular, they should allow radical thinking about ways of breaking down barriers between organisational silos, tiers of government and between public and private sector. While safeguarding citizens' privacy and the integrity of government.

One thing is certain. Radical new ideas for effective and efficient citizen-centred public services will only be conceived and implemented with the active commitment of front line public service staff – and their 'customers' among citizens and businesses. The most exciting ideas will not originate in IT departments, but neither must they be constrained by IT. BlackBerry alone is not the solution to transformation. But it is a robust, secure, economical and commercially proven – available now – solution on which that transformation can be built. Where you go with it is up to you.



About BlackBerry

BlackBerry is an end-to-end solution developed by Research In Motion Limited.

Founded in 1984, Research In Motion is a world leader in the wireless communications market.

For more information

www.blackberrygovernment.co.uk

marketing@rim.com