## **Enterprise Reference Architecture**

## Digital Blueprint & Conceptual Architecture

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## **Digital Blueprint**

Customers have access to Providing BCC customers with quicker Personalised online self-All BCC customer contact, triage and One stop shop for all BCC council services everywhere and easier access to information, advice service access to council and assessment resides in Customer Services with a customer transactional needs and anywhere through a and guidance(IAG) partner services focus on customer experience and outcomes mobile responsive website CUSTOMER, RESIDENT COMMUNITY, PARTNER Holistic view of the customer to enable integrated, informed outcomes based service (including single Customer Experience Platform (digital customer front door and assessments) personalisation and delivery Provision of insight and Digital self-service **Triage & telephony Customer &** wisdom to enable better community Provision of a safety net Mobile Information Transactional Personal Triage Customer decision making, improved relations & allowing vulnerable customers to responsive Advice & (including predictive analytics) service demand management, portal online access Experience be directly supported or guided engagement website Guidance investment prioritisation **Business intelligence** through digital platforms Analytic, and to inform policy, complaints, IM, strategic direction and **Business Logic/Orchestration Hub** Marketing & solve the challenge to Consolidated assessment and Comms integration hub to enable reuse deliver more for less, of data in line with compliance realise value for money, meet the needs of our and privacy regulations **Business Process & Information Services - Service delivery** customers and achieve our Adults Social Care | Housing | Education & Skills | Partnerships Insight and Prevention | objectives Neighborhoods | Inclusive Growth A pool of resources that is available to all parts of the employee organisation, departments or **Enterprise Service Enablement - Service enabling** services to enable efficient. scalable and agile service Council Management (Finance & Governance | Procurement | Governance | Legal | Digital & delivery. Customer Service | HR & OD | City Solicitor & Monitoring Officer Consolidation of tools and applications, Increased use of agile delivery approaches, Focus on enabling internal user Separation of audit risk, increased use of audit collaboration, self management, integrated digital and migration to integrated employee selfself-service (core HR activities) and risk tools to improve governance and service and reduction in scale of siloed technology resources with key roles for business and modern ways of working increased online provision to members partnering to support multi-disciplinary team work service and technical debt

## **Conceptual Reference Architecture**

**Customer (User) Experience Platforms** Governance **Customer Experience** (Enterprise | Citizens | Customers | Partners) **Portfolio Delivery Digital Workplace Business Logic/Orchestration Platforms Identity & Access Management Platforms** Security & Compliance **Business Process & Information Services Platforms Information Management & Analytics Services Platforms Enterprise Service Enablement Platforms Enterprise Infrastructure Platform** 

