

# Four Ways that Mobility can Transform Government Solutions



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More than half of respondents to an Accenture digital government survey would use digital services—including mobile websites and apps—if offered by government, especially for routine transactions. A majority also want to conduct all their government business digitally in the future.<sup>1</sup>

As citizens and employees are embracing mobile technology, how do government agencies harness it to drive government transformation and deliver public service for the future?

## Mobile is everywhere

There are more mobile devices than people in the United States.<sup>2</sup> With so many devices in the hands of so many people, the private sector has reinvented service delivery for on-the-go consumers.

While the pace of mobility adoption has been slower in the public sector, it is gaining traction. According to a 2012 National Association of State Chief Information Officers survey:<sup>3</sup>

- Mobile services and mobility rank fourth among the top ten state CIO priorities for 2013.
- 57 percent of state CIOs say that mobile devices and apps are either a high priority or essential to the strategic agenda.

What has held back mobile adoption? An Accenture survey of private and government IT executives reveals that security and cost concerns are primary barriers.<sup>4</sup> Many organizations are in the early stages of mobile strategy development. They are looking to set priorities, establish governance, define technology standards and security requirements, as well as define mobile application development, user experience and content distribution strategies. Government agencies are realizing that some of the biggest benefits from mobile government solutions come from combining technology with process transformation. Based on our research, they should consider the following value drivers for new mobile initiatives:

### 1. Mobile technology can bridge the digital divide.

With the advent of e-government, there was concern that online government services would create barriers for low-income populations without technology access. As we know today, this was not the case, and we believe that similar concerns about mobility are likely to prove as unfounded.

Mobile devices are actually technology equalizers in a world where the consumerization of IT is the norm. For many people, their smartphone is the only computing device they own. According to the Pew Internet & American Life Project, 34 percent of U.S. adults with a household

income of less than \$30,000 in 2012 owned a smartphone—a 12 percent increase over the previous year.<sup>5</sup> State and local agencies are implementing a wide range of mobile apps for citizen use. These include California's alcohol and drug program app, Delaware's parks app, Virginia's department of motor vehicles app and Seattle's public library app.

### 2. Mobility can change relationships between citizens and government.

Self service through mobile apps is a natural evolution from online self service for everything from applying for services to checking account status. In fact, mobility provides value added features such as GPS, camera, scanners and context awareness to support location-based services that are not readily available through online portals.

Consider this scenario. Applying for benefits and services creates questions and requires documentation. Mobility can streamline this process. Governments can mobile-enable portals and use these value added features to help leapfrog personalization and improve convenience. Accenture research reveals that this move from standardized to personalized service is a key shift for governments to more cost-effectively deliver public service outcomes that citizens want.<sup>6</sup>

Mobility also has the potential to reshape citizen engagement by promoting new dialogues between citizens and agencies using social media, gaming and other



technologies. Accenture's 1,400 Digital Government Survey respondents agree—51 percent believe that their ability to interact digitally with government would encourage them to be more engaged with government.

### 3. Mobility can help government agencies become more insight driven.

Accenture research also shows that building meaningful and sustainable public service requires governments to become less reactive and more insight driven.<sup>7</sup> An important part of this is fostering collaboration and cooperation across systems and anticipating and applying proactive measures.

Mobility is a great enabler of this shift. For example, consider how well aligned mobile solutions are to public safety and law enforcement. Mobility allows personnel to gather on-scene data in real-time so they can share it, make decisions and act. VDC Research Group reports that public safety officers are relying more on smartphones, tablets and in-vehicle mobile solutions. Evidence collection, geographical apps, collaboration tools and field surveillance via mobile tools are among the solutions positioned to change how officers work.<sup>8</sup>

### 4. Mobility can increase workforce productivity—and satisfaction.

Mobility can drive field service productivity. For example, mobile can improve the efficiency of building inspectors and remote maintenance

workers, who can access critical information on the job, take pictures of job sites or parts, video conference to problem solve with experts, and use GPS to find nearby suppliers. New York City is looking at adopting mobile technology to support building inspections.

Accenture's workforce management experience with commercial enterprises reveals that mobile technology coupled with field force transformation can help organizations achieve one good extra job per day per technician. Accenture supported the U.S. Census Bureau develop and implement a mobile solution used by field office staff to conduct the 2010 Decennial Address Canvassing operation. The nationwide implementation helped the Bureau complete primary address canvassing within 19 days compared to a manual approach which previously took over three months.

The back office is another great frontier for mobile. While adoption is slower here, there is growing interest in mobile enabling areas like logistics, human resources and finance. Government workers want an array of services on their mobile devices from training and business intelligence apps to time and expense and approvals apps. And as agencies compete with the private sector to attract and retain talent, providing mobile workforce tools is critical.

### Moving on mobile

Going mobile is a big transformation. People, process, technology and change management will come into play in delivering mobile government solutions. A first step is for agencies to identify priorities based on potential impacts to citizens and government effectiveness. This future vision will help guide decisions around architecture, application development, standards, security and governance. Exploring the possibilities—and experimenting along the way—is key to mobile enabling government services for the future.

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### About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with 259,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$27.9 billion for the fiscal year ended Aug. 31, 2012. Its home page is [www.accenture.com](http://www.accenture.com).

### About Accenture Mobility

Accenture is focused on enabling its clients to achieve breakthrough growth throughout the rapidly changing mobile ecosystem. Accenture Mobility offers five mobility services including consulting, software services—applications, software services—devices and platforms, managed services, and business integration services. These are designed to help organizations embrace business to employee (B2E), business to consumer (B2C), business to business (B2B) and machine to machine (M2M) business opportunities. Accenture offers mobility and embedded software services across a wide range of industries and platforms, including Android™, Apple® iOS, BlackBerry®, Linux, Meego™, Symbian, Windows® Phone and Windows 8.

<sup>1</sup> Accenture, *Build it and They Will Come? The Accenture Digital Citizen Pulse Survey and the Future of Government Operations*, 2012. Accenture surveyed more than 1,400 people in Australia, France, Germany, India, Singapore, the United Kingdom and the United States in an online survey conducted from November 29 to November 30, 2011.

<sup>2</sup> [http://files.ctia.org/pdf/CTIA\\_Survey\\_MY\\_2012\\_Graphics-\\_final.pdf](http://files.ctia.org/pdf/CTIA_Survey_MY_2012_Graphics-_final.pdf)

<sup>3</sup> National Association of State Chief Information Officers, *Technology Forecast 2013: What State and Local Government Technology Officials Can Expect*, 2013.

<sup>4</sup> Accenture, *CIO Mobility Survey 2012*.

<sup>5</sup> Pew Internet & American Life Project, <http://pewinternet.org/Reports/2012/Smartphone-Update-2012.aspx>

<sup>6</sup> Accenture, *Delivering Public Service for the Future: Navigating the Shifts*, 2012.

<sup>7</sup> Accenture, *Delivering Public Service for the Future: Navigating the Shifts*, 2012.

<sup>8</sup> VDC Research, David Krebs, *Strategic Insights 2012: Enterprise Mobility Solutions, Public Safety Solutions, Government Mobility Vertical & Application Markets*, 2012.