

IDC Launches the IT for Better Government Initiative



In this phase of the economic crisis, Government and related areas are among the most resilient sectors where investments in digital infrastructures, solutions, and services are going to hold and probably increase in the next few years.

MILAN, Italy, FRAMINGHAM, Mass., and SINGAPORE, June 11, 2009 – IDC recently launched a new initiative, called "IT for Better Government" that positions IDC Government Insights as a leader in the government sector when it comes to IT strategies. Through this initiative, IDC aims at supporting worldwide development of IT in governments to ensure policy enhancements able to help citizens as well as companies of any size to get more value from their governments and to achieve better results in these times of global economic uncertainty.

Understanding and anticipating shifts in technology needs and leveraging both mature and emerging countries' experience on how to confront increasing citizens requirements in terms of innovation and efficiency are critical for worldwide governments today.

"Governments are actively making policy changes to counteract the effects of an economic downturn. These 'countercyclical' activities require quick implementation with fast, demonstrable results," says *Roberto Masiero, President of IDC International* and founder of this new worldwide initiative. "To be effective, Governments must ensure their initiatives are:

- **Competitive:** Driving towards a competitive position in the international marketplace;
- **Innovative:** Adapting to the changing needs of the citizen by offering new ways to deliver services;
- **Efficient:** Optimizing resources to demonstrate value to the citizen, and;
- **Citizen-centric:** Responding directly to the needs of the citizen."

IDC and Government Insights have an impressive amount of experience in all regions worldwide in advising government on adoption of ICT to improve their efficiencies and effectiveness:

- Earlier this year, IDC Government Insights announced the inclusion of critical data and projections in two strategic government stimulus reports used by the Obama transition team.
- DG Information Society and Media, part of the European Commission, recently commented on IDC Government Insights project – "Very stimulating insights and suggestions for our benchmarking of online public services" – and on IDC

Government Insights' security workshop – "Thanks for your splendid work in organizing the final workshop of this project, which gathered over 100 stakeholders from the EU IT security community, and represents a first step to set up a public-private partnership to monitor the security market".

More information on the work IDC Government Insights has done with worldwide Governments can be found at <http://www.idc.com/research/IT4BG/index.jsp>

IDC Government Insights will host a Webcast presenting preliminary research results from IT for Better Government on June 16, 2009. The Webcast will feature key IDC and Government Insights analysts Thom Rubel, Ricardo Villate, Raphael Phang, Jan Duffy, and Gabriella Cattaneo, who will discuss international best practices in today's government IT strategies and government effectiveness in this phase of economic crisis. Participation in this Webcast is free of charge. Registration is online at the following URL: <http://www.idc.com/research/IT4BG/index.jsp>

Roberto Masiero will also present "Mejores prácticas en el Gobierno: Calidad de vida y competitividad en el país a través de las TICs" at IDC Mexico's Annual IT Government Summit, planned for June 22nd and 23rd in Mexico City. More information is available at <http://www.idclatin.com/events/event.asp?ctr=MEX&id=112>

To learn more about the IT for Better Government initiative, contact Cinzia Rinelli at crinelli@idc.com +39 02 28457 367

About IDC Government Insights

IDC Government Insights provides government organizations and IT vendors who serve them with research-based advisory and consulting services that enable government executives to maximize the value of their technology investments; minimize technology risk through accurate planning; benchmark themselves against industry peers; adopt industry best practices for organizational/technology alignment; make more informed technology decisions; and drive technology-enabled performance and innovation. Government Insights provides full coverage of the government value chain, with special emphasis on developing and employing strategies that leverage IT investments to maximize organizational performance. Staffed by senior analysts with significant experience in government, Government Insights provides a portfolio of research and advisory services that are relevant to the needs of both the government and IT vendor communities. IDC is a subsidiary of IDG, the world's leading technology media, research and events company. For more information go to www.government-insights.com.