

WHY DO COUNCILS NEED A **DIGITAL** **STRATEGY?**

Increasingly we rely on digital services to facilitate our everyday lives. From ordering and paying for items online to researching a place to eat, reading newspapers, ordering taxis, and communicating worldwide, digital technology satisfies our need to have everything right now. Citizens also expect greater transparency from service providers along with information that can be accessed at all times. While local government is aware that this digital transformation needs to be embraced, the question is how?

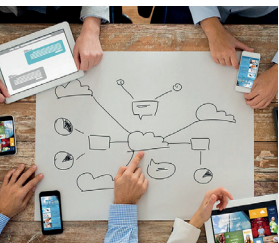
In this era of unprecedented austerity, local government has faced a challenging journey with many having suffered budget cuts of up to 60% over the past five years. At the same time, there has been a seismic shift in the way citizens

expect to consume services, leaving local government with a large gap in their service delivery model. A gap that can only be filled with investment and a move from time-consuming paper and manual-based processes to digital solutions that will enable overheads to be tightened and spend on resources to be lowered.

A digital strategy will enhance security, speed up processes, increase efficiency, improve environmental credentials and satisfy citizens. Through innovation, processes will improve, and services will be created that would have been inconceivable only a few years ago.

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WHERE TO START?

In order to understand what a digital strategy should comprise and how it can assist both the operators and citizens, the Government's Digital Strategy (www.gov.uk/service-manual/service-standard) is a good place to start. Here, clear guidelines are laid out for the public sector when digitising services and include 18 steps that must be followed in order to provide digital services that are so straightforward and convenient that all those who can use them will choose to do so whilst those who can't are not excluded.

Becoming digital is certainly not going to happen overnight. However, by consolidating all your disparate systems and processes into one strategy, the benefits will be numerous, including:

- Providing services that are easy and accessible for a citizen to use
- Enhanced security and compliance
- Being able to deliver more, better for less
- Preventing duplication across departments
- Combining resource and budgets together to help collaboration across similar projects

- Saving costs
- Improving your environmental to achieve Council sustainability and carbon net zero targets.
- Enabling the entire organisation to work towards one common goal that is integrated into the culture and working practices of the organisation

HELPING YOU TO EXPLORE

As the digital world continues to grow at an unprecedented rate, revolutionising the way we live and work, it's never been more important to seek the help of an expert guide who can help you navigate the challenges of today and tomorrow, to find new paths to running a better organisation.

With over 80 years as pioneer of imaging and information management, Canon partners with local authorities to provide guidance and technology that transforms their processes, saves money and helps protect the environment. From Managed Print Services to Document Digitisation, Digital Mailroom, enhancing Central Reprographic Departments or purchase to pay, Canon can help you to better serve your citizens in the way they expect.

If you'd like to discuss how Canon can help your organisation work more effectively and efficiently, please contact:

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