Modern Missions Need

MODERN ANALYTICS

salesforce government

TABLE OF CONTENTS

03 Navigating a Data-Rich Environment

06 Bringing Data to Life with Salesforce

12 Applications

14 The Case for Cloud

Analytics for Everyone

This book explores the trends that are surfacing across the government landscape as a result of today's explosion of data.

Learn how cloud-based analytics from Salesforce can turn these trends into opportunities, empowering each and every employee to take on a data-driven approach that transforms the mission into a stronger, more effective operation.

Realize the benefits made possible by today's data-rich environment.

1 Navigating a Data-Rich Environment

Trends in the BI Space

Google the history of Business Intelligence (BI) tools, and you're bound to come across several articles that compare the practice to classic military intelligence–a thought discipline that focuses on helping commanders at each level make decisions only after information has been collected and analyzed in a comprehensive manner.

With the military's reputation for being a streamlined organization that serves as a shining example for machine-like, Six-Sigma-esque operational excellence, it is no wonder that the same approach has been adopted by large-scale enterprises across all industries with BI.

However, legacy BI tools make it hard for users to identify issues, take corrective action, and ultimately improve services in the face of current environmental trends. The impact of this is perhaps felt the worst by the government industry, where the impact of compounded data, combined with the growing expectation gap fueled by private sector innovation, contrasts with the inherent pain of bureaucratic inertia.

Who does what, how, when, where, and for whom?

The Data Landscape

There is an explosion of data across government activities in today's increasingly connected world.

With a population that is more likely to capture day-to-day interactions digitally, and share that information with other devices, the rate at which data is created and communicated has increased exponentially.

This means that data is not only being produced at a significantly higher volume, but also from a wider variety of sources.

Take a deeper dive.

The Commercial Landscape

The private sector has demonstrated that more data allows organizations to better understand the needs driving their success, and therefore making more actionable, confident, and successful decisions–faster.

The most successful of these organizations transform business models to be data-driven, creating a platform that connects resources and delivering the mission with unprecedented speed. Ripple effects from their resulting success has transformed entire industries, app-by-app.

This has created a population that has come to expect that the speed of service and degree of customization they experience when engaging as customers will be replicated when they engage as citizens, employees, department heads, and more.

The Government Landscape

Shrinking budgets, demanding regulation, lack of visibility, and other bureaucratic constraints can cause friction that makes it difficult for governments to invest in cutting-edge technology.

At the same time, study after study shows that the middle is shrinking, both from a political perspective and an economic perspective, making it harder for governments to find the "one size fits all" solution that used to satisfy the mission.

Estimated degree of change in behavior, outcomes as a result of the Internet–2015 Internet Trends Report

Turning Trends into Opportunities

Like all new market trends, these represent some challenges. They serve as a call-to-action for departments and agencies to transform into governing bodies that are more effective. But they also represent unprecedented opportunity:

- While today's compounded data landscape creates an environment of information that is more fragmented, disjointed, and siloed, it simultaneously means that more information is available, with a greater degree of granularity, revealing more context about the catalysts behind events or disruptions. Governments can use this to better understand the drivers behind their mission, pinpoint services, and prioritize the resources that pack the biggest potential impact.
- While private sector innovation continues to redefine status quo it also offers offer tried-and-true best practices that help other organizations stand up projects and celebrate goals faster. Government can use this as an opportunity to learn from the examples set, leapfrog the innovation process, and reset expectations.
- While cutting-edge technology adoption might be behind in government as compared to other industries, it concurrently represents ample white space for today's decision makers looking to answer the public's call-to-action. They have the flexibility to not only design a transformation that best fits with both today's trends and unique demands of the government space, but also to be first-movers, leaving their mark on government's legacy.

These trends represent an opportunity for organizations to gain a new perspective, quickly take action, and build a more responsive government–both top down and bottom up.

Salesforce helps you harness these opportunities with the Executive Dashboard.

2 Bringing Data to Life with Salesforce

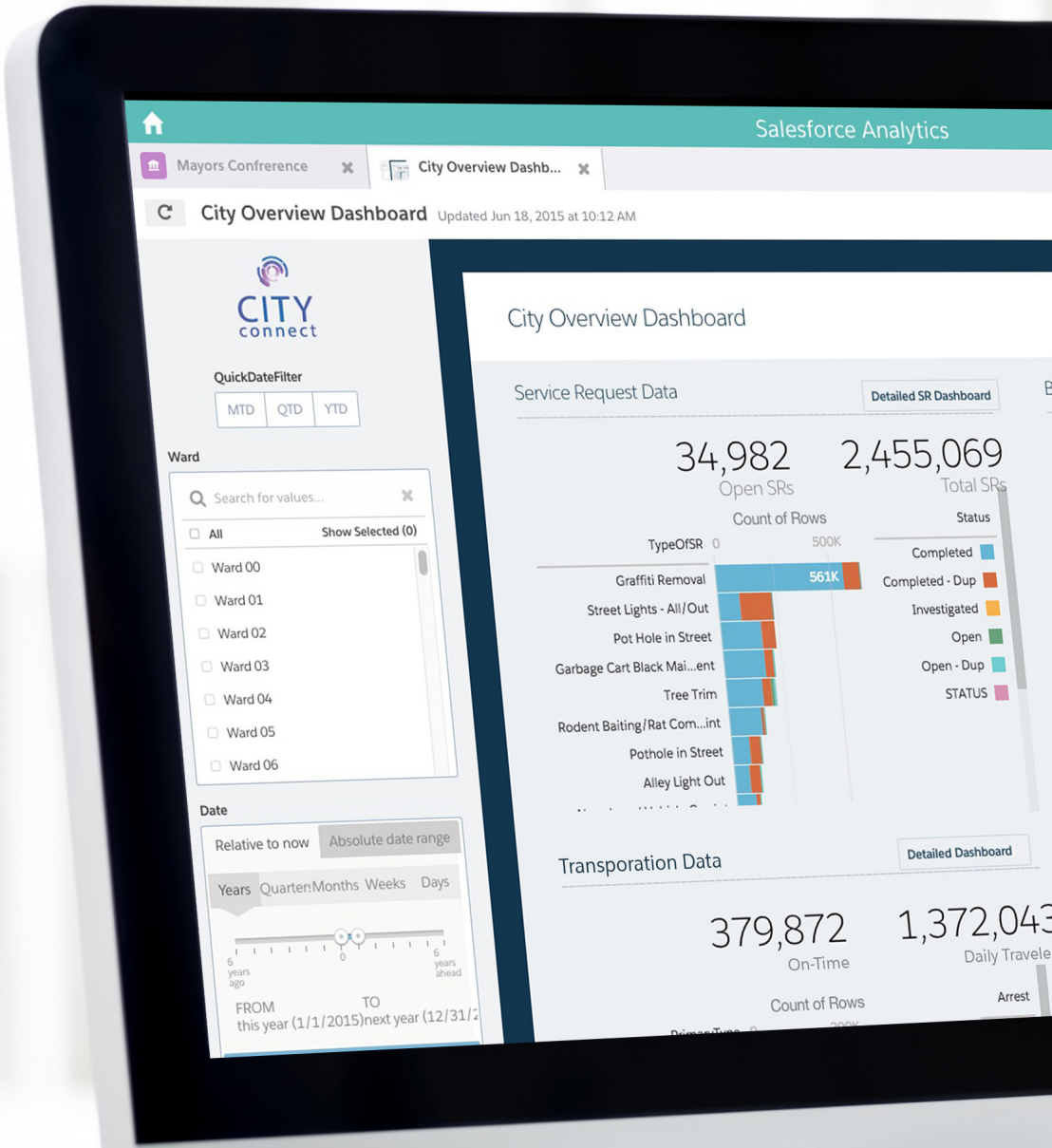
The Executive Dashboard

The Salesforce Executive Dashboard is our Wave Analytics extension for the many solutions available as a part of our Government Cloud portfolio.

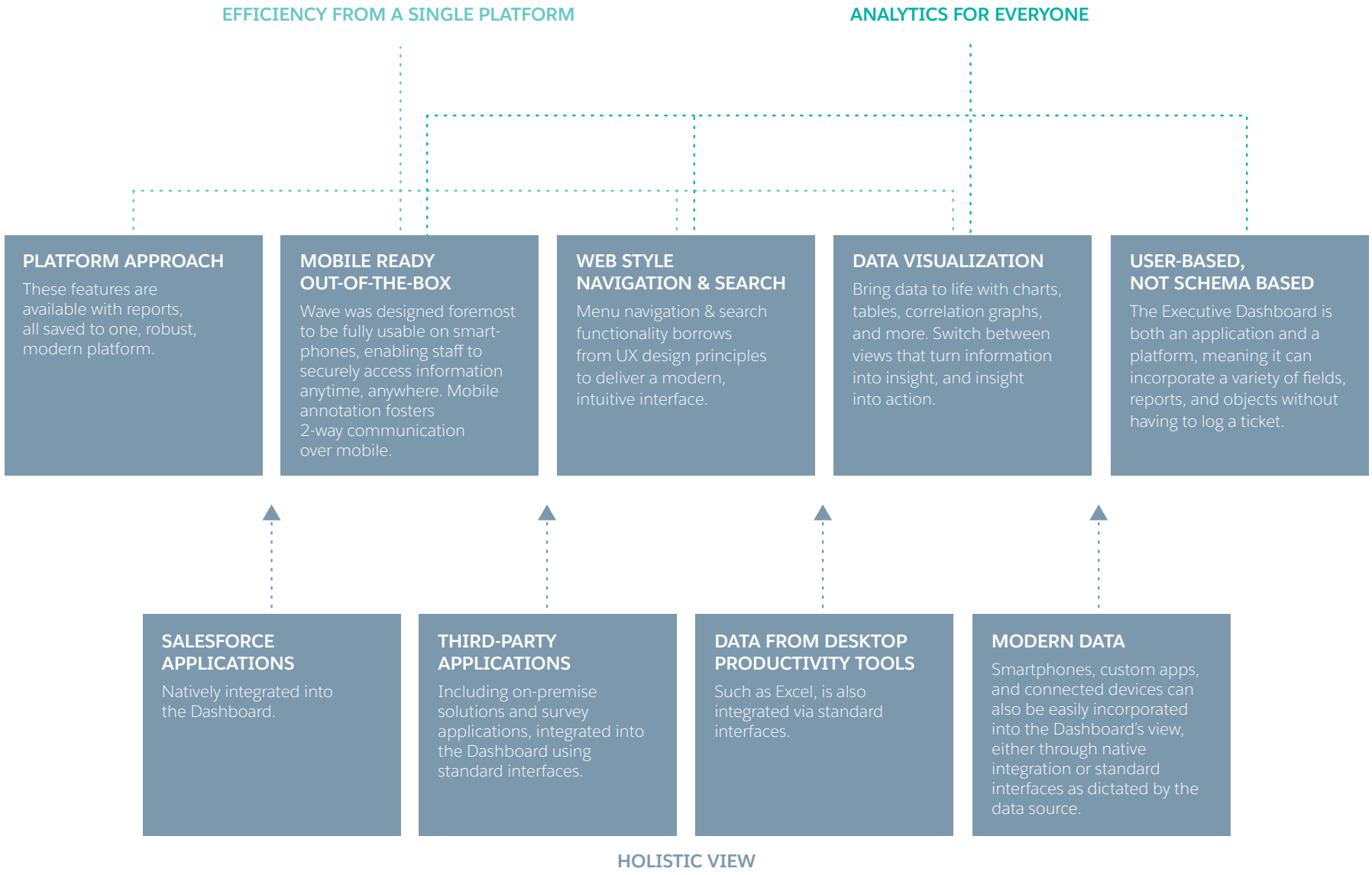
Give every Salesforce user the modern, mobile, analytical functionality they need to identify patterns, resolve issues, and advance the mission.

By bringing multi-vendor data together onto one platform, and serving it up in a highly visual, user-friendly interface, it allows any user–not just the business analyst–to comprehend millions of rows of data and take fast action, no pivot tables required.

It's analytics for the rest of us, on our FedRAMP approved cloud platform.



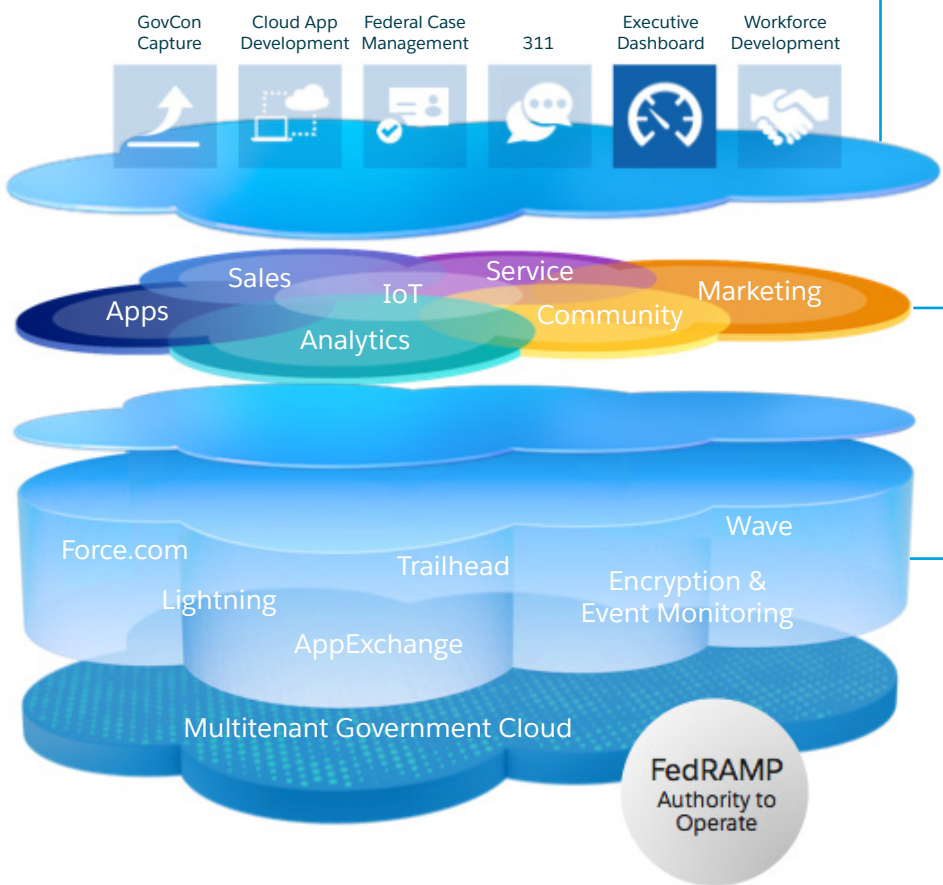
A Closer Look at How the Executive Dashboard Works



Learn more about these core functionalities: Download our data sheet

Salesforce Executive Dashboard Solution

Our Wave Analytics extension for the portfolio of solutions available from the Salesforce Government Cloud, now with our Lightning user experience:



Lightning Ecosystem

Delivers Lightning functionality to apps built by our community of in-house SMEs, partners, and developers. Easily customize existing solutions, maximizing resource investments by bringing the power, efficiency, and agility of cloud to life.

Lightning Experience

Modern user experience, consistent across products and devices, empowers government community to access, understand, collaborate, and act on mission data:

1 Strengthen Relationships
- Relationship management
- Partner management
- Contract lifecycle management

2 Improve Mission Delivery
- Mobile app development and deployment
- Track supply chain, HR and Financials
- Program and contract management

3 Gain New Insights
- Program dashboards
- Business operations analytics
- Complex events processing

4 Provide Service Excellence
- Predictive maintenance
- Contracts, Warranties, Entitlements
- Omni-channel, Mobile Service

5 Engage Proactively
- New product introduction journey
- Program participant outreach
- Tradeshow management

6 Connect the Ecosystem
- Align the value chain
- Collaborate internally and externally
- Project-based communities
- Secure access

Lightning Platform

Extend modern user experience to enterprise-scale cloud functionality, delivering drag and drop components and templates that build custom apps faster and surface information most relevant to the mission.

Benefits

The Salesforce Executive Dashboard helps organizations harness these trends by unlocking three key capabilities:

1. Understand Patterns, Not Points

Bi-directional views allow users to see data from a summary perspective, or to drill down into details with a few simple clicks. This gives teams the ability to navigate reports in a way that reveals true insight, no matter what level they are at in the organization.

The intuitive visual interface makes it easy for employees to quantify data, compare performance, map influencers, identify relationships or data inconsistencies, and understand patterns overall, better informing necessary involvement from various teams.

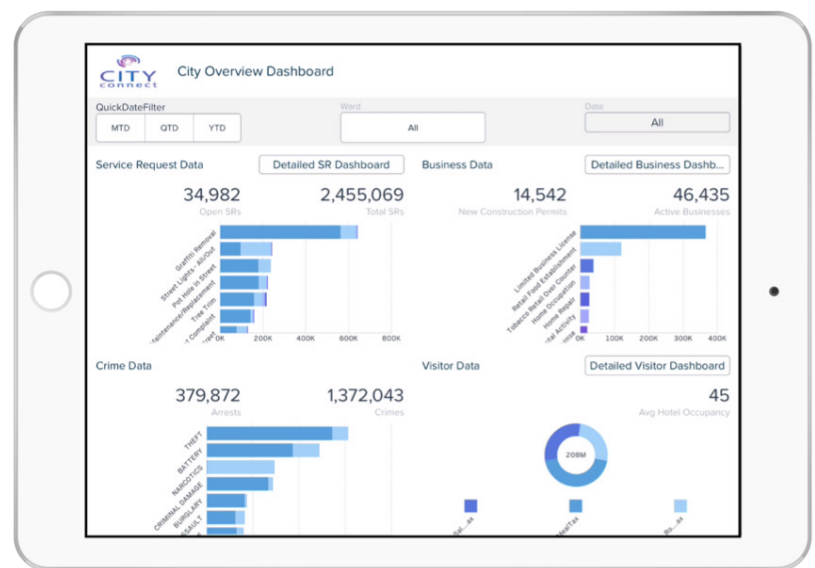
Collaboration capabilities enable teams to both save and share reports from a common platform, removing common communication barriers. Integrated notifications can be used to alert people or communities of more urgent information.

Results:

Use more information to not only understand impact, but clearly articulate it to others, fostering data-driven approaches to each and every decision. See both the significance and the context that tends to get buried by pivot tables in a spreadsheet.

Impacts:

Streamline the mission by solving problems vs. treating symptoms, quickly–if not proactively. Transition more resources from emergency services (that tend to come with a terrible user experience and hefty price tag) to preventative services.



2. Empower Each Employee

Self-service analytics allow users to load data as they need and then update cases or create/assign tasks directly within the dashboard, giving them the ability to quantify, report, and move on events in a timely manner with the level of detail dictated by the circumstances.

The same intuitive visual interface makes it easy for people to understand the data and draw conclusions, encouraging data exploration and bringing out your teams' inquisitive nature as you engage more employees in metrics.

Mobile capabilities provide an equally rich experience on the go. Dashboards automatically replicate over mobile–no need to build separate dashboards. The annotation functionality makes it easy to highlight points or ask questions, removing disconnect between field agents and their office counterparts.

Results:
Apply information to day-to-day activities, developing the kind of data-driven mindset that comes from giving each employee analytical ownership and insight.

Impacts:
Turn each employee into a knowledge worker with the tools that empower action and move the mission forward, faster.

3. Deliver Better Government Services

Integrate data from a variety of mission-critical programs, including:

- Contact center: email inquiries, phone call stats, social engagements, outreach efforts, and more
- Case details: handoff, friction, resolution time, team involvement, and more
- Performance numbers: KPIs, metrics, industry averages, etc.
- Historical data: previous projects, individual team insight, and statistical averages
- Resource data: resources required, resources consumed on average, and outlying circumstances that previously justified more investment
- High volume data of any kind, eliminating caps that place artificial barriers on your understanding of mission-critical elements

Results:
Bring more data into the mission, giving stakeholders the confidence that each aspect behind the mission is taken into account when coming to a conclusion.

Impacts:
More accessible data drives more accurate, timely, and targeted services–ultimately improving the service experience.

3 Applications

311 Call Centers and Engagement Centers

Better assess community health with an in-depth understanding of how people engage with your mission.

Analyze data coming in from the call centers, email inquiries, community forums, social media engagements, and more. This can be from Salesforce environments, like the Service Cloud, or non-Salesforce environments, such as on-premise systems or newer, connected devices like smart parking meters.

Pull in any type of data, from any system, and put it into a secure, FedRAMP certified cloud for users to then explore on any device. Easily identify crime hot spots, hold ups in granting new business permits, and more. Communicate findings with departments, service providers, or constituents.

Use the resulting insight to prioritize resources, influence your communication strategy, and design outreach efforts that encourage continued participation from the community you serve.

See it in action

Watch our on-demand demo webinar.

Learn more about the Salesforce 311 Engagement Center solution

Case Management

Bring together high-volume data quickly and easily, such as data from the case object–no need to learn complex ETL processes or write custom code to incorporate various data sets.

Look through different views to identify peaks and valleys, correlation, and see how one set of information impacts another:

- Assess disaster relief support after the last event, helping teams better plan for future support needs
- Track historical spend, or analyze HR survey responses to pinpoint bottlenecks
- Spot sticking points in the overall process

Conduct analytical inquiries on any voluminous data by evaluating summary views and drilling down into details in order to identify both trends and possible triggers.

Then, execute a case directly from the dashboard, empowering teams to take next steps directly based on the data they see. By evaluating the case process, and acting on the data without leaving the Executive Dashboard, the case management lifecycle becomes truly data-driven.

Dashboards are automatically available over mobile; no need to rebuild a dashboard to fit a smaller screen.

See it in action

Watch our on-demand demo webinar.

Learn more about the Salesforce Case Management solution.

4 The Case for Cloud

Salesforce Government Cloud

The Executive Dashboard is our Wave Analytics extension for the portfolio of solutions available from the Salesforce Government Cloud. It is the industry's first cloud BI platform to receive FedRAMP authority to operate, giving government leaders an opportunity to deliver data-driven innovation across the mission, without sacrificing confidence standards.

The cloud base also enables us to offer an analytics option that focuses on reducing the average cost of mission critical programs with faster-time-to-value; Wave Analytics on-boards data in a way that accommodates any data structure, type, or source, and makes it available immediately without a lengthy ETL process. It treats data ingestion not as an exercise in "extract, transform, and load" or ETL– but data is loaded, indexed, and made available immediately for analysis or additional transformations.

The traditional way of designing a data warehouse is a waterfall approach to gather requirements, figure out relationships, pre-determine the data structure, scrub the dataset, add a semantic layer to the data – and finally to ingest the data. Depending on the size and complexity of the dataset, the process can take many months to complete. Salesforce Executive Dashboard accelerates time to value by providing a flexible analytics platform that is not tied to traditional methods of data warehousing.

Traditional report design is also more limiting–if teams need a report that pulls in different fields, objects, or is sourced from a variety of departments, it frequently requires the business user or analyst to log a ticket, asking IT to build a custom report on the back end. The Executive Dashboard is more flexible, allowing any user to pull in report elements as they need without having to further burden IT.

Learn more about our FedRAMP ATO:

Wave Analytics blog announcement

White paper on the Government Cloud

CONNECT TO YOUR CUSTOMERS
IN A WHOLE NEW WAY

The information provided in this e-book is strictly for the convenience of our customers and is for general informational purposes only. Publication by salesforce.com does not constitute an endorsement. Salesforce.com does not warrant the accuracy or completeness of any information, text, graphics, links or other items contained within this e-book. Salesforce.com does not guarantee you will achieve any specific results if you follow any advice in the e-book. It may be advisable for you to consult with a professional such as a lawyer, accountant, architect, business advisor or professional engineer to get specific advice that applies to your specific situation.

© 2016 salesforce.com, inc. All rights reserved.