

City of Baltimore Transitions to Motorola's ASP-Deployed Customer Service Request™ System

The City of Baltimore recently marked a key deployment milestone for its citywide Community Connection Customer Service Request™ (CSR) System, "CitiTrack", successfully transiting operations and management responsibilities for the system to Motorola using an Application Service Provider (ASP) deployment model.

A companion to Baltimore Mayor Martin O'Malley's acclaimed "CitiStat" real-time performance management tool, CSR enables government entities to manage the intake, routing, resolution and reporting of citizens' requests for services. The system, which will be configured for use by all city departments, provides information to citizens, tracks service requests and assigns work crews to efficiently resolve service requests. Baltimore citizens can ask for services by telephone, mail, e-mail or in person, and department personnel and elected officials can track and report on service request resolution status.

According to Elliot Schlanger, Baltimore's chief information officer, an ASP-deployed CitiTrack system was the ideal solution for the City of Baltimore for two reasons.

"First, CitiTrack solves our problem of how to handle citizens' requests for services efficiently and effectively through one enterprisewide system," he explains, "and second, the ASP deployment and management model guarantees world-class performance and availability characteristics without overloading our IT staff."

ASP Deployment Provides Best of Both Worlds

Taking advantage of best-in-class architecture elements to ensure a technically superior solution, the ASP-hosted CSR solution requires nominal up-front capital investment with predictable monthly costs, minimizes impact on customer IT operations, and provides for inclusive, fast implementation and upgrades to CSR application and infrastructure.

Moreover, to make certain the application meets the demands of a city that operates around the clock, Motorola conducts 24/7 proactive monitoring of transaction response times, server utilization and other key performance attributes. And Motorola's capacity-on-demand configuration allows the system to grow as the City of Baltimore's demand for additional users grows.

"Motorola's ASP deployment provided us the best of both worlds: a technically superior solution that guarantees performance and eliminates technology obsolescence, without significantly impacting our existing IT operations," says Schlanger.

For more information, please visit www.motorola.com. For more information on the Customer Service Request™ product for public sector entities and the ASP deployment model, please visit www.motorola.com/statelocalgov.