



**Partner:** Artemis Corporation

**Web Site:** [www.artemiscorp.com](http://www.artemiscorp.com)

**Country or Region:** United Kingdom

**Customer:** London Borough of Newham

**Web Site:** [www.newham.gov.uk](http://www.newham.gov.uk)

**Customer Size:** 6,000

**Industry:** Government

#### Partner Profile

Based in London, Microsoft Gold Certified Partner Artemis Corporation provides IT expertise and solutions. It is the developer of CMS.RAPID, a solution accelerator for Microsoft Content Management Server.

#### Software and Services

Microsoft Servers

Microsoft BizTalk® Server

Microsoft Content Management Server

Microsoft SQL Server™

Technologies

Microsoft .NET Framework

Microsoft ASP.NET

Microsoft Visual SourceSafe®

Microsoft Visual C#® .NET

Microsoft Visual Studio

Windows®

Artemis CMS.RAPID

For more information about other Microsoft partner successes, please visit:

[www.microsoft.com/resources/casestudies](http://www.microsoft.com/resources/casestudies)

## Solution Provider Helps Local Government Cut IT Costs, Expand Customer Services

*“The support of a supplier like Artemis Corporation and the active engagement of Microsoft Services gives me confidence that we truly have an e-government solution and platform that we can scale, enhance, and expand as needed.”*

*Geoff Connell, Head of Information and Communication Technologies, London Borough of Newham*

*To help meet a governmental mandate to cut costs and enhance services, the London Borough of Newham enlisted Microsoft® Partner Artemis Corporation to replace an open-source solution with one based on Microsoft technologies. The results: one-third savings in development costs, a tripling of the talent pool for content authoring, administrative savings of 2.5 percent yearly, and a foundation for expanding online transactional services.*

#### Business Needs

To save taxpayer money and improve the services available to citizens from their local governments, the central government of the United Kingdom mandated in 2001 that all 467 of the country's local authorities (regional governments) provide all transactional services online by 2006.

One of them, London Borough of Newham, was among a handful of local authorities to have fully implemented an e-government solution by 2004. But after using the solution for some time, IT executives at the London Borough of Newham began to

question its ability to help them meet the mandate as well as the demands of another project that was specific to the London Borough of Newham itself: the scheduled hosting of the 2012 Olympic and Paralympic Games in and around the borough.

Per the initial mandate requirements, the solution was based on Linux and other open-source technologies. However, at the London Borough of Newham this meant outsourcing IT resources for all maintenance and solution enhancements as it had no internal experts that could support Linux or open source. This proved to be a costly dilemma.

The solution also required the to depend largely on developers and other technology experts to help with content authoring, because for most of the business users the open-source user interface was complex and unfamiliar.

## Solution

In 2005, London Borough of Newham IT executives contacted Artemis Corporation, a local Microsoft® Gold Certified Partner and developer of the CMS.RAPID accelerator for Microsoft Content Management Server. The executives saw that with CMS.RAPID they would have an ideal way of implementing an e-government solution based on Microsoft technologies.

Later that year, these executives and consultants from Artemis and Microsoft Services began working together to develop a new solution called Excellence Online. Deployed into production in early 2006, Excellence Online fully replaces the previous, open-source-based solution.

Excellence Online will support an intranet for the authority's 6,000 employees and a Web portal serving an audience of 250,000 citizens of the borough. Excellence Online also provides a full development platform that the London Borough of Newham and, as desired, other local authorities can build upon.

Based on the Microsoft .NET Framework and industry standards such as XML and SOAP, the solution integrates a range of applications and functionality, including back-end line-of-business systems such as human resources and payroll. The .NET Framework is an integral component of the Microsoft Windows® operating system that provides a programming model and runtime for Web services, Web applications, and smart client applications.

## Benefits

As experienced Microsoft developers and users, London Borough of Newham IT staffers and users are finding the Microsoft architecture and user interface more welcoming for development and authoring than those of the open-source solution. According to Geoff Connell, Head of Information and Communications Technologies, this makes Excellence Online easier to maintain and enhance than the open-source solution, resulting in productivity gains, administrative savings, and ease of adding functionality for better customer service.

- **Reduced IT costs.** By no longer having to contract out IT work as it did with the open-source solution, the London Borough of Newham enjoys a cost savings of one third on maintenance, support, and enhancement projects. In addition, the authority is on track to achieve a 13.5 percent savings in overall support and operations costs.
- **Improved customer service.** A more accessible content-development environment has helped the London Borough of Newham to more than triple the number of business users who can author new content offerings. Because developers are generally no longer needed for such work, the authority can deliver the content in a more timely manner—for example, in minutes or hours instead of days.
- **Access to a wider audience.** Through its foundation in the .NET Framework and reliance on XML, Excellence Online content can be made available in public kiosks, on mobile phones, and on Sky Interactive TV. Having such wide accessibility is especially important to

borough's citizens, who tend to be less likely to have computers in the home than citizens of other boroughs.

### Greater development opportunities.

- **The 2012 Games micro-site,** which highlights Olympic initiatives within the London Borough of Newham, took eight weeks to develop from start to finish. According to Andrew Beattie, Systems Development Manager, such a project would have taken twice as long to develop in the Linux environment. "Having such a rapid and flexible development environment means we can take on projects that we could not have even considered before," he says.
  - **More efficient government.** With easier maintenance, support, and content authoring, the London Borough of Newham is moving rapidly toward delivering all transactional services online and is realizing significant business efficiencies. For example, since introducing Excellence Online, the authority has grown its online transactions by 30 percent, which is helping the authority to exceed the central government's mandated 2.5 percent per annum efficiency improvement.
- Artemis, too, is benefiting from its role in the Excellence Online project and from its partnership with Microsoft.
- **Expanded sales.** Artemis is using the project to showcase the expertise of its consultants, who have since deployed the solution at other local U.K. authorities.
  - **Broader opportunities.** Artemis reports increased opportunities available through joint marketing, joint sales calls, and shared technical support.