



Contents

- 1 Introduction
 - 2 Thinking Cloud First? Think collaboration
 - 3 The right solution
 - 3 IBM collaboration services for the federal government—from the cloud
 - 4 Why IBM?
 - 4 Conclusion
-

Taking collaboration to the cloud

IBM social business solutions for the federal government

Introduction

Information technology (IT) should help the US government serve the American people. But like companies in the private sector, the government has found itself spending as much as 70 cents of every IT dollar maintaining the systems it already has when it could be using that money to develop new, more agile systems. As a result, the Obama administration has created a list of IT imperatives for the federal government that include lowering government IT costs and using innovative technology to improve the customer experience.¹

“The cloud computing model can significantly help agencies grappling with the need to provide highly reliable, innovative services quickly despite resource constraints.”

—Vivek Kundra, former US CIO²

In addition, at the end of 2010, the US Chief Information Officer released a 25-point plan to reform federal IT management. Part of this plan includes improving transparency and compliance with federal regulations, moving three services to the cloud and closing at least 800 data centers. In addition, the US CIO enacted the Cloud First policy that asks agencies to evaluate safe, secure cloud computing options for any new investments.³



Why cloud? The easiest answer to that question is also the most powerful: It offers compelling benefits. With cloud computing, an organization can save as much as:

- 65 percent of infrastructure costs because hardware is used better and more efficiently
- 27 percent of software costs because of improved licensing
- 45 percent of systems administration and operation costs with automation
- 76 percent of labor costs in service request management using self-service tools

A cloud strategy can also help your federal government agency look at IT in a different way. However, it should be noted that a cloud strategy does more than advance IT. In fact, it can help reinvent government. Therefore, organizations should embrace cloud strategically, from a mission and IT perspective, considering carefully what to move to the cloud and why, along with the risks and benefits.

Thinking Cloud First? Think collaboration

The 25-point plan and the Cloud First policy both encourage and pressure federal CIOs to find cloud solutions that can result in significant cost takeouts in the IT support model. A good place to start is with applications and services that are standardized and need very little customization, such as social collaboration software.

Social collaboration software and tools offer the power of social media tools to spark innovation and collaboration on the web. Given the budget and mission pressures that are the norm in government today, these tools can help your employees be more productive and collaborative.

There are quantifiable benefits, too. Social collaboration software and tools can help your government organization:

- Reduce communication costs by 20 percent.
- Reduce travel costs by 20 percent.
- Reduce operating costs by 15 percent.
- Increase the speed of access to internal experts by 35 percent.
- Increase the speed of access to knowledge by 30 percent.⁴

“The past several years have seen a dramatic increase in the use of Web 2.0 tools at all levels of government... to solicit and aggregate ideas from employees and external stakeholders on how to solve problems and enhance government services.”

—The Collaboration Project⁵

Now, imagine what acquiring cloud-based collaboration solutions such as IBM SmartCloud Social Collaboration for Government or moving existing collaborative software to the cloud could do for your organization. Cloud provides a demonstrably lower TCO because, depending on the model you choose, you do not have to maintain and manage costly infrastructure or software. If you choose a software-as-a-service or hosted model, your costs become more predictable with set monthly fees. With cloud, you would have an elastic model for deploying collaborative technology that could support any number of users. You would be able to make the latest technology available to all users without labor-intensive and costly upgrades. Your security, including spam and virus protection, would be built-in; you would not have to add it on. Your operational costs would shift to a service provider, IT resources would be freed up and you would have guaranteed service levels.

The key to success, however, is not using just any cloud solution for these functions, but instead using the right cloud-based solution.

Social collaboration from IBM

IBM's social collaboration solutions can tailor social media tools to the unique requirements of the government. These tools can be put to use in your agency to:

- Help working groups collaborate on projects with communities and online meetings.
- Support group document creation and editing with file sharing.
- Share expertise and foster interaction with blogs and wikis.
- Connect employees to those with common interests or needed expertise with searchable profiles.

In addition, IBM provides a suite of analytics tools to help you identify where collaboration is happening and where more training or encouragement is needed. Social collaboration solutions from IBM can help make your agency more responsive, more connected and more intelligent.

The right solution

The right cloud solution for collaboration for the government is designed specifically to meet the needs of federal agencies, departments and organizations. It is not a “one size fits all” solution with a few government touches. It features enterprise-class services that comply with the Federal Information Security Management Act (FISMA). Enterprise-class services include multi-tier security, compatible management and security models for application portability and fast resource provisioning to ensure optimal, efficient and secure interaction between government employees, partners, other agencies and citizens. In addition, the right solution provides guest accounts, full social capability (such as connecting, expertise search and self-discovering communities), document editing and full integration.

The right solution for cloud-based collaboration provides flexible deployment options, so you can choose the deployment that suits you best. You can implement it in your own government facility, it can be hosted at an off-premises data center by a partner or, in special cases, it can be served from a highly secure government-owned data center.

Most importantly, the right solution is backed by a vendor who has decades of experience serving the federal government, which has led to in-depth knowledge of federal rules and

regulations, including the 25-point plan and the Cloud First policy. This vendor understands how cloud can best help government agencies take costs out of operations, become more productive and cost-effectively develop the agile systems they need to meet the needs of their constituents.

One solution provider meets all those requirements—IBM.

IBM collaboration services for the federal government—from the cloud

IBM offers cloud-delivered social collaboration services designed specifically for the government to help facilitate greater, more effective constituent and intra-governmental interaction and improved productivity. They combine the top-selling and market-leading enterprise collaboration and social solutions platform (according to a 2011 IDC report⁶), with flexible delivery choices. One such delivery option is the IBM Federal Community Cloud, which is compliant with FISMA and was developed to help the federal government improve its overall IT efficiency and service delivery to citizens; other options are private clouds either in a government or contractor-owned facility.

The IBM federal cloud solution includes industry-leading tools for messaging and collaboration and support for popular mobile devices. Encryption, storage and secret enclave capabilities ensure compliance with federal rules, regulations and audit requirements. IBM's social software provides wikis, microblogs, staff profiles, instant messaging, web conferencing and email to form an end-to-end collaboration solution and improve productivity. The result is a set of enterprise-grade collaboration services in the cloud that:

- **Empower people to collaborate and innovate any time and anywhere** by streamlining communication and information-sharing from desktop to mobile phone and connecting people regardless of location, role or affiliation.
- **Promote cost savings** by adding computing capability without additional data center creation and management, sharing infrastructure to gain cost efficiencies in hardware and systems administration and reducing energy costs by using power more efficiently.
- **Provide flexibility** by making it easy to change the size of a project without adding or subtracting from computing infrastructure and accommodating demand or surge spikes.

The end result is efficient collaboration at a lower cost.

Why IBM?

IBM is the right choice for government agencies seeking to move their collaboration software and applications to the cloud. IBM federal cloud solutions are smart, security-rich and ready to be implemented. IBM brings in-depth insight, breakthrough technologies and cloud services squarely focused on your organization's mission. With IBM, you get choice, flexibility and a solution that is specifically designed for government agencies.

IBM can help you build a cloud strategy that separates the private from the public, identifies what should stay and what should move to the cloud and adheres to federal policy—all components of a strategic approach to cloud.

Conclusion

The federal government has decided to rein in the costs and inefficiencies of its IT investments by adopting technology designed to maximize efficiency at the lowest possible cost. Cloud computing is a strong path forward for making this possible and as a result, federal agencies are required to consider cloud computing before any other type of solution for any new investments.

IBM cloud-delivered social collaboration services are designed to help your agency integrate the power of social collaboration into its processes for a more efficient and effective government. This flexible and resilient set of services can help your agency make the leap to cloud (or continue your cloud journey) while optimizing productivity and cutting costs. It is backed by IBM's federal expertise and our determination to help agencies use cloud to improve collaboration, reduce costs and reinvent government.

For more information

To learn more about IBM cloud solutions for the federal government], please contact your IBM marketing representative or IBM Business Partner, or visit the following website:

ibm.com/federal/cloud

Additionally, IBM Global Financing can help you acquire the IT solutions that your business needs in the most cost-effective and strategic way possible. We'll partner with credit qualified clients to customize an IT financing solution to suit your business goals, enable effective cash management, and improve your total cost of ownership. IBM Global Financing is your smartest choice to fund critical IT investments and propel your business forward. For more information, visit:

ibm.com/financing



© Copyright IBM Corporation 2011

IBM
Route 100
Somers, NY 10589
U.S.A.

Produced in the United States of America
December 2011

IBM, the IBM logo, and ibm.com are trademarks of International Business Machines Corporation in the United States, other countries or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the web at "Copyright and trademark information" at ibm.com/legal/copytrade.shtml

Other company, product or service names may be trademarks or service marks of others.

¹ Executive Order 13571, Federal Register.

² Vivek Kundra, "Federal Cloud Computing Strategy." The White House, Feb. 2011. <http://www.cio.gov/documents/federal-cloud-computing-strategy.pdf>

³ Vivek Kundra, "25 Point Implementation Plan to Reform Federal Information Technology Management." White House, Dec. 2010; Vivek Kundra, "Federal Cloud Computing Strategy." The White House, Feb. 2011, <http://www.cio.gov/documents/Federal-Cloud-Computing-Strategy.pdf>

⁴ "How companies are benefiting from Web 2.0: McKinsey Global Survey Results," McKinsey Quarterly, Sept. 2009. https://www.mckinseyquarterly.com/Business_Technology/BT_Strategy/How_companies_are_benefiting_from_Web_20_McKinsey_Global_Survey_Results_2432

⁵ "Tools for Online Idea Generation." The Collaboration Project, National Academy of Public Administration. March 2011. <http://www.govloop.com/group/collaborationproject>

⁶ Erin Traudt, "Competitive Analysis: Worldwide Social Platforms 2010 Vendor Shares." IDC, June 2011



Please Recycle