PEGA

PUBLIC SECTOR NETWORK

Certified B Corporation

Outcome Based Transformation
Innovation to Put Citizens Front and Centre

Tuesday, 22 February 2022 | 10.50am – 2.30pm AEDT

Your Inspiring **Speakers**

VICKI WOOD
Head of Delivery
Commonwealth Bank of Australia (CBA)

DR IAN OPPERMAN
Chief Data Scientist
NSW Department of Customer Service

BEN LEECH
Digital Sourcing Strategy
Digital Transformation Agency (DTA)

SHERI BERNARD TRIVEDI
Director of Design
United States Digital Service

JASON CROSS-MARTIN
Program Manager, Digital Customer Enablement
Water NSW

ROB BOLLARD PSM
Director, Industry Principal - Public Sector APAC
Pegasystems
Former CIO, **IP Australia**

STEPHANIE WOERNER
Research Scientist
MIT Sloan School of Management, Cambridge

RHIANNON LAWSON
Deputy Director, Technology Modernisation
Cabinet Office (UK)

FRANCES CARDEN
VP Intelligent Automation & Robotics
Pegasystems

ANDREW MCGLONE
Senior Director Product Marketing, Intelligent Automation
Pegasystems

DOUG AVERILL
VP, Global Industry Market Leader – Public Sector
Pegasystems

MATT NOLAN
Head of Decision Science
Pegasystems

DAN SMITH
Managing Director - Technology Services Lead
Accenture

ROCHELLE THORNE
Adviser
Public Sector Network
Former Federal Government CIO

Benefits of Attending

Explore intelligent automation and predictive analytics in practice by reviewing a number of public sector case studies from across the APAC region

Build public trust and satisfaction with government services by developing robust, seamless customer engagement strategies

Accelerate the next phase of your digital transformation journey while proactively mitigating the emerging risks of modernisation

CLICK HERE TO REGISTER

Innovation to Put Citizens Front and Centre

More than ever before, Government is leveraging technological transformation to revolutionise their business and citizen-facing functions. The pandemic has accelerated citizens' reliance on digital services, while highlighting the gap between citizen expectations and the services they've delivered.

From disconnected online experiences to service centres under intense pressure due to unprecedented demand, Government is facing many challenges across front and back-office functions. As online services and digital experiences are now critical for citizens, it's imperative that the public sector continually improve their systems to aid communities through crisis and recovery.

Digital service delivery is far too important to wait for large-scale, high-risk digital transformation. Beyond COVID times, government agencies must continue to innovate and modernise, supporting and guiding citizens as they navigate through a new economic future.

Join Pegasystems' 2nd annual **Evolve for Government** APAC event to learn how industry is partnering with Government to deliver meaningful outcomes for citizens. By transforming real-time data into actionable insights, digital and technological innovation can inform decision making, improve service delivery and drive public sector productivity. By exploring case studies from Government of the APAC region, discover how your agency can elevate its digital transformation strategy to provide seamless support to citizens in the post-pandemic recovery.

Explore the Agenda

10:35am	**Virtual Lobby**
10:50am	**Welcome to Country**
11:00am	**Opening Remarks**
	Rochelle Thorne, *Advisor,* **Public Sector Network,** *Former Federal Government CIO*
11:10am	**Opening Ministerial Address:**
	Citizens at the Front and Centre
	Outcome based transformation to support and service citizens into the future

11:25am **Keynote Presentation:**
Global Government Trends
Identifying and Responding to Emerging Trends in Government IT Acquisition
Join an expert analyst from the Massachusetts Institute of Technology (MIT) and Pega as they:

- Review current trends in IT acquisition, and translate research into implementable insights for government
- Strategise how to ensure a future ready public sector workforce that can be managed throughout a changing operating environment
- Paint a holistic picture of the immediate and long-term roadmap for government information technology investment

Stephanie Woerner, *Research Scientist,* **MIT Sloan School of Management, Cambridge**

Francis Carden, *VP Intelligent Automation & Robotics,* **Pegasystems**

Andrew McGlone, *Senior Director Product Marketing, Intelligent Automation,* **Pegasystems**

11:45am **Panel Discussion:**
The Mission to Humanise
Customer service excellence is at the heart of delivering outstanding outcomes for the public sector. This session will explore how Government can explore innovation from the work of fiercely customer-focussed industries like Financial Services and Insurance to better demonstrate empathy, reduce cost and build trust with citizens.

Join the NSW Department of Customer Service and Pegasystems as they discuss:

- How industry is delivering contextual, personalised, real time customer experiences at scale
- How to develop deeper relationships with citizens to deliver lasting benefits
- How technology can be used to extract real-time analytics, next best action and leverage AI from customer signals to assist decision making
- How to use personalised messaging to engage meaningfully with citizens, facilitate trust and make government easier

Dr Ian Opperman, *Chief Data Scientist,* **NSW Department of Customer Service**

Vicki Wood, *Head of Delivery,* **Commonwealth Bank of Australia (CBA)**

Matt Nolan, *Head of Decision Science,* **Pegasystems**

12.10pm	**Case Study:**
	Reusable Digital Platforms: The Key to Public Sector Transformation

The pandemic has accelerated the digital demands on government agencies as citizens' expectations continue to rise exponentially. With governments needing to do more with less due to necessary pandemic spending, collaborative and reusable digital solutions are key to fulfilling needs, while significantly reducing risk and cost.

Join this session to explore how low-code, repeatable platforms can:

- Enable faster modernisation of technology that reduces risk, uplifts security and future proofs for the increasingly dynamic environment
- Improve consistent experiences which are better connected, simple, accessible and fast
- Support scalability and development of shared value across agencies to drive innovation and optimise depth of capability

Rob Bollard, *Director, Industry Principal - Public Sector APAC,* **Pega, Former CIO, IP Australia**

Dan Smith, *Managing Director - Technology Services Lead,* **Accenture**

12.35pm	**Tea and Coffee Break**
12.40pm	**Welcome Back from Chair**

Rochelle Thorne, *Advisor,* **Public Sector Network,** *Former Federal Government CIO*

12.45pm	**Global Panel Discussion:**
	The Future of Digital Government

Across the globe, the pandemic has created opportunities for government to reimagine how they serve citizens digitally. As we move through and beyond COVID, how can we ensure we're capturing key learnings and maintaining digital momentum?

Join Australia's Digital Transformation Agency, the UK's Government Digital Service and the US Digital Service as they:

- Discuss how government across the globe compare and contrast in their digital strategy and transformation journey
- Share insights into key digital trends, strategies and technologies transforming the global public sector
- Forecast the future of digital government, and strategise how the public sector and reimagine citizen services, investment and the future way of work

Doug Averill, *VP, Global Industry Market Leader - Public Sector,* **Pegasystems**

Ben Leech, *Digital Sourcing Solutions,* **Digital Transformation Agency (DTA)**

Rhiannon Lawson, *Deputy Director, Technology Modernisation,* **Cabinet Office (UK)**

Sheri Bernard Trivedi, *Director of Design,* **United States Digital Service**

1:05pm	**Case Study:** **Centralising Data Acquisition Through the Water Added Value Environment (WAVE) Program** *Consolidating multiple water market platforms including licensing, trading, ordering and metering:* • Exploring how Water NSW has designed and developed a transformative BPM/CRM solution to improve customer experience • Championing Agile delivery methodology to guide WaterNSW through the digitisation of manual paper-based processes and disparate systems • Enabling future water sector reform through design thinking and cross-agency collaboration **Jason Cross-Martin,** *Program Manager, Digital Customer Enablement,* **Water NSW**
1:25pm	**Closing Remarks from Chair & Welcome to Deep Dive Streams** **Rochelle Thorne,** *Advisor,* **Public Sector Network,** *Former Federal Government CIO*

1:30pm	**Deep Dive** *Digital Transformation Best Practices, The Pega Way*

Stream 1 Pega: Your Digital Transformation Platform	**Stream 2** Reimagining Grants Management
The vision is there but transformations are complex undertakings, so how can Pega help in your transformation journey?	Grants and other complexity associated with grants management by automating and streamlining processes.

2:30pm	**Close of event**