

SOLVE YOUR E-GOVERNMENT PROBLEMS ONCE AND FOR ALL

# Mediasurface Government Solutions

**“The Morello solution will enable the General Teaching Council to manage a fast-growing website that lies at the heart of our integrated communications strategy. Through this integrated solution, visitors will be able to join our networks and receive email updates – helping us promote the work of teachers through the work of the GTC”**

 **General Teaching Council**



## Deliver

We are told of the need to get government services on-line, but what happens after the deadline? How do you make sure you provide an e-services solution that meets your citizen's requirements for many years after the deadline? Mediasurface can help you deliver the answer.

## Local & Central Government

Unlike commercial business, which is primarily driven by customer demands and competitive advantage, government departments have fewer resources and hugely varied understanding of the real value of online and digital channels. Taking away the pains of enabling e-government, Mediasurface works with local and central government organizations to help them meet e-service deadlines and surpass organizational objectives.

Mediasurface is the foremost provider of Web Content Management (WCM) software solutions that enable organizations across the public sector deliver on the e-government agenda. Customers already benefiting from using Mediasurface's flagship product Morello include; NATO, Ofcom, The Home Office, Environment Agency, Department of Communities and Local Government, Department for Transport, Welsh Assembly Government, the University for Industry, Stockport Borough Council, Stockton on Tees Borough Council, West Lothian Council and many others.


**“With a strong, proven background, sleek interface and extensive experience in the UK Public Sector, Morello from Mediasurface was the best solution to fit our requirements.”**

 **Neil Campbell, head of e-Communications at the Department for Transport.**

## E-Services

Whether local or central government, healthcare organization or education body, the ability to deliver meaningful e-services is a must. Morello ensures your e-services are available to everyone;

- Morello supports multiple languages with multiple character sets
- Offer customers accessibility through Text Only views or integrate with voice readers
- Ensure compliance with regulations such as the Disability Discrimination Act, Priority Outcome Objective and the Phillis Report through intelligent communications
- Morello offers proven compliance with all relevant Government interchange standards as well as – UK eGif, eGMs, and GCL specifications

Out of the box Morello has been deployed to handle requirements ranging from call centers, scientific research sites and disaster relief sites through to intranets, extranets and Internets. 

## Efficiency

“The Morello Site Pack is an affordable solution that we knew would deliver everything we needed to make us compliant with current government regulatory standards. The solution places content into consistent local authority information categories. There were certain aspects that we needed to have on the site such as A-Z of services and a news section; the Site Pack delivers all of this in an already compliant package. It has provided our community with a unique level of accessibility for all users. We can now manage content and update rapidly and efficiently. Our site is certainly not perfect and further development and improvement is underway – but we have made a massive leap forwards. It has taken us from not even a poor single A rating straight to triple A”

➤ Andrew Kirkham, Operational Head of Stockport Council's E-Services.

Helping government bodies become more efficient, Morello, the 'easy to use' interface, reduces costs by empowering everyone across your organization to maintain and update content;

- Give content authors the power to add content directly improving the efficiency and accuracy of online information
- Remove costs and dependency on IT by reducing the IT bottleneck
- Improve the 'time to live' - empower content contributors to deliver content to the website using Microsoft Word, Outlook or Morello
- Use pre-designed templates to ensure control of your brand across all channels
- Leverage the built-in Taxonomy Browser

Morello can be configured to work with one or more taxonomies of your choice such as the UK's Integrated Public Sector Vocabulary (IPSV) or the Government Category List. Our search and meta-tagging functionality along with the taxonomy browser facilities help ensure that your web sites can satisfy even the most stringent classification requirements without unnecessarily burdening the contributor.

## Innovation

Achieve innovative Best Practice in technology with Mediasurface. Built on the experience of customers, Mediasurface offers a technology solution which supports multiple outputs to different delivery channels.

- Deliver to citizens through Interactive TV, Voice over IP and mobile devices
- 'Store Once - Deliver Anywhere'. Morello's central repository means you can deliver content to multiple destinations without duplication or copying
- Integrate content management with your CRM system and call centers
- Retain agility to take up and deliver new technologies in the future

Using Morello means you can roll out e-services from a single platform, saving implementation costs and maintenance headaches.

In addition Morello provides various extensions for rich media content, such as images and streaming audio and video. These support many functions, including the automatic definition of all kinds of metadata and the integration with Real servers for streaming audio and video.

## Integrate

“In a contract worth £150k, the RCU, which is responsible for the nine regional Government Offices, has purchased the Morello Government Site Pack and Morello to consolidate the nine existing websites and improve the efficiency and flexibility of these resources.

The aim of the project is to create an award winning, highly accessible website for the Government Office network as a whole. Morello was chosen because the products capabilities matched the complex requirements of the Government Offices and because it was good value for money.”

➤ Regional Co-ordination Unit, Department of Communities and Local Government 

## Implement

Mediasurface understands that Public Sector organizations have to cover many different elements within IT strategy and portfolio. To help you work more efficiently, Mediasurface solutions integrate with other systems, interfaces and API's to ensure that content can be extracted from and imported into your new Web Content Management System. Morello supports all relevant technical standards, including XML, JMS, JDBC, JMX, VBA, .NET, WSDL and SOAP.

Morello offers a scalable platform upon which you can grow your e-government solution.

"With over 100 authors and near real-time telemetry feeds from all over England and Wales not only was it key to be able to get the latest information onto the site as it happened, but we also needed to be absolutely sure that our IT infrastructure would stand up to the peaks of traffic which we experience. It was greatly reassuring to find that with 18,000 concurrent users, our architecture testing showed that the Mediasurface product showed minimal stress in contrast to other aspects of the architecture."

### Environment Agency

For many central and local government bodies, the implementation of a single IT application can be an extended process. Mediasurface has a Rapid Deployment Program which could see you up and running in as little as 15 days.