



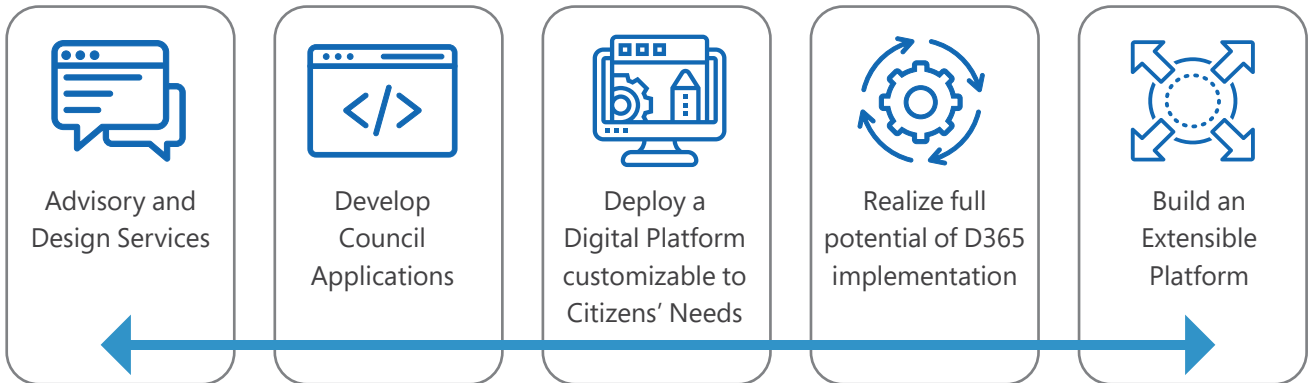
Citizens Benefit When Council Services Go Digital and Ubiquitous

Digital technologies are becoming pervasive, and residents are looking at digital touchpoints to engage with council services. Over the last few years, there has been an increased focus on Digital Citizen Services and many councils are proactively looking at technology interventions to provide better access to citizen services, streamline workflows, digitize paper-based processes, and enhance user experience.

Microland eCitizen's Accelerator

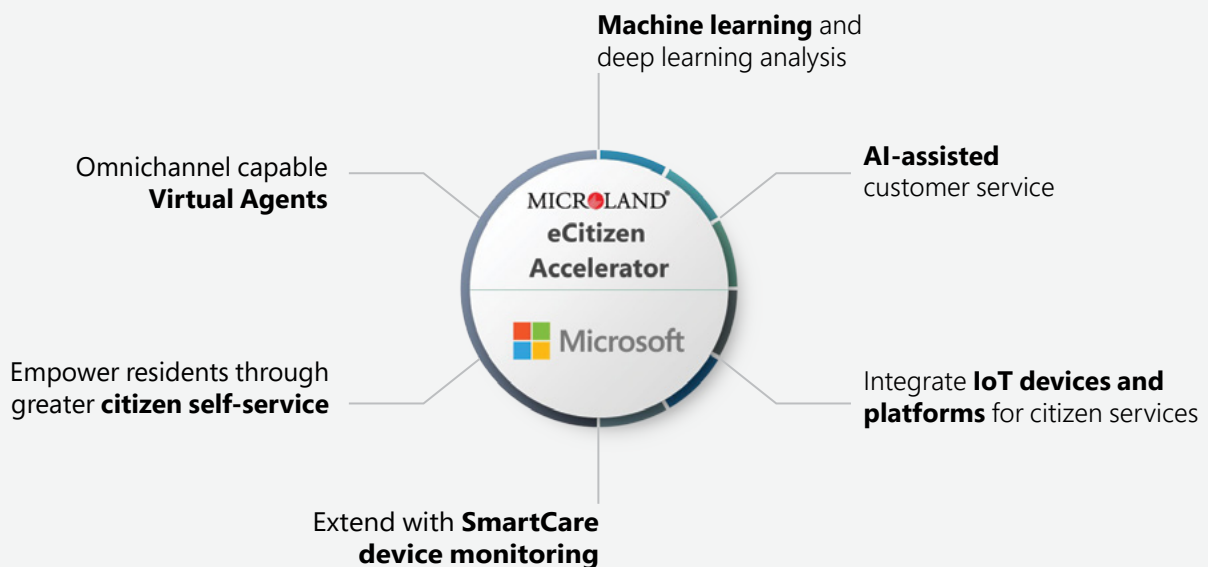


The Microland eCitizen's Accelerator is a comprehensive solution that pivots on D365 to address the needs and challenges of local authorities in providing Citizen Services. It is an integrated multi-channel platform with powerful automation, workflow, and integration at its core, directly supporting multiple digital touchpoints. It has an intuitive and responsive digital service portal for citizen enquiries, applications, and payments. With security and compliance at its core, the solution provides a Citizen Contact Center built on D365 to help engage with council workers and residents.



We will secure the councils' data through migrating on-premise data to IaaS and PaaS based solutions on Azure public clouds. We will meet current and future citizen service demands through continually developing our digital citizen platform in offering further digital services such as adult social care.

Imperatives for Digital Transformation of Citizen Services



Key Differentiators of the Microland eCitizen Accelerator



Award Winning Solution

Microland's eCitizen Accelerator was the finalist at the Microsoft Government Partner of the Year 2021



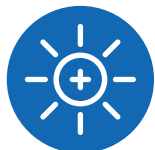
Integrated SLA monitoring

Digital accelerator SLAs integrated with Digital Citizen Portal for citizen visibility



Rapid time-to-deploy

With 100+ service areas and 200+ automated business processes



Rapid time-to-enhance

Upgrade Digital Citizen Platform via low-code/no-code app development



Rapid time-to-integrate

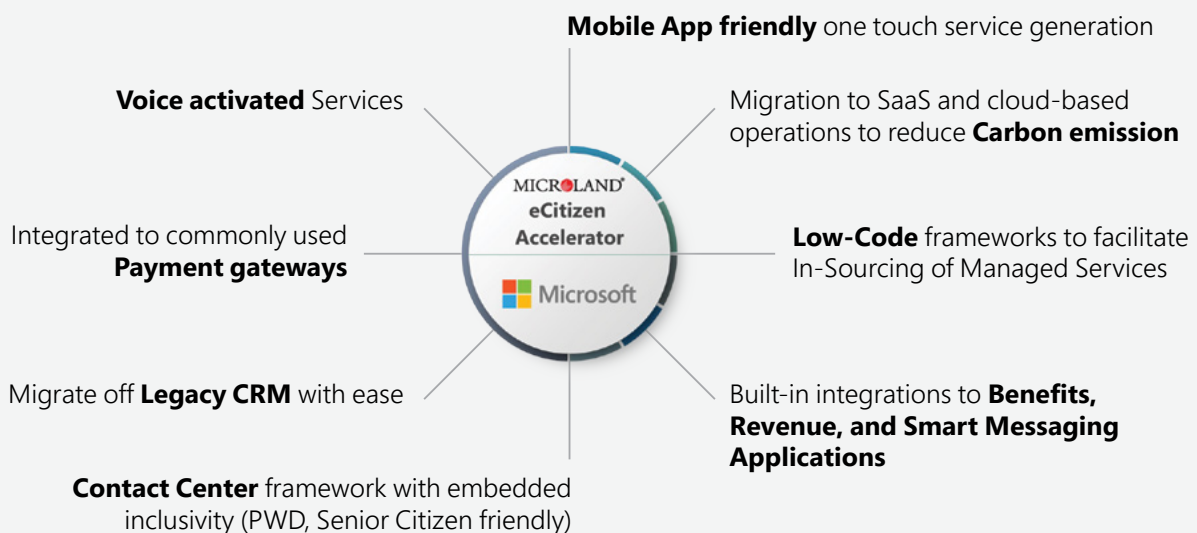
Proprietary integrations to SharePoint and third-party gateways

We aim to become the trusted digital partner for local authorities in the UK

Our GDS-aligned digital service design consultancy, with our service catalogue of over 200 automated processes, will enable better digital citizen services that improve customer experience and reduce cost. Through our partnership with Microsoft, we plan to accelerate digital transformation through re-factoring, re-architecting, and fork-lifting applications to Azure public and private clouds.

Here is our value proposition for digitization of citizen services:

Leverage low-code apps, AI models, and process automation to *deliver transformative technology* for Citizens and Council Staff.



UK Council Success Story – Digitization of Public Services for Ealing Council

Need for Digital

Achieve 'a connected place and smarter services for residents, visitors and business'

- Promote **channel shift** (using economic channels to deliver services) and reduce avoidable contact
- Have **clarity of data** – recover debt and identify frauds
- **Transform, modernize business processes** leveraging task automations
- Consolidate activities and **reduce running costs**

The Solution

- Online portal for citizens and businesses to access various Council services, via web and mobile
- Staff CRM system to process customer requests, interact with customers, and get a single view of a customer's interactions

- ✓ **50%** reduction in turnaround time
- ✓ Ops cost reduction by **30%**
- ✓ **100%** enhanced user experience through Digital Application Process
- ✓ **360°** view of customers

About Microland

Microland is "Making digital happen" – allowing technology to do more and intrude less. Our automation-led approach to application services enables clients to fully exploit modern application platforms and architecture. Microlanders throughout the world ensure this embrace of digital brilliance is predictable, reliable, and stable.

Incorporated in 1989 and headquartered in Bengaluru, India, Microland has more than 4,500 digital specialists across offices and delivery centers in Asia, Australia, Europe, Middle East, and North America.

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