HARVARD UNIVERSITY

JOHN F. KENNEDY SCHOOL OF GOVERNMENT

STRATEGIC COMPUTING AND TELECOMMUNICATIONS
IN THE PUBLIC SECTOR

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February 12, 1993

Mr. John Donovan
Chairman & CEO
Cambridge Technology Group
219 Vassar St.
Cambridge, MA 02139

Dear John,

We're looking forward to spring for three reasons: warm weather and two program dates. We hope you'll be back with us for at least two out of three. The dates:

— on May 5-7, our fifth national conference on **Identifying Strategic I-T Opportunities** in the Public Sector. This will summarize the key findings from our research program.

-- on June 3-4, a workshop on **Re-engineering in the Public Sector**. What is re-engineering, really? What are the key obstacles to re-engineering success, and how can they be overcome? Who is doing the most interesting re-engineering in government?

The May conference is designed for senior managers who have not been to any of our previous conferences. The June workshop will cover completely new material. To attend one or both events, please call or send back the enclosed registration form as soon as possible. We look forward to seeing you again in Cambridge.

Sincerely,

Jerry Mechling

Enclosures

The 1993 National Conference:
IDENTIFYING STRATEGIC OPPORTUNITIES FOR INFORMATION
TECHNOLOGIES IN THE PUBLIC SECTOR

Cambridge, Massachusetts
May 5-7, 1993

Advances in computing and telecommunications are transforming the roles, performance, and management of organizations in both the private and public sectors. While some applications mainly enhance the efficiency of routine work, others produce transformational change. *These strategic applications fundamentally reshape how an organization relates to its employees, clients, or other groups.* Examples include initiatives to:

- **redesign customer service:** e.g., airline reservation systems in the private sector and welfare ATM networks in the public sector;

- **redesign communications patterns:** e.g., electronic mail and voice mail as used by multi-national construction firms or political campaigns;

- **redistribute knowledge:** e.g., expert systems for financial advice in the private sector or environmental permitting in the public sector;

- **create databases which add value (rather than exclusively decrease costs):** e.g., mailing lists in the private sector or correspondence and case management systems as a tool for elected officials;

- **change the internal culture of the organization:** e.g., major changes in control systems or end-user computing in the private or public sectors.

Recognizing the challenges of advancing technology, the John F. Kennedy School of Government, Harvard University, established in 1987 a research program on Strategic Computing and Telecommunications in the Public Sector. *The aim of the program is to help public managers and policy makers to appropriately utilize the strategic potential of information technologies.*