



Case Study

Department of Industry improves services to Australian businesses

Background

The Australian Government's Department of Industry, Innovation & Science works with Australian industry, businesses and other stakeholders to achieve its vision of enabling growth and productivity for globally competitive industries. The department does this through:

- supporting science and commercialisation;
- growing business investment and improving business capability;
- streamlining regulation; and
- building a high-performance organisation.

Challenge

Businesses have struggled to access government services and navigate the wealth of government information to find what they need or whom to talk to.

Through the Single Business Service Programme, the department is transforming the way it connects with and supports business – making government information and services easier for business to find and understand, quicker and easier to access, and more tailored to their needs.

The vision for the department's Single Business Service Programme, is that their customers will say:

"I receive the information and support that is right for me, when I want it, the way I want it."

As part of the Single Business Service Programme, the department redeveloped the business.gov.au website as it is a key channel for Australian businesses to engage with the government. The objective was to improve the site's customer experience via greater personalisation, user-centric design and enabled mobile access.

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Solution

Avanade was the successful tenderer for the Digital Channel Transformation (DCT) Project, one project within the Single Business Service Programme.

Since the project started in July 2015, the Avanade team has worked in conjunction with the department to implement user-centred design, agile methodologies and cloud solutions (Sitecore and Microsoft Azure).

The outcomes of the DCT Project included a new design, an improved information architecture and features to help businesses find information quicker and easier.

Technology leveraged

- Invision Prototyping
- Sitecore 8.x including xDB cloud – driven by big data
- Apache Solr Search – advanced faceting, geospatial searches, search suggestions
- Zurb Foundation – responsive design for (almost) all devices

- Octopus Deploy – automated delivery to all environments including production
- Team Foundation vNext Build Agent – continuous integration
- Microsoft Azure – Web Roles, PaaS, Azure SQL Databases, Visual Studio Online

Agile methodology

The agile methodology is a relatively new concept in government agencies. The Avanade delivery team worked closely with the department's team on the development of user stories and prioritisation of the backlog.

Results realised

The department now has a newly designed and delivered user-centric business.gov.au website with streamlined information architecture and improved discovery tools that enables users to find business information quickly and easily (e.g., Grants and Assistance and advanced search).

Demonstrating the department's ability to lead by example, they have been innovative inside and out. The department

is an early adopter for federal government agencies to go to the public cloud, and they also led with using a genuinely user-centred and agile approach.

Clive Rossiter, General Manager of the Single Business Service Programme at the Department of Industry, Innovation and Science, said: *"Our users told us they wanted less clutter, clearer content and features to help them find information quickly and easily so they can focus on running their business. The new website has a clean, user-tested design and features which help businesses find what they need."*

Over the past year business.gov.au had over 13 million unique page views and the business.gov.au contact centre handled over 80,000 calls.

User studies reveal business.gov.au users are engaged and at ease with the new website. It not only meets their needs, it also better directs them along the right path to ensure they find what they are looking for.



About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 29,000 professionals in 23 countries. Visit us at www.avanade.com.

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