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WHITE PAPER SPONSORSHIP OPPORTUNITIES 2024

Compelling topics that will put your brand in front of ICT and digital decision makers in government

Get your brand and capabilities in front of government ICT and digital decision makers

Every year there are topics of key interest to government CIOs and other ICT and digital investment decision makers, and Intermedium has selected 11 of the most relevant to cover via white papers in 2024.

You will give your company unparalleled exposure in the government ICT market by commissioning one of these white papers.

Intermedium will work with you to refine the topic, and determine how best to point to your solution, while maintaining the integrity of the independent research.

So secure the topic that best aligns with your go to market solution, before someone else snaps it up!

Read on for a description of each of the following topics and don't hesitate to contact us.

WHITE PAPER TOPICS

1   **Data breach defence: Steps for maintaining citizen trust and agency reputation**

2   **Baby steps with generative AI: A guide for government executives**

3   **Building the Future: CIO Strategies for IT Infrastructure Modernisation**

4   **Safely enhancing public services with automated decision-making**

5   **Expectations vs. reality: Drafting a public sector cloud strategy that gets results**

6   **Creating life event-based citizen services: Considerations for government executives**

7   **From frustration to fulfilment: Advances in productivity tools for public sector employees**

8   **Government as a Platform: The new service delivery models made possible by open data and APIs**

9   **Empowering employee growth: Continuous learning for public sector technology workers**

10   **Taking the initial steps with IoT: A guide for government executives**

11   **Support local: Strategies to meet small to medium enterprise procurement targets**

SPONSORSHIP FEE

The depth of research needed and the level of expertise required to develop the white paper are factors that will influence the final pricing structure. This is to ensure that you receive well-crafted and thoroughly researched content tailored to your specific requirements.

Intermedium's pricing for white paper sponsorship ranges from **$17,500 to $25,000**, contingent on the intricacy of the topic and the extent of work involved.

CONTACT US

These topics will be snapped up quickly.

Contact us as soon as possible to discuss the white paper topic (or one of your own) that you are most interested in.

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Data breach defence: Steps for maintaining citizen trust and agency reputation

Data breaches erode trust in government and tarnish agency reputations. As agencies manage ever-greater volumes of citizen data and adversaries become ever-more sophisticated, the risk of harmful breaches is on the rise.

This white paper explores proactive measures to prevent data breaches and offers guidance on effective response and mitigation strategies if one does occur. It outlines contemporary best practices for safeguarding data and privacy in today's high-risk environment.

Baby steps with generative AI: A guide for government executives

Generative AI offers government agencies unprecedented opportunities to improve decision-making, drive productivity, and exceed citizens' expectations. However, its utilisation raises evolving concerns regarding regulation, ethics, and privacy.

This white paper offers practical strategies for agencies to harness generative AI's potential while ensuring that its use aligns with regulatory mandates and enhances citizen outcomes.

Building the Future: CIO Strategies for IT Infrastructure Modernisation

IT infrastructure is the foundation of digital transformation, enabling personalised citizen services and data-driven policy development.

However, CIOs face challenges in allocating sufficient time for technology infrastructure transformation due to resource constraints and complex legacy systems.

This white paper offers strategies for CIOs and their teams to manage legacy systems more effectively while transitioning to contemporary solutions that meet citizen and employee expectations.

Safely enhancing public services with automated decision-making

Technological advancements like artificial intelligence and automated decision-making offer agencies unique opportunities to enhance citizen services, making them more personalised, proactive and convenient. CIOs, however, grapple with the challenge of deploying these emerging technologies in an environment characterised by resource constraints, reliance on legacy technology and concerns over accountability and transparency in decision-making.

This white paper offers practical strategies for CIOs and their teams to safely integrate automated decision-making into low-risk areas to enhance their IT operations.

Expectations vs. reality: Drafting a public sector cloud strategy that gets results

Cloud services offer flexibility, cost savings, and stronger security compared to on-premises solutions, yet agencies nearly always encounter challenges realising their full potential.

This white paper outlines a strategic approach for agencies to maximise the benefits of cloud services, covering topics such as estimating and managing costs, shared data responsibilities, and aligning cloud services with agency objectives.

Creating life event-based citizen services:
Considerations for government executives

Advocacy for citizen services centred on life events, ensuring a seamless customer experience across multiple agencies and jurisdictions has never been stronger. This requires government executives to navigate Whole of Government (WofG) standards, frameworks and policies to ensure data and system interoperability.

This white paper compares and contrasts ANZ public sector reforms mandating agencies' participation in life event-based citizen services, covering WofG architectures, standards and platforms.

From frustration to fulfilment: Advances in productivity tools for public sector employees

Retaining skilled professionals in a competitive job market, especially for roles with skill shortages economy-wide, is challenging. Agencies using outdated technologies that trail behind those used elsewhere in an employee's life risk low productivity and employee frustration.

This white paper presents strategies and considerations that allow agencies to extend solutions to employees that exceed expectations, enhance productivity and improve employee satisfaction.

Government as a Platform: The new service delivery models made possible by open data and APIs

Governments are recognising the transformative power of open data and APIs in reshaping citizen services and fostering economic growth. By opening up data resources, governments can enable businesses and other entities to innovate and enhance citizen and economic outcomes.

This white paper explores the benefits of open data and gives agencies pointers on how to safely share data in a platform environment all the while safeguarding citizen interests.

Empowering employee growth: Continuous learning for public sector technology workers

In the age of rapid technological progress, a skilled and engaged workforce is paramount if agencies are to attain their objectives. Today, numerous online tools and resources exist to facilitate continuous learning in the work environment, ensuring employees stay current across a spectrum of technological domains, including user experience (UX) design, project management, and technical skills development.

This white paper outlines the latest developments in online training and continuous learning, equipping agencies with strategies to cultivate a proficient workforce capable of meeting citizens' needs in an ever-evolving environment.

Taking the initial steps with with IoT: A guide for government executives

The Internet of Things (IoT) offers agencies the chance to optimise infrastructure management, enhance public safety, and improve decision-making processes. When combined with edge computing technology, to speed up data processing, IoT is set to become a cornerstone for agencies in the transport, health, utilities, and emergency services sectors. However, this transformative potential is accompanied by challenges that agencies must address such as regulatory compliance, ethical dilemmas, and data security.

This white paper offers practical insights and strategies on how to leverage IoT technology in low-risk areas, enabling agencies to realise cost savings, enhance public safety, and support their decision-making capabilities.

Support local: Strategies to meet small to medium enterprise procurement targets

Policy support for small to medium enterprise (SME) involvement in government procurement is increasing across all ANZ jurisdictions. However, agencies often fall short of meeting targets, because they are concerned an SME provider will be at a higher risk to solution success than a large corporation.

This white paper equips agency buyers with tools to distinguish real from perceived risk during value-for-money assessments of SME suppliers. It provides a concise guide of policies aimed at promoting SME participation and offers practical strategies for managing the real risks of engaging SMEs in procurement.

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