



# The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

## Final Copy of Case Study

**YEAR:**  
*2012*

**STATUS:**  
*Laureate*

**Organization:**  
G20

**Organizational URL:**  
<http://www.g20.org/>

**Project Name:**  
G20

**What social/humanitarian issue was the project designed to address? What specific metrics did you use to measure the project's success?**

The main focus of the G20 multilateral events is global fiscal planning and management in an effort to stabilize the world's economy. The Summits bring together the heads of state of the world's advanced and emerging economies in order to help regulate and manage the world's financial sectors, discuss related development topics, and ensure financial security. By using technology from OpenText, policymakers at the G20 Summit were able to work together over secure social collaboration and productivity software in advance of and during the G20 Toronto Summit. A secure, collaborative, and community-based environment was created by OpenText to enhance the sharing of government leaders' stance on important world financial issues. The shared workspace supported multiple languages to enhance the ability of delegates to come together across time, geographical, political, and organizational barriers to communicate more productively. This was the first time that the G20 has used this type of technology to improve collaboration, therefore no metrics or ROI was tracked. However, this is the only time that representatives from Russia, China, Canada and the United States have all been on the same government cloud infrastructure.

**Please describe the technologies used and how those technologies were deployed in an innovative way. Also, please include any technical or other challenges that were overcome for the successful implementation of the project.**

The technology used to support the G20 was OpenText Social Workplace. It is a people-centric enterprise application that works through either SaaS or on-premise deployment. Content can also be accessed via iPhones, iPad and Blackberry devices. It helps cross-functional teams form quickly and collaborate effectively with minimal training or technical support. Organizations and participants in these types of events have typically collaborated on policy issues via outdated technologies such as the telephone or e-mail or in-person during these summits, which by then was often too late. Connecting with people in the months leading up to such a large Summit often proves difficult and sometimes even impossible. Simply put, no other field within the public sector was in greater need of a shift in how it conducted its outreach and communications than the global public sector and no other sector could benefit more than this one in adopting social media practices. The G20 needed to quickly adopt social media practices with minimal impact on time, resources, habits, and schedules of the organizing committee. A partnership was struck between the Canadian Digital Media Network (CDMN) and the Department of Foreign Affairs and International Trade. CDMN member OpenText provided a hosted social media platform, a virtual G20 site, via a variety of mobile platforms and the Internet.

**Please list the specific humanitarian benefits the project has yielded so far.**

By providing a secure, cloud base, mobile collaboration platform, the G20 was able to drastically reduce cooperation time to develop global fiscal policy to help restart the world's economy. It also provided a voice to non-traditional economies (South Africa, Argentina, etc.) in what was a predominantly G8 dominated multilateral summit, drastically increasing the scope of participatory democracy around the world.

**Please provide the best example of how the project has benefited a specific individual, enterprise or organization. Feel free to include personal quotes from individuals who have directly benefited from the work.**

The G-20 initiative needed a technical solution that could be deployed in a very short time frame with minimal customization. The solution that OpenText provided was very user-friendly, and while the system had all of the functionality required, it was set up and launched quickly and with minimal customization.