



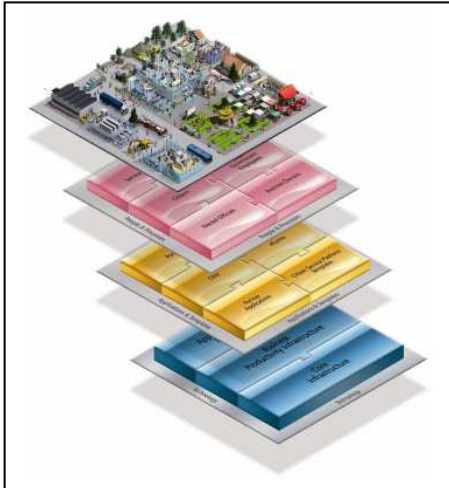
## Sequena LASER™ for Microsoft CSP implementations

### How Sequena can support Councils in Service Transformation

Microsoft has selected Sequena as its consulting partner to provide lean six sigma service/process reviews for the Microsoft Citizen Service Platform (CSP) solution framework strategy.

Sequena's goal is to equip councils to design lean, modern and efficient customer-focused services fit for the 21st century. This can be service improvement to bring increased efficiency and capacity or real transformation including 'hearts & minds' culture change to achieve better service delivery with cash-releasing savings. We work directly with councils and their key suppliers like Microsoft and their partners.

Microsoft CSP is a comprehensive solution designed to help local government to serve citizens and businesses. Leveraging the Microsoft product stack and template applications, Microsoft CSP delivers a wide range of business capabilities.



Microsoft has developed a conceptual four-layer model for mapping the business challenges facing local governments and the technology solutions to address these challenges.

The top level identifies the business challenges; To respond to each challenge requires an understanding of the people and processes that are affected on Layer 2,

The capabilities of the applications and technologies that support these are shown in Layers 3 and 4 respectively.

Defining the technology architecture for a local government is a challenge in considering the advantages of immediately available packaged software, while at the same time creating a flexible future oriented platform, and also with the opportunity of using new web services to create the right combination. To see full details, go to:

A summary of the CSP 4-layer model.

[www.microsoft.com/industry/publicsector/Government/csp](http://www.microsoft.com/industry/publicsector/Government/csp)

### Sequena's Main Activities

Our main activities revolve around LASER™ which stands for Lean Approach to Service Evaluation and Re-design. LASER™ is an innovative lean six sigma based approach for service transformation. It is practical, visual and totally 'people-based' and is the key reason for being selected by Microsoft as their CSP partner as we have a best practice model to support local government. Depending on the council's situation with respect to service improvement or transformation activities we may find three possibilities:

1. We provide LASER™ reviews for councils where a specified service area is identified by the council and we review that area and produce a transformation roadmap and applicable reporting information.
2. For councils that are just starting to build up an internal team we customise our programme for the council which we call MyLASER™. This includes knowledge transfer to the internal team.
3. For councils who already have an internal team we provide a visualisation tool and facilitation techniques for engaging staff in rapid capture workshops.

### Examples where District Councils have used Sequena's tools and services

Two examples follow:



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### North Herts District council

North Herts Have adopted the MyLASER™ ‘lean approach’ programme as their transformation methodology. The service areas reviewed to date are Environmental Services (new Waste & Recycling service with AWC), Housing (CHRA), Planning (Planning Applications, Appeals, Enforcement, LDF Monitoring & Consultation), Building Control (Building Control Applications and Site Inspections), Bus Passes, IT and Grants.

As part of the knowledge transfer requirement, staff have been trained and mentored in conducting service transformation reviews with the Sequena lean six sigma based approach and are now carrying this out across the council in service area priority order. Seven (7) key processes in the IT service area have recently been reviewed by the NHDC in-house team with expert service mentoring support from Sequena.

Environmental Services are the first area (reviewed with a corresponding transformation roadmap created) to confirm actual cashable savings of £105,000 returned to the corporate budget concerning the move to Alternate Weekly Collections (AWC). Planning & Building Control are implementing transformation roadmaps at this time to release cashable savings of £198,000. This includes £48,000 cashable savings from the implementation of document management software (EDRMS) for Building Control applications alone – this software was Anite@Work which had already been previously implemented in the Revenues & Benefits service area of the council.

A total of £397,462 savings are being taken from the reviews carried out over the last 12 months and are being removed from the budget. The customised approach is being continually updated to fit the situation of the council and each service area being reviewed.

### Dacorum Borough council

Dacorum Borough council (“DBC”) are integrating two separate services into one combined service. The Grounds Maintenance and Street Cleansing services will be combined and be known as the new integrated “Environmental Maintenance Service”.

As part of making this happen, DBC appointed Sequena Limited (“Sequena”) as specialist transformation, process re-design and business modelling consultancy to deliver documented re-designed processes and associated work to support the combined activities of Grounds Maintenance and Street Cleansing in the new integrated service.

The deliverables from this work are being used as a major component of the new “Service Specification” and a roadmap to specify the key actions to be carried out to ensure the transition to the new integrated service is a success.

Sequena have provided DBC with our innovative people-based LASER™ (Lean Approach to Service Evaluation and Re-design) services incorporating visualisation tools to review the current activities of Grounds Maintenance and Street Cleansing, then to re-design them to create the new integrated “Environmental Maintenance Service”.

The work was successfully completed in 8 weeks to a tight timescale and fixed price during the summer months. The output surfaced important items particularly from a people aspect as well as policy, process and technology and a transformation roadmap to ensure the successful integration of the two separate services into one combined, integrated service.

## Sequena LASER™ for Microsoft CSP implementations

The Sequena Visualisation Tool for councils – Engage! Modeler – will give your in-house Transformation Team everything you need for:

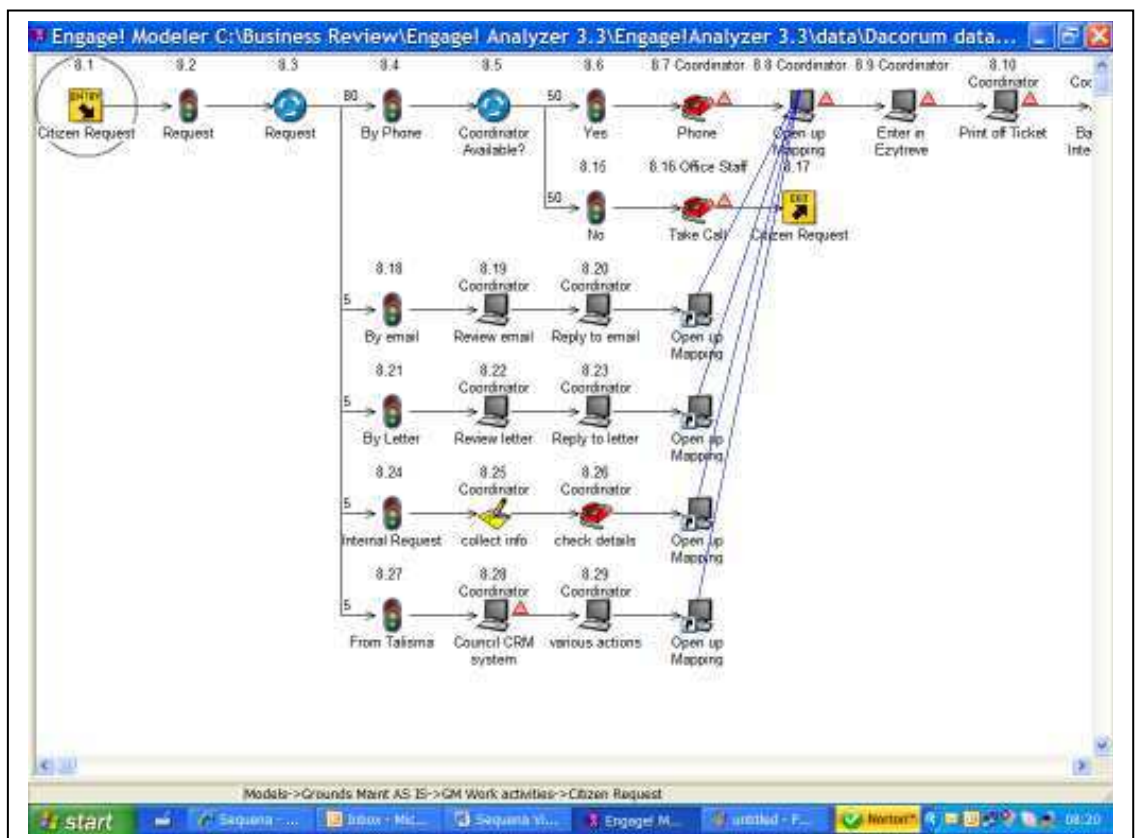
- Visual and rapid capture of existing service delivery activities focused on the customer journey
- Intuitive and easy to understand value stream maps, designed for use in facilitated workshops with a wide range of staff from front-line to management
- Collaborative use for your in-house team to work together effectively

- Publishing service value stream maps to the internet for best possible communication & training purposes

- Rich ABC output including costs, time, utilisation, reliability and other lean systems metrics

- Business case outputs to prove changes identified

- Microsoft-based for simple implementation



Screenshot of the Sequena visualisation tool – Engage! Modeler

Our visualisation tool provides business process analysis, simulation and an open BPML-interface that enables consultants and in-house staff to:

- Visualise and understand existing business processes;
- Optimise, simulate and calculate efficiency and effectiveness of proposed business processes by designing process models and the related parameters like cost, time and value-add;
- Communicate the effects of changes across an organisation; and
- Import/export to high level business process modelling tools (Aris, Protos, B Wise, Visio)



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Engage! Modeler has the following unique features:

- An intuitive user interface - build process models rapidly during employee workshops directly into the tool without brown paper diagrams and post-it notes
- Automatic Process Syntax - correct process syntax is added automatically
- On screen analysis of quantitative and qualitative process variables
- Built-in simulator within the main process modeller: give end-users ownership of the business case for process improvement
- Rich Output and powerful communication

Engage! Modeler is one of the most powerful tools for capture, evaluation, simulation and analysis of services/processes, such as:

- Bottleneck analysis; statistical analysis of the process- and throughput time of certain processes as well as quality and reliability. A process simulation will identify potential bottlenecks in organisational processes.
- Cost analysis; visualise the roles and responsibilities, throughput time and employee costs in a process which allows for fast insight in related costs of certain business processes.
- Current situation and best case analysis; test out 'what if' scenario's to evaluate and optimise proposed changes to business processes.
- Business/IT alignment; analyse, simulate and optimise alignment of IT systems with business processes.
- Digital process handbook; supporting documents, URL's and/or descriptions can be attached to individual process steps.

### When to use us

Some possible situations where we could help are as follows:

1. Your internal improvement team are fully committed and resource is needed to review a specific service area in the council particularly related to a Microsoft CSP technology solution - ***We can provide resource in whole or in part to review a key process or service when you don't have the resource or expertise available.***
2. You have a desire to build a formidable internal capability and deliver visible results quickly - ***We can provide the latest techniques & tools, training and mentoring to continually develop your team particularly around visualisation during the capture activities and also with an on-line, real-time 'dashboard' to monitor and report on key metrics identified.***
3. You need to make visible progress with Carbon Footprint (CF) reduction - ***We can provide bottom-up CF analysis to determine and define a roadmap for CF improvement.***

**Contact Sequena for more information and get your free 10-point guide.**

### **A FREE 10-POINT GUIDE ON TRANSFORMING LOCAL GOVERNMENT SERVICES**

This Guide includes questions to make transformation practical and achievable in a local government environment. Your staff can tell you **how to save money AND radically improve services** – all you need is the right approach to make that happen!