



Location Intelligence

# Local Government Enterprise Program



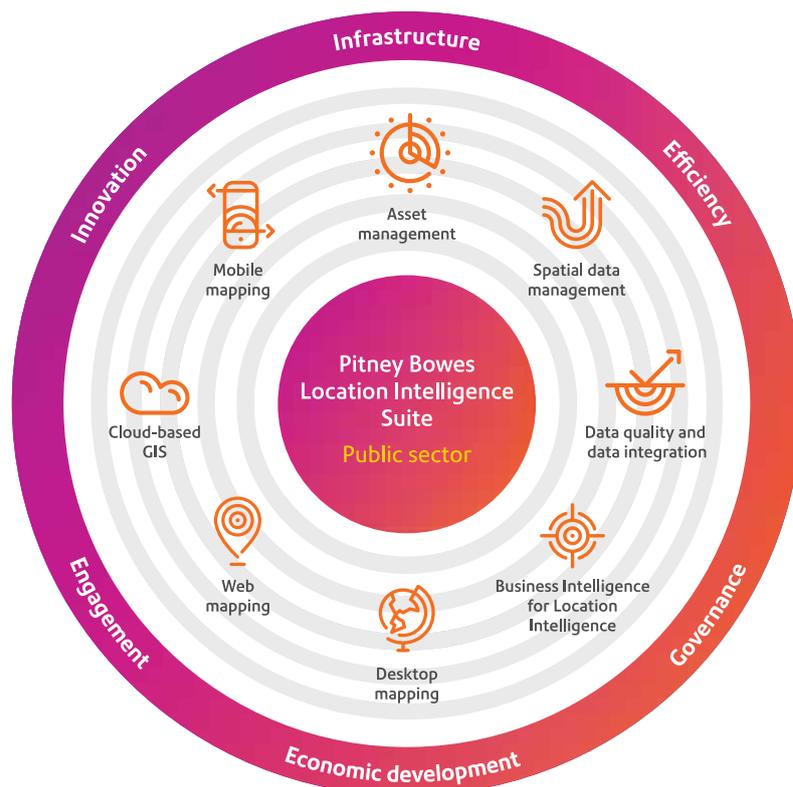
# Enterprise Location Intelligence suite for Local Government.

For over 20 years, Pitney Bowes has been helping Local Government authorities to be more efficient, improve community engagement, better manage assets and provide a better service to citizens. Pitney Bowes provides Councils with an integrated enterprise Location Intelligence solution which includes desktop, web, cloud, mobile, data, asset management, data quality and more.

The Local Government Enterprise Program (LGEP) is a new program from Pitney Bowes that provides Local Governments with affordable and flexible access to an integrated Location Intelligence suite that is used by hundreds of Local Governments in Australia and worldwide.

This enterprise Location Intelligence framework allows Local Governments to address critical business and community initiatives such as:

- Innovation
- Infrastructure
- Efficiency
- Governance
- Economic Development
- Engagement



## Innovation

Pitney Bowes provides councils with innovative solutions that can adapt to the evolving needs of the community and staff including:

- 24 x 7 online access to services and information through web and mobile technology
- New ways of communicating with residents and the community, including email, web, SMS and social media
- Mobile GIS for field staff to support access to information at anytime, anywhere
- Cloud based solutions to reduce the burden on council and provide a reliable service to citizens

*“We wanted to provide timelier, more relevant information online. Limited in-house resources and budget meant that cloud-based solutions were an ideal avenue for achieving this.”*

—Des Martin,  
GIS Officer  
Swan Hill Rural City Council



## Infrastructure

Pitney Bowes' enterprise asset management solution is designed to empower public sector agencies to make informed decisions on maintenance and renewal of critical public infrastructure assets against tightly constrained budgets. Confirm™ provides a single point of truth for all asset related data, and with market leading mobile and work scheduling solutions, drives down administrative costs and maximises operational efficiency.

The benefits of an enterprise asset management solution include:

- **Improved operational efficiency.** Confirm's enterprise-based approach allows all asset classes to be managed in a single system through the entire asset lifecycle.
- **Flexible and adaptive processes.** Pitney Bowes' solution is flexible

enough to mould around current business processes whilst still meeting legislative and operational requirements.

- **Effective reporting.** The right information at the right time, quickly and easily facilitates legislative, financial and operational reporting.
- **Strategic asset management.** By tracking, modifying and analysing asset data, councils can make better decisions about future investment strategies at a portfolio level.

## Efficiency

Councils are under increasing financial constraints to do more with less. Pitney Bowes assists Councils to deliver improved levels of service whilst decreasing costs by utilising Location Intelligence across the organisation.

- **Enterprise GIS.** Enable everyone in your Council to 'self-serve' by accessing corporate data through a single central portal.
- **Mobile GIS.** Minimise operational inefficiency and duplication by giving mobile workers access to data in the field to resolve queries then and there.
- **Dial before you dig.** Protect your valuable assets by automatically processing thousands of referrals, saving valuable staff time and resources.
- **Integrate with core systems.** Pitney Bowes' Location Intelligence solutions can seamlessly integrate with core Council systems such as Assets, Finance, and Document Management, enabling all corporate data to be accessed through a single environment.

*“The new capabilities in LGEP will significantly enhance our ability to manage our assets and plan our geographic footprint to greatest effect.”*

–Anthony Bills  
Manager Information Services  
South Burnett Regional Council

*“At Norfolk Island, to ensure that we provide the most efficient services for our community, it is critical that the Administration utilises an extremely cost competitive mapping system. We chose the Local Government Enterprise Program (LGEP) from Pitney Bowes because it is the most comprehensive, yet cost effective solution on the market for the Australian public sector.”*

–Jon Gibbons  
Chief Executive Officer  
Administration of Norfolk Island





Improve community engagement, better manage assets and provide a better service to citizens.

*“Using the MapInfo™ suite of products, we have consolidated our spatial data assets and efficiency gains are being enjoyed by everyone who uses the system.”*

—Dean Berger,  
Systems Administrator  
Warrnambool City Council

### **Governance**

Councils are required to demonstrate that they are spending taxpayers' money appropriately and as such they need effective and integrated planning and reporting.

### **Data quality**

Effective reporting is dependent on the quality and consistency of the information used for reporting. The Spectrum™ platform can validate addresses, correct gender, provide name parsing and matching, all of which can assist with developing a central repository of names and addresses.

### **Single point of truth**

Handling vast amounts of spatial and related data can be a challenge for Councils and if not managed correctly, can lead to data duplication, poorly understood data and data being misused. The LGEP includes tools that can help Councils to establish a single point of truth for all spatial assets.

### **Business Intelligence**

A business intelligence tool can help Councils to manage budgets and identify areas for commercial development. By integrating location into their business intelligence, Councils can get a clearer picture of trends by location which facilitates more informed decision making.





*“We wanted to improve our customer service and community engagement by giving residents and tourists access to information 24/7.”*

—Des Martin,  
GIS Officer  
Swan Hill Rural City Council

### **Economic development**

Councils have many different opportunities for developing their communities such as:

- **Tourism.** How can we drive tourist dollars to our region?
- **New business and economic regeneration.** What types of new business do we need in our region, based on the opportunities or gaps in the market?
- **Re-training for industry transformation.** What are the skills gaps in our workforce and what skills would reduce unemployment or encourage new business?

Geodemographic data and analysis tools can help you answer these questions and more. Combining census and demographic data with Location Intelligence, provides councils

with the means to profile and understand their communities and to attract economic developments best suited for the community.

### **Engagement**

Councils are focused on ensuring that they can engage with their community in the most effective manner. The changing demographic profiles across councils combined with a more online savvy community, has resulted in greater complexity for communicating with residents.

Pitney Bowes provides councils with tools that allow residents to interact with Council in a more personalised fashion, on topics that they can opt in to (or out of), using the latest multi-media, social and mobile technology.

**Australia/Asia Pacific**

Level 1, 68 Waterloo Road  
Macquarie Park NSW 2113  
+61 2 9475 3500  
pb.apac@pb.com

**Europe/United Kingdom**

The Smith Centre  
The Fairmile  
Henley-on-Thames  
Oxfordshire RG9 6AB  
0800 840 0001  
pbsoftware.emea@pb.com

**United States**

3001 Summer Street  
Stamford, CT 06926-0700  
800 327 8627  
pbsoftware.sales@pb.com

**Canada**

5500 Explorer Drive  
Mississauga, ON L4W5C7  
800 268 3282  
pbsoftware.canada.sales@pb.com

For more information, call 1800 227 232  
or visit us online: [pitneybowes.com/au/lgep](http://pitneybowes.com/au/lgep)