

DIGITAL GOVERNMENT: MODERNISING UK PUBLIC SECTOR ICT INFRASTRUCTURE



INTRODUCTION

Cloud communications has the potential to provide the richest improvement in delivery of services between residents, the community, and UK public sector organisations.

By engaging with residents and citizens across a wider range of channels, and by increasing the speed and quality of the information they provide, councils, government agencies, and community leaders can make more efficient use of resources while encouraging the public to access more of the services to which they are entitled.

The UK public sector is at a communications crossroads. Users of government services are demanding experiences, access, and alerts on their channels of choice, expecting to interact in the same ways they do with private companies.

78% of public sector organisations identify omnichannel offerings as important to customer service.¹

46% of public sector entities are indifferent or extremely dissatisfied with their current communications system.¹

As customers, we use an average of seven different channels to communicate with brands, and we simply expect brands to be on our channel of choice. Ease of use and speed of resolution is the order of the day, and customers aren't prepared to wait around. Meanwhile, [74% of contact centre agents report having to toggle between applications](#) to reach a customer resolution, which wastes up to 60 minutes a day. The reality isn't matching up to the expectation.

Public sector customer service departments, with conservative budgets and bureaucratic processes, are at risk of falling further behind. Public sector buying cycles and approval processes can constrain the change process, requiring skilled partners familiar with overcoming these unique demands. This combination of needs and requirements is driving entities who have seen or experienced success with cloud-based technology to look for more efficient options.

1. opus-telecoms.co.uk

DRIVERS OF UK PUBLIC SECTOR ICT MODERNISATION:

- **Inefficient legacy systems and equipment**
Managing end-of-life equipment hinders progress and forces resources to be diverted from engaging citizens to solving technology problems instead.
- **Decreased resources but increased expectations**
Whether your budget is stagnant, shrinking, or even increasing, the needs to be met often outpace the resources available to fulfill them. This collision of budgetary challenges and surging user expectations requires tools that are both efficient and effective—especially in emergencies.
- **Lack of mobility and integration**
Remote working is now a mandatory part of IT business continuity plans. When lockdown was imposed, [remote work was mandated practically overnight](#). Only 30% of business leaders report believing their organisation was well prepared for the coronavirus pandemic. This is likely due to the fact that 50% of them admitted they didn't prioritise remote working technologies because there were "more strategic priorities" to address than employee work preferences and the future of work styles.

51% say that digital trends are improving their organisation's ability to respond to threats and opportunities.²

75% say their digital capabilities are behind the private sector.²

UK GDP set to decline for 2020–2021. Pressure is heightened to consolidate services and optimise costs.

The public sector has always looked for ways to deliver better services within tight budgets. The global recession has put additional pressure on these organisations to streamline their operations and cost-justify their investments. The UK is projected at -8.3% GDP growth for 2020–2021. This will result

in less tax money for public service budgets, making cost optimisation a key concern. On average, a Forrester study has found that [RingCentral cloud is 42% cheaper](#) than the legacy on-premises infrastructure the study's participants are currently on.

Goals

- Expand services for stakeholders
- Improve internal operations
- Hire and retain top talent
- Increase collaboration and access to information

Competing Goals

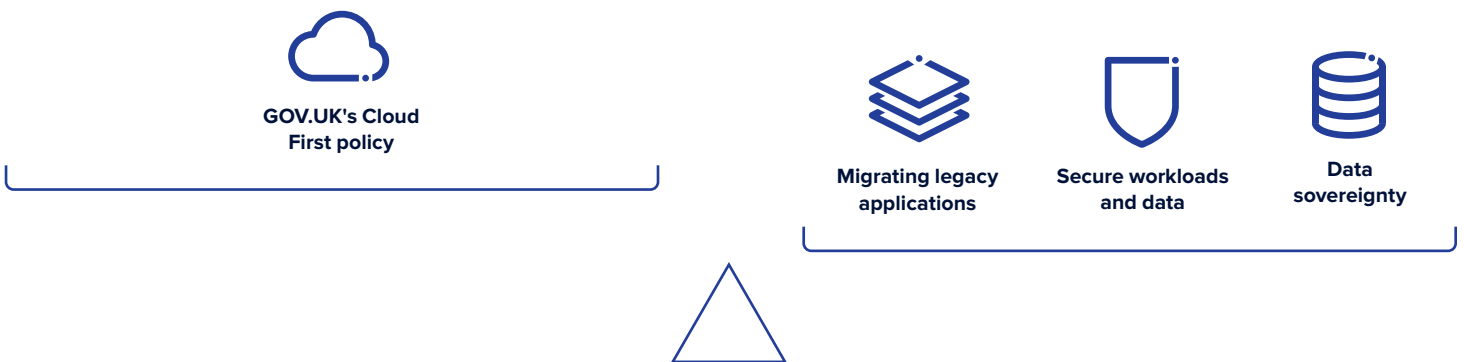
- Controlling ICT operating costs
- Driving interoperability among agencies/departments
- Managing budget pressures
- Helping to ensure privacy and security

². [deloitte.com](https://www.deloitte.com)

IMPACTS OF THESE CHALLENGES ON PUBLIC SECTOR AGENCIES:

- Delayed responses to residents and UK community members
- Inflexibility and lack of scalability for seasonal demand
- Reduced control for council
- Frustrated staff
- Lack of business continuity
- Shadow IT practices threaten UK government data privacy
- Higher operating costs
- Increased complexity to manage
- Poor PR

UK PUBLIC SECTOR CIO BALANCING ACT



CIOs in government, education, and healthcare organisations have been quick to explore new approaches that increase operational efficiency and at the same time maximise investments and lower costs. With its emphasis on consolidation and automation, cloud communications has emerged as an important strategy for achieving these goals. When chosen carefully and implemented properly, a cloud deployment can help CIOs perform the “balancing act” required to resolve critical tradeoffs.

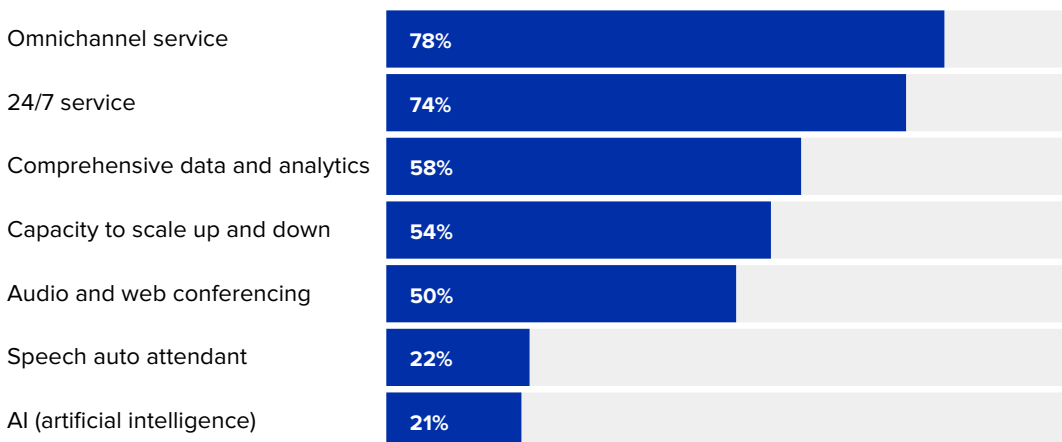
KEY BENEFITS OF CLOUD COMMUNICATIONS FOR THE UK PUBLIC SECTOR

Cloud communications can greatly benefit public sector organisations of all types and sizes by:

- Providing a **business continuity strategy** against future pandemics and environmental hazards
- **Reducing and controlling costs:** consolidate facilities, optimise human capital, utilise assets efficiently, reduce CapEx and charge for services
- **Improving agility and adaptability:** virtualise resources, increase capacity with simple scalability, expand or contract services to meet demand, deploy software quickly, expand flexibly to meet needs
- **Enhancing services and collaboration:** take advantage of leading-edge applications, provide broad access for stakeholders, improve collaboration
- **Addressing risk issues:** maintain critical service levels, help ensure resilience, choose cloud options that meet security and privacy requirements
- Benefitting from **constant innovation** and outsourcing infrastructure maintenance

Collaboration applications, particularly video conferencing and team messaging, tend to be at the top of the to-do list for cloud service deployments because they can be easily adapted and deployed. Mobile employees and teleworkers benefit from

these applications because they can access them securely from anywhere, using a variety of devices. Virtual desktops facilitate the advantages of cloud-based applications.



Which of the following factors are important in ensuring good customer service in the UK public sector?

Source: opus-telecoms.co.uk

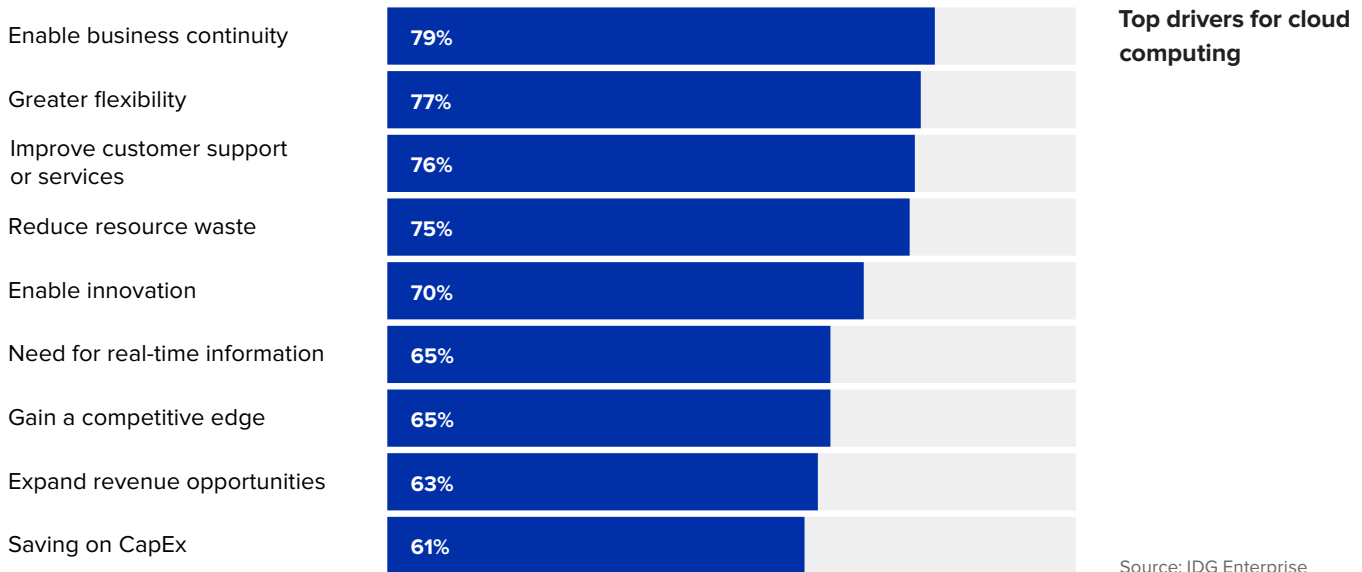
“As we embark on our digital transformation journey, we needed robust cloud communications solutions that would allow us to deliver a frictionless customer experience, and RingCentral’s suite of solutions does exactly that.”

Catherine Holmes, Head of National Service Centre, NHS Professionals

DRIVERS FOR CLOUD COMMUNICATIONS

IDG Enterprise conducted a survey of 1,500+ professionals involved in purchasing ICT services. They represented large organisations that average more than 15,000 employees. About 20% of respondents worked for the public sector. The table

below summarises the drivers that the survey respondents rated as “very important” or “somewhat important” when considering an investment in cloud.



Source: IDG Enterprise

IMPROVE ENGAGEMENT WITH RINGCENTRAL'S UNIFIED PLATFORM

Offering channel-of-choice communications that are flexible, reliable, cost-efficient, and consolidated.

RINGCENTRAL HELPS EASE PROCUREMENT AND BUDGET CHALLENGES

RingCentral has a deep understanding of public sector budget and procurement processes. We are SSAE 18 certified and have SOC 2/ISO 27001 compliant data centers. We are RM3808 (Network Services 2) compliant, G Cloud compliant, and offer UK data localisation and data residency.

We also offer the flexibility to choose either a CapEx purchasing option if the best approach for budgeting is a capital expenditure, or an OpEx model that can free up precious resources to apply to other areas that need improvement.

SPOTLIGHT ON COST REDUCTION AND CONTROL

The public sector is under intense pressure to cut costs without undercutting critical services. Cloud communications can reduce total cost of ownership (TCO) both directly and indirectly.

- **Facilities consolidation:** Many of our customers are attracted to RingCentral due to the savings that come from consolidating their multiple locations. Resources that can be pooled include storage, compute, memory, and network bandwidth. In addition, because cloud services are not location independent, organisations can save on real estate and energy costs—and reduce their carbon footprint at the same time.
- **Labour optimisation:** Because a RingCentral cloud deployment does not require as much provisioning, software development, or maintenance as a conventional infrastructure, organisations can make better use of valuable resources by redirecting the workforce from routine operational and maintenance duties to tasks that benefit the citizen experience.
- **Asset utilisation:** Many of today's public sector data centers are characterised by relatively poor asset utilisation. There is also considerable duplication of equipment and effort across agencies and departments.

When they can share applications, storage, and compute power, organisations do not have to build for peak usage that rarely occurs. Furthermore, they can consolidate many devices into a few by adopting RingCentral's unified applications.

- **Capital expenditure (CapEx) reduction:** Cloud represents a pay-as-you-go approach to communications, rather than an incremental capital expenditure approach. Initial expenditures are comparatively low. Operating expenses go up or down depending on usage, so cash flow matches TCO. Additional investments are made only when they are needed. On average customers who migrate to RingCentral are saving 42% overall.
- **Measured services:** RingCentral Office and Contact Centre can automatically control and optimise resources by metering services. This makes it easier for managers to track expenses, establish charge-backs, and integrate cost controls into their future plans.

RINGCENTRAL DELIVERS RELIABILITY UNDER ANY CIRCUMSTANCE

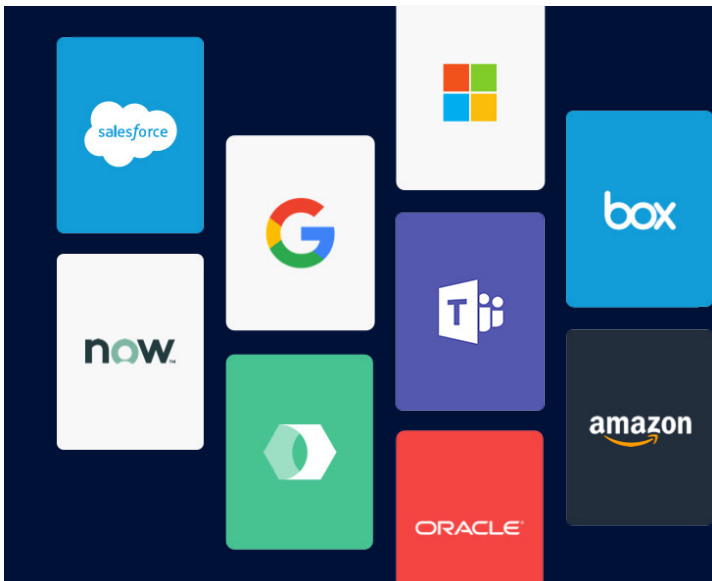
With built-in redundancies, RingCentral enables you to engage your constituents without disruption or delay, even in adverse environmental or technical conditions. That means that whether you are dealing with an environmental event such as a hurricane, or notifying constituents of an active threat such as a

gas leak, you will reach the right people, on as many channels as possible, as quickly as possible with critical information and instructions. RingCentral's 24/7 support is always available to answer any questions or concerns.

RingCentral integrates and customises to improve efficiency, service, and insight

RingCentral's [open platform](#) integrates commonly used applications such as email (Microsoft Office and Teams), file sharing (Box, Google Drive), virtual classroom technology, and more, whether you choose a standard or custom solution. Not

only does this streamline interactions, it allows you to enrich your public service by seamlessly capturing important data for analytics, reporting, and future strategic planning.

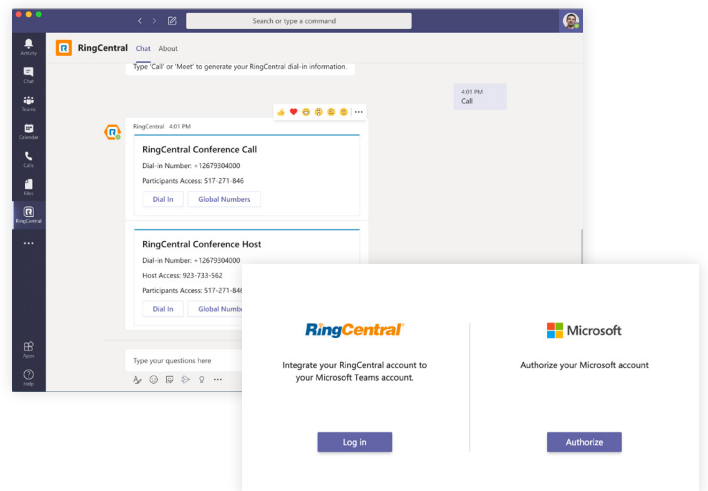


RingCentral has hundreds (250+) of pre-built **plug-and-play integrations** to all your mission-critical applications and thousands of APIs and custom-built integrations. Say goodbye to app complexity and hello to cloud ease.

SPOTLIGHT ON RINGCENTRAL FOR MICROSOFT

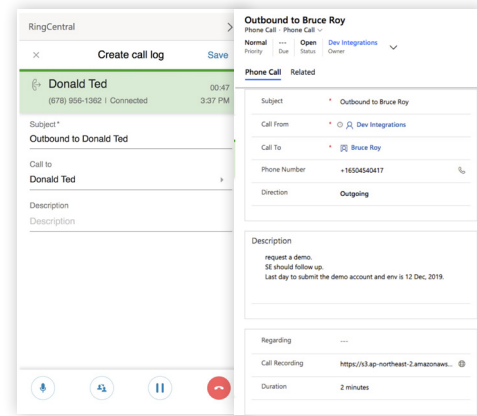
Teams and Office 365

[RingCentral for Microsoft Teams](#) brings robust, enterprise-grade communications and collaboration capabilities to the Teams app whether you're using Teams on the web or the Teams desktop app. [Teams Direct Routing options are available as well.](#) With the [Microsoft Office 365 integration](#) installed, users can make RingCentral voice calls, send messages, and initiate video meetings in Teams, Outlook, and more. With the Microsoft Teams native bot, users can make outbound calls, schedule meetings, and start meetings without leaving Teams.



Dynamics 365

Improve your customer engagements by seamlessly integrating RingCentral into Microsoft Dynamics 365. Enhancing your CRM experience enables you to automate your sales cycle, improve workforce productivity, increase call efficiency and enhance customer interactions. Call customers from within Dynamics 365, automatically match incoming callers to existing contact records, and automatically save notes logged during or after a call.



RingCentral is an easy way to adopt the government's Cloud First policy

Since its launch in 2013, [the Cloud First policy](#) has been one of the government's flagship technology policies and an important point in [the Technology Code of Practice](#).



The policy says that public organisations should evaluate cloud solutions first before considering any other option

Organisations are free to use other options but need to demonstrate that alternatives offer the right levels of security, flexibility, and value for money. RingCentral is a pure cloud, cost-efficient collaboration suite that aligns with the UK government's direction to leverage the cloud to consolidate services and optimise efficiencies through economics of scale.

SPOTLIGHT ON AGILITY AND ADAPTABILITY

As the pace of technology quickens, CIOs are looking for solutions that enable them to react quickly, innovate efficiently, and keep growing pains to a minimum. RingCentral can make change less burdensome and expensive.



Work-from-anywhere resources

As workforces become increasingly mobile, RingCentral allows your staff to do their work anywhere, on a variety of devices. Data and tools are not tied to particular servers, so they can migrate among physical devices and across geographies securely.



Simple scalability

With RingCentral, managers can add capacity on demand without having to go through many of the traditional procurement, provisioning, and implementation processes. Load fluctuations are less of a problem when capacity can be added instantly.



Fast deployment

RingCentral is a quick-to-activate software that is a simple download for your users to get access instantaneously. Adding new users is a quick few clicks for IT admins and can be done through the mobile app. The traditional installation and configuration process is eradicated with our modern cloud processes.

RingCentral keeps your data in the UK

UK government organisations can move faster and embrace cloud technology while resting assured that their user and customer data resides securely within the UK borders. Our local data center enables more UK organisations to take advantage of cloud communications to enhance the customer experience while controlling customer data. The [RingCentral data center in the UK](#) removes barriers to innovation for industries with high

data security requirements while providing in-country failover, including the same 99.999% uptime trusted SLA that customers around the country have come to expect from RingCentral. UK data localisation is available upon request to all RingCentral customers. Contact your RingCentral account manager for details.

RingCentral has industry-leading cloud security

In general, data in a cloud environment can be secured with as much confidence as data in a closed enterprise network, provided the system is equipped with appropriate protective measures and is well maintained. And policy-based technologies such as role-based authentication are offering public servants powerful new options for safeguarding resources.

With seven layers of application security, RingCentral gives you added peace of mind by instituting robust security measures at every level of our architecture and processes. These include the physical, network, host, data, application, and business processes, as well as the enterprise level of your organisation.



Enterprise organisation



Business process



Application



Data



Host



Network



Physical

As part of our organisational structure, RingCentral has a dedicated security department, with security engineering, security audit/compliance, application security, security data science, and service abuse functions that report to the company's Chief Security Officer (CSO). In addition, RingCentral conducts employee background checks, delivers security awareness training to new hires and current employees, and requires employees to acknowledge company policies each

year, including our robust security policy. All RingCentral employees receive in-depth training on data protection and confidentiality, as well as information security. This type of security training is mandatory and occurs at least annually. All employees must acknowledge and sign a data protection and confidentiality agreement. All employees also receive a certificate of completion following training and assessment.

RingCentral gives you complete control of your services through real-time automated dashboards and reporting

Our robust [automated dashboards](#) allow you to proactively monitor and troubleshoot call quality issues impacting your national users in real time. Access to near real-time data allows you to proactively troubleshoot and correct quality issues before they become disruptive to your organisation. Multidimensional filters provide you the flexibility to analyse performance and

trends based on location, call volume, codecs, internet service providers, device types, and more. At-a-glance overview allows you to quickly identify any patterns in problematic calls for immediate isolation, troubleshooting, and resolution. Detailed information allows you to drill down and accurately address the root cause of any call quality issue.



“We chose RingCentral for a number of reasons—because its solutions integrate with our existing CRM platform; because we had the confidence in its solutions and its ability to implement them in a short time frame; and because we could have the best of breed in both contact centre and telephony solutions, all in the cloud. Working with RingCentral will enable NHSP to deliver the best possible customer experience and help us achieve our mission to become the provider of choice for temporary staffing for NHS trusts”

Catherine Holmes, Head of National Service Centre, NHS Professionals

For more information, please contact one of our solution experts. Visit ringcentral.co.uk or call 0800 098 8136.

RingCentral, Inc. (NYSE: RNG) is a leading provider of unified communications (message, video, phone), customer engagement, and contact centre solutions for businesses worldwide. More flexible and cost-effective than legacy on-premises PBX and video conferencing systems that it replaces, RingCentral empowers modern mobile and distributed workforces to communicate, collaborate, and connect via any mode, any device, and any location. RingCentral's open platform integrates with leading third-party business applications and enables customers to easily customise business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.