

THE CLIENT

The client, Brisbane City Council, was faced with the challenge of supporting a diverse business model that covered the provision of more services than most multi-nationals and with the social and political implications associated with government services.

The Council had always been seen as leaders in customer service until recent years when they have struggled to keep up with demands to be more effective and efficient. A business architecture existed, but not at a practical level for implementing solutions.

After taking the step to centralise customer service the Council was now faced with the challenge of making services available through a single system. Each of the business units supported by the central customer service provider maintained its own processes and systems.

This environment presented challenges and opportunities, but how to take advantage of them?

THE OBJECTIVE - INTEGRATED CUSTOMER SERVICE DELIVERY

The Council needed to establish a single system, common processes and improve service delivery across its multiple customer interfaces.

WHY PROMENDO ?

Before Brisbane City Council set out to undertake this project, they set out to find a firm to guide them through this process. They looked for Consultants that had faced and solved these problems before. A firm that could cover all aspects of their needs from technology, business and people. Promendo was recognised for their ground breaking, but practical approach to solving these problems.

A key contribution was our innovative and leading edge approach to architecture, methodology and organisational transition along with our proven track record for the delivery of mission critical applications. Promendo's framework Object Oriented Business Engineering (OOBE®) methodology was recognised as an approach that gave Promendo Consultants the edge needed to meet their challenge.

OOBE is a proven methodology that enables the creation of a business architecture for an enterprise. The framework the methodology provides enables business strategies and requirements to be more effectively achieved by better aligned processes and information technology.

The methodology has been successfully applied in a range of clients and sectors both in Australia and Overseas. Clients include the ANZ Bank, Optus, General Motors, Clorox, and Queensland Education.

WHAT DID PROMENDO DO?

Promendo worked with the business leaders and project team to firstly give business focus to the systems development effort. We undertook a brief assessment of where Council was and where they wanted to be. During the initial engagement through to today, Promendo has built a strong business relationship with Brisbane City Council, providing critical support to a number of strategic projects around the Customer Service Delivery processes.

BUSINESS FOUNDATION

With an established objective for the project, Promendo set about to work with key business representatives and define a Business pattern for the Service Delivery processes and the information used in those processes. This business foundation was used as a stepping stone to improving Service Delivery processes and has since been the foundation for all business improvement and systems development projects in the Service Delivery parts of Council.

BUSINESS IMPROVEMENT

Promendo has gone from the initial engagement of producing a useable Architecture to being involved in a number of key initiatives around the Service Delivery aspects of Council's business. These have included

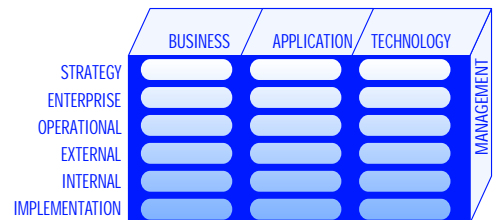
- providing ongoing advice and direction in regard to processes and systems to support the Service Delivery processes,
- the establishment of an eGovernment Implementation unit to oversee Council's move into Online Service Delivery,
- definition and support of the eGovernment Architecture across Business, Application and Technology.
- undertaking business improvement across a number of Council Service Delivery processes,
- project managing online transaction projects

- leading City State initiatives involving Council and Queensland State Government,
- being a key member of the eGovernment team within Council
- training and organisational capability improvement of staff

EGOVERNMENT IN LOCAL GOVERNMENT

Promendo's contribution to the Customer Services initiatives at Brisbane City Council confirms the ability of our Consultants to understand the needs of Local Government in respect of eGovernment. Our consulting capability has added value to the initiatives by assisting with effective and efficient outcomes that have been delivered at lower levels of risk. It confirms our ability to add clarity and direction in complex situations where the right choices have to be made in appropriate information technology.

Our long relationship with Brisbane City Council underlines our ability to work with our clients to add value over a program and see projects through.



The OOBE® Framework provides the infrastructure for integrating and sharing information throughout the organisation

About Promendo

Promendo was formed from the established consultancies of Open Engineering and Delegate IT in 2004. Since 1990 we have been providing guidance and leadership in Enterprise Architecture and Business Engineering through consulting assignments, project engagements, and seminars in Australasia, the UK and the USA. Open Engineering pioneered the definition of Business Objects through its founding and co-chairing of the Business Objects Special Interest Group on behalf of the Object Management Group (a consortium of 850 International Companies).

Our clients are from a range of sectors including Manufacturing, Finance, Transport, Technology and Utilities as well as Federal, State and Local Government.

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