

## Digital Strategy – Glossary of Terms

Term	Definition
24/7	Twenty-four hours a day, seven days a week
5G	Fifth Generation mobile technology
AI or Artificial Intelligence	Software that analyses data to produce decisions that humans would otherwise make.
Automated missed bin notifications	A telephone service at East Hampshire that will handle customers reporting missed bins based on them stating their postcode. Information is then checked against bin collection schedules to help complete the call prior to customer service involvement.
Automated workflow	A digital customer/service interaction that occurs independent of officers, but has stages of notification and progression by design.
BSU	Business Solutions Unit
Chatbots	Computer programmes pretending to be people following a script to help with online customer question and answers.
Climate Emergency	A Declaration of Climate Emergency is a resolution passed by a governing body. A national climate emergency has been declared by the UK Parliament in May 2019.
Cloud-based technologies	Technological services hosted online. They do not require
Cloud first	The Local Digital Declaration states that Local Authorities must first consider cloud-hosted services before considering on-site based services.
Cloud-hosted platforms	The hardware and operating environment of an on-site server but in an Internet-based datacentre. Often, this includes applications that let users create and manage their own accounts.
Co-design	The act of creating with stakeholders (business or customers) specifically within the design and development process to ensure the results meet their needs and are usable.
CRM	Customer Relationship Management systems are used to hold customer contact records.
Cyber Security training	User training to prevent malicious online software attacks and provide good security to protect council data.
Digital by Default	A design principle that states that any process that could be automated, should be.
Digital Champions Network	Digital Champions Network is an interactive website and service that provides learning, tools and a community to people become a Digital Champion: someone who can build

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	their knowledge and confidence to empower others with the digital skills they need.
GDPR	General Data Protection Regulation (GDPR) as it applies in the UK.
Inter-operable	Systems that work together.
Local Digital Fund	Announced in July 2018 by the Ministry of Housing, Communities and Local Government (MHCLG), it aims to help local authorities implement the Local Digital Declaration by funding digital skills training and projects that address common local service challenges in common, reusable ways.
Local Digital Declaration	A shared ambition for the future of local public services written in 2018 by a collective of 45 local authorities, sector bodies and government departments. It outlines goals and commitments, and invites all public sector and non-profit organisations to work to improve local services by signing the Declaration.
National Cyber Security Centre	A government service that supports the most critical organisations in the UK, the wider public sector, industry, SMEs as well as the general public, providing effective cyber incident response to minimise harm to the UK and help with recovery.
Online personas	A set of specially created character types that they would typically use online services. These groups have been given character names to help readers understand the main characteristic of that group.
Open data	Open data is the idea that some data should be freely available to everyone to use and republish as they wish, without restrictions. This could be anonymised user data or service data. The UK Government collects open data published by central government, local authorities and public bodies to help the public build products and services based on that data.
Open technical standards	"Open Standards" are standards made available to the general public and are developed (or approved) and maintained via a collaborative and consensus driven process. They facilitate easy communication with other systems and data exchange among different products or services and are intended for widespread adoption.
Paper-lite	An office environment that has reduced use of physical paper. It is acknowledged that

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	statutory services cannot, at this time, be wholly paper-free.
POTI – blueprint	POTI stands for Processes, Organisation, Technology and Information. It is a management model for detailing a ‘blueprint’ or set of end goals to be achieved using the four group headings covering what the organisation will look like when all the projects are completed.
Security Management	Security management is the identification of an organisation's assets (including people, buildings, machines, systems and information assets), followed by the development, documentation, and implementation of policies and procedures for protecting these assets.
Sharepoint	A Microsoft programme for hosting information and documents online as part of Office365.
Skype for Business (SfB)	A Microsoft programme for video conferencing and online meetings.
Software as a Service (SaaS)	This is a complete end-to-end service available to purchase online that is wholly hosted online. Council examples include, Kahootz, Office365, AskHR.
Teams	A Microsoft programme for video conferencing and online meetings; chat; diary planning; softcall integration and sharepoint access.
Technical Code of Practice	A code of practice included in the Local Digital Declaration governing how design, build and buy technology.
VC	Video Conferencing
Workstyle	How staff work and use the councils’ IT provision and physical infrastructure of the council.
Workstyle infrastructure	The councils’ IT provision; services; buildings and equipment.
Workflow	A process that has stages of notification; authorisation and progression by design.