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MICROSOFT AND THE PUBLIC SECTOR



"Just as technology and the Internet have led to significant advances for the business sector in terms of productivity, efficiency and customer service, E-Government offers government leaders new opportunities to communicate and interact with the public and to provide citizens with quick and easy access to integrated and seamless services across a wide range of devices. It also offers the potential to partner with the private sector to maximize existing resources and foster economic development. Microsoft is committed to working with government agencies and jurisdictions to help deploy technology solutions that will have a positive social impact, be responsive to public needs and enable government leaders to react with agility to new and unexpected situations. Microsoft .NET for the Public Sector offers an opportunity to deliver on the e-Government vision."

– Steve Ballmer, Microsoft President and CEO

For more information:
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Introduction

The purpose of this document is to communicate Microsoft's commitment to the public sector and the many different ways in which the company contributes to e-government visions and strategies. Microsoft helps governments worldwide to implement their IT systems and on-line solutions, helping the public sector to rebuild and improve relationships with constituents, and to help stimulate economic growth as well as make the transformation to the new digital economy.

This paper outlines the current and future technologies available to public sector customers, and how Microsoft can work in partnership to deploy total, end-to-end e-government solutions. It sets out Microsoft's value proposition to government and its e-government mission to empower citizens, businesses and government employees.

In addition to solutions and services, Microsoft's corporate philanthropy programs and efforts to bridge the digital divide are considered, as is the vision of the Connected Learning Community to enrich the learning environment. Finally, the paper looks at how Microsoft creates opportunities for government leaders to learn about the latest technology issues, trends, challenges, and solutions.

Microsoft in partnership with the Public Sector

Microsoft is committed to partnering with the public sector. Government is one of the company's top markets, with more than one thousand sales and service professionals dedicated to public sector customers throughout the world. These include sales and consulting specialists with expertise in such areas as education, central, regional and local government, defense, taxation, postal, health and human services among others.

Microsoft understands both the challenges and the opportunities for government in the digital age, and we are working with public sector organizations to achieve the desired results of reduced costs and improved services. To meet constituent demands for better, broader access and faster response, government agencies worldwide are evolving into e-governments. In this continuous state of change, governments need an adaptable foundation on which to build their IT infrastructure and the software tools with which to develop and extend their online services.

Microsoft and its technology partners can help governments shift delivery of information resources on-line; enable more efficient interactions between agencies and constituents, as well as intra-government; and transform public servants into empowered knowledge workers.

Defense departments, criminal justice, public health, postal authorities, and many other government entities have already used Microsoft and its partners' products and technologies to create practical cost-effective solutions. Microsoft solutions provide a flexible foundation for achieving e-government and crossing the digital divide to:

- integrate disparate infrastructure and applications – to provide seamless service
- empower public employees – to provide more responsive service
- connect with constituents – to improve transactions and authorized information flow between government agencies, between government and business, and between government and citizens

By providing an Internet-based technology platform that ensures flexibility, scalability, and the interoperability of systems, health and human services agencies, for example, can face the challenges of extending information collaboration while facilitating and protecting electronic data transactions. Innovative postal authorities can partner with e-businesses to provide trusted financial services and logistics support, as well as develop portals to deliver improved public services – doing more, with less waiting in line.

Microsoft works closely with its partners to take solutions to market. For government, that means the deployment of e-government solutions based on Microsoft technology is not conditional on the use of consulting services provided by Microsoft or an exclusive partner. Microsoft is interested in understanding an agency's environment and challenges, and then working with the organization, the organization's partners, and Microsoft's own partners to develop a total solution.

Through its partner-centric strategy, Microsoft encourages, develops and assists the most powerful and successful value-added partners in the IT industry. By working with both the major global systems integrators (SI's) and independent software vendors (ISV's) as well as local partners, value is created for thousands of government customers and this has led to hundreds of replicable service and solution offerings.

Microsoft's Value Proposition for the Public Sector

First and foremost, Microsoft is a software and technology company, and it is in this area that the company can provide the greatest value to its public sector customers. Microsoft's vision for e-government is to enable the public sector to lead the information society by providing it with great software to deliver services that can be accessed any time, anywhere and from any device.

To realize this vision, Microsoft is creating an advanced new generation of software that will drive the Next Generation Internet. This initiative, called Microsoft .NET, is a shift in focus from individual web sites or devices to new constellations of computers, devices, and services that work together to deliver broader, richer solutions. The .NET platform fundamentally changes the way that computers and users interact. By bringing employees, citizens, data, and business applications into a coherent and intelligently interactive whole, .NET will allow government to benefit from radically increased efficiency and productivity. Computers, devices, and services will collaborate directly with each other, and governments will be able to offer services in a way that lets citizens embed them in their own electronic fabric. People will have appropriate control over how, when, and what information and services are delivered to them.

Data will live securely on the Internet so that citizens can access it from their PCs at home or work, TV's, public kiosks, cell phones or pagers, from their Personal Digital Assistants (PDA's), and even from the combination pager/cell phone/PDA-PC device that's on the horizon. Applications will be able to gracefully adapt functionality to the limitations and opportunities presented by the device with which the user is interacting. Applications will be able to act on a citizen's behalf, based on a predefined set of preferences and directives.

Such changes will arise from a new generation of applications, created and connected by today's software developers using the .NET platform, with XML as an industry standard. From a technical standpoint, .NET changes the way that applications can be developed and enables the creation of whole new kinds of applications. .NET extends the ideas of both the Internet and operating systems by making the Internet itself the basis of a new operating system. This will allow developers to create programs that transcend device boundaries and fully harness the connectivity of the Internet in their applications.

Microsoft's e-government mission is to ensure that its solutions and those of its partners are able to empower:

- *citizens*, to receive government services, access them online, become life-long learners, and participate in governance
- *businesses*, to access online government services, to partner with government to foster economic development, and to participate in the government value network
- *government employees* and *elected officials*, to increase their efficiency, rebuild the relationship with their customers, and to include all citizens into political discussions while focusing on strategic directions

The everyday change that technology brings to society underscores the importance of a healthy dialogue between citizens, business and government. By engaging in partnerships with government and consumers, Microsoft hopes to foster solutions that will create trusted systems for the Internet, encourage technological innovation and drive economic growth.

As the Internet continues to transform the social and economic fabric of our communities, it is clear that to realize the full potential of the Internet, societies must create a trusted system that governs the interests of people that use the Internet. Privacy and security are two fundamental pillars of this trusted system. To this end, Microsoft is focused on making sure its business practices and products conform to clear and acceptable guidelines set out by industry standards bodies. The company also believes that we can learn a lot from governments and consumers when designing our products. Recent changes in products such as Internet Explorer demonstrate Microsoft's commitment to developing products that respond to privacy and security issues.

While technology can solve many privacy and security concerns, there are exceptions. In these cases, Microsoft actively engages in discussions with government through such organizations as the Online Privacy Alliance, the International Communications Roundtable, and the Business Software Alliance to articulate legal or self-regulatory processes for building trusted systems.

Innovation is the life-blood of Microsoft's business and its values. The company's passion for technology can improve people's lives and by listening to customers, Microsoft constantly creates new and improved products to meet their changing needs. Microsoft annually spends almost 20% of revenue on research and development, continuing a tradition of innovation in product development research that stretches over two decades. The collaboration of strategic partnerships with government and over 20,000 technology businesses is a key ingredient to leverage knowledge, accelerate innovation, manage uncertainty and foster economic development in an increasingly dynamic industry, through intellectual property protection.

Microsoft follows a strong tradition of innovation through integration, making new connections between existing technology and knowledge. Microsoft believes that promoting innovation through integration is one of the most important challenges – and opportunities – that faces business and government in the information economy.

Knowledge is the most important asset to the information economy. The protection of intellectual property is vital to the growth of the industry and deserves protection through government legislation, enforcement and community education and awareness. The software industry faces substantial piracy and counterfeiting problems worldwide. Local developers; distributors and retailers lose millions each year to the illegal trade of software. Microsoft continues to be an active partner with industry and government to combat piracy and remove the incentives for this illegal activity through the continued strengthening of copyright enforcement and effective education of businesses and consumers.

Information technology is fueling an economic revolution on the scale of other important technology-driven revolutions of the past. There is evidence to suggest, however, that we are not yet halfway through the economic potential of this current revolution. This realization suggests the importance of understanding what fuels IT-based economic growth and the importance of policies that encourage growth. The governments in the best position to take advantage of the economic growth potential of technology are looking at incentive structures, core technology infrastructure issues, IT skills training and e-commerce enabling legislation.

The Connected Learning Community

More than ever, education influences individual employment advantage and earning power as well as plays a major role in economic development and societal stability. Calls to improve student achievement and better prepare a new generation of employees are frequent and the root of many government programs, corporate contributions, and volunteer efforts. The technology that is available today, bolstered by developments on the horizon, can provide educators and communities with a platform for improvement unlike any in history.

The effective integration of technology in education requires thoughtful blending of infrastructure, access, knowledge, and empowerment of students, educators, schools, and communities. It requires a complex balance between the best of traditional education and new insights about how people learn. It depends on the use of technology to promote and enrich collaboration and communication and to enable new levels of learning in the classroom and for life.

Microsoft believes the single most important use of technology is to improve education. This vision is called the Connected Learning Community.

The Connected Learning Community is a simple yet powerful idea. In the vision, the world is an enriched learning environment in which technology used well enhances and expands opportunities for learning while providing the practical technology experience needed in today's society and workplaces.

In the Connected Learning Community, schools, campuses, homes, libraries, businesses and government agencies are connected in a dynamic, collaborative learning environment. Students, educators and parents have access to learning, and learning is relevant, individualized and personalized. Institutions have information systems that support accountability and efficient management. New computing devices, powerful software, and the global explosion in Web services combine to enable learning without limits – anytime, any place.

Modern Learning Infrastructure

Education institutions face many challenges when building and supporting their information technology infrastructures. Software applications that don't share data prevent schools from analyzing and making decisions based on data they collect and increases costs for redundant data entry. More than 100 education software developers are now working on a breakthrough initiative to develop a Schools Interoperability Framework (SIF) that enables school software applications to share data. The Learning Resource Interchange (LRN pronounced "learn") further streamlines and simplifies eLearning products and empowers educators to package rich learning content so that it can be used with a variety of learning management systems.

The Microsoft Encarta Class Server is a curriculum management platform that combines high-quality educational content from leading publishers with anytime, any place access for teachers, students and parents. It allows teachers to manage online five major teaching areas – curriculum standards, lesson plans, content, assignment and assessment.

Microsoft Research also works in partnership with university researchers, faculty, staff and students around the world to support the use and integration of technology in Computer Science research.

Anytime, Any Place Access to Technology

Ensuring that students and teachers have access to state-of-the-art technology is one of the greatest challenges that educators face today. Anytime Anywhere Learning programs in the US, UK and Australia, and pilot programs in Belgium, South Africa and Canada, offer educators a range of programs and resources that help increase access to powerful learning tools.

The Microsoft Authorized Academic Training Provider (AATP) program is a formal technology-training program that helps prepare high school, vocational and college students for careers as network managers, systems administrators and programmers. The Microsoft Office User Specialist (MOUS) Program helps schools – especially community colleges – train underskilled workers to build careers.

Integrating Technology into Classrooms

Great teachers are the key to the successful use of technology in the classroom. Microsoft is committed to providing educators with professional development tools and resources to help them use technology to enhance teaching and learning. Free in-school training seminars are provided for teachers to help them understand how to use information technology in instruction, while more than 15,000 teachers in 110 countries worldwide are active members of the Microsoft Classroom Teacher Network (MCTN). This is a free online professional development community with resources, tutorials, peer-to-peer collaboration and online seminars to help teaching professionals effectively use technology.

The Intel Teach to the Future program, with support from Microsoft, provides in-depth hands-on training to more than 400,000 classroom teachers around the world. Microsoft is donating more than \$344 million in software and program support for teachers and training labs.

Executive Relations

Through its various Executive Relations programs, Microsoft creates unique opportunities for government and business leaders to learn about the latest technology issues, trends, challenges, and solutions in the world today.

Through many international programs – the Government Leaders Conference, various executive summits, global and regional executive roundtables, the Partner Executive Relations Program – Microsoft facilitates the exchange of information and experiences that decision makers need to face a changing world with knowledge, confidence, and practical support. Many of these programs are held in the Seattle area and at the sophisticated Executive Briefing Center on Microsoft's Redmond Campus.

The Executive Briefing Center also hosts hundreds of meetings per year, customized to tailor specific customers' needs, in meeting Microsoft executives, discussing technology trends with people of research and product groups at Microsoft.

Of particular interest to government customers is the annual Government Leaders Conference (GLC). Participants include heads of state, heads of government, cabinet ministers and secretaries, senior civil servants and other high ranking officials, each of whom are nominated to attend by Microsoft field representatives. The two-day agenda offers a mix of both practical case studies of e-government in action and visionary speeches and discussions about the challenges and solutions of tomorrow. The keynote speeches, breakout sessions, case studies, and peer networking opportunities combine to provide delegates powerful insight into the future of technology and government.

Featured speakers such as Microsoft Chairman and Chief Software Architect Bill Gates, and Microsoft CEO Steve Ballmer, are joined by many of the world's government thought leaders to identify challenges and present solutions for the government issues of today and the future.

Microsoft in the Community

The capacity to innovate and obtain the greatest benefits from innovation depends upon widespread access to emerging technologies. Microsoft, through its giving as a corporation as well as through its employees, is committed to empowering people – especially those who are underserved and disadvantaged – to discover and achieve their goals. By sharing resources, innovative technology, and ideas and by working in partnership with others, Microsoft works to find sustainable solutions that make real and lasting differences in people's lives. In the last fiscal year, Microsoft gave more than \$34.3 million in cash and \$200 million in software to nearly 5,000 nonprofit organizations.

Microsoft's philanthropic efforts enrich people's lives through enhanced technology access, strengthens nonprofit groups through technology, expands and diversifies the technology workforce, and builds vibrant communities through corporate funding and through matching employees' individual giving.

International Community Affairs (ICA) programs focus on creating social change at the local and regional level in countries and communities that have some infrastructure to support technology. Working through local Microsoft subsidiaries, ICA supports technology programs through indigenous nonprofit and community organizations.

Microsoft also provides opportunities to disadvantaged populations through access to technology and IT skills development. Grants of cash, software, and technical assistance are made to nonprofit and community organizations through more than 60 subsidiary offices worldwide. Grants support learning through the effective use of technology and access to technology skills training with a particular focus on helping to provide opportunities for employment. While these projects are far from the complete solution to the global digital divide, Microsoft believes they contribute toward that solution because they are catalysts for change.

In the last year, Microsoft funded 95 projects in 67 countries. These projects focused on areas such as disaster relief, IT skills for employment opportunities, and learning through innovative use of technology.

Summary

Government agencies worldwide are evolving into e-governments in order to meet their constituents' demands for better, broader access to public service. In this continuous state of change, governments need an adaptable foundation on which to build their IT infrastructure and the software tools with which to develop and extend their online services. Microsoft and its technology partners can help governments take advantage of the Web and capitalize more quickly on new opportunities by providing a flexible foundation that integrates disparate infrastructure and applications, empowers public employees, and improves transactions and information flow between government agencies, between government and business, and between government and citizens.

The public sector is an important vertical market to Microsoft. The company's vision for e-government is to enable the public sector to lead the information society by providing it with great software to deliver services that can be accessed any time, anywhere and from any device.

To realize this vision, Microsoft is creating an advanced new generation of software that will drive the Next Generation Internet. The initiative, called Microsoft .NET, shifts the focus from individual web sites or devices to new constellations of computers, devices, and services that work together to deliver broader, richer solutions. The .NET platform will allow governments to offer services in a way that lets citizens embed them in their own electronic fabric.

Using the .NET platform, a new generation of applications is being created and connected by today's software developers. Microsoft works closely with its partners to take solutions to market, creating value and replicable service and solution offerings for thousands of government customers. And by engaging in partnerships with government and consumers, Microsoft hopes to foster solutions that will create trusted systems for the Internet, encourage technological innovation and drive economic growth.

Microsoft is also an active partner with industry and government to protect intellectual property and to remove the incentives for piracy through the continued strengthening of copyright enforcement and effective education of businesses and consumers.

The capacity to innovate and obtain the greatest benefits from innovation depends upon a widespread access to emerging technologies. Microsoft, through its giving, is committed to empowering people – especially those who are underserved and disadvantaged – to discover and achieve their goals. Grants of cash, software, and technical assistance made to nonprofit and community organizations are far from the complete solution to the global digital divide, but Microsoft believes they contribute toward that solution because they are catalysts for change.

More than ever, education influences individual employment advantage and earning power as well as plays a major role in economic development and societal stability. At Microsoft, we believe the single most important use of technology is to improve education. We call this vision the Connected Learning Community. The effective integration of technology in education requires thoughtful blending of infrastructure, access, knowledge, and empowerment of students, educators, schools, and communities. Microsoft helps education institutions to build and support their IT infrastructures, train their teachers and ensure students and teachers have access to state-of-the-art technology.

Microsoft also creates unique opportunities for government leaders to learn about the latest technology issues, trends, challenges, and solutions. Through many international programs, including the annual Government Leaders Conference, decision makers are able to exchange information and experiences to help them face a changing world with knowledge, confidence, and practical support.

For Further Information

Microsoft for the public sector: www.microsoft.com/government

Education programs and products for learning: www.microsoft.com/education

Philanthropy and Bridging the Digital Divide: www.microsoft.com/giving

To find the nearest Microsoft office, visit: www.microsoft.com/worldwide