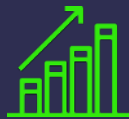# SYNAPSE360

2023: The Year the Public Sector Fights Back

Key priorities

Digital transformation

Increased productivity

Empowered employees

Cloud capabilities

High security

Don't just adopt cloud, adapt to it

It's a post-pandemic world.

Organisations are in the midst of a major change cycle.

There's growing pressure to modernise, economise and become more sustainable.

To stay ahead of the curve, public sector organisations must foster a digital-first approach led top-down.

4 Challenges in the Public Sector

1 Unclear strategy

Sensitive customer data is at the heart of the public sector. Any mishandling of information or security vulnerabilities in the systems used to store and manage such data could lead to public mistrust.

Organisations need to use data to understand the demographics of the public, meet demand, break down the data silos and answer:

How do your team work?

How does information flow through your organisation?

How is data handled/stored?

2 Outdated infrastructure

Many public sector organisations are still reliant on business-critical, on-premise infrastructure.

This leads to inefficiency, downtime and increased spend, as systems begin to fail and no longer meet user requirements.

Government frameworks such as G-Cloud 12/ Digital Outcomes Specialist are in place to help you find accredited and trustworthy suppliers.

They can empower you to overcome challenges such as resourcing, availability, and commercial constraints.

3 Inclusivity

Put your target audience first.

Any IT project requires careful research and planning to be as inclusive and personalised as possible.

Identify the needs and pain points before investing in a digital solution.

For example, the needs of an elderly person accessing state pension information online is different to a student looking for government-backed apprenticeship schemes.

4 Skills gap

One of the key challenges in public sector is the lack of resources.

How can a business move to the cloud if it doesn't have the right people and tools required to make it happen?

In a 2020 PwC CEO Survey, 77% of CEOs were concerned about the availability of key skills.

All too often people will "make do" with current systems due to a lack of internal resources and in-house expertise to drive real change.

I'm ready to fight back...