



# The Vision and Value of a Connected Government

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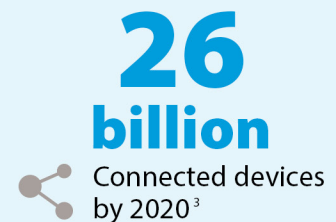
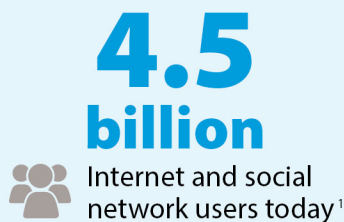
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# The Vision and Value of a Connected Government



Government is in the midst of a profound transformation, powered by innovative ideas and a commitment to do better. The new model puts citizens first and agencies out in front of needs – anticipating, personalizing, and delivering intelligent services when, where, and to whom they are needed.

## Connection Opportunities:



<sup>1</sup> <http://wearesocial.sg/blog/2014/01/social-digital-mobile-2014/>

<sup>2</sup> <http://www.emarketer.com/Article/Smartphone-Users-Worldwide-Will-Total-175-Billion-2014/1010536>

<sup>3</sup> <http://www.gartner.com/newsroom/id/2636073>

Government organizations are continuing the tradition of innovation that created the Internet 40 years ago. The transformation in progress today is equally profound. The stakes are high and the needs are urgent. Failures make headlines. Government needs to lead again - working to improve critical services without adding costs - turning to technology innovation to get there.

Technology megatrends – mobile, social networks, and cloud computing – are improving service and changing expectations. Driverless cars. Robotics. Wearable technology. The Internet of Things. They are impacting every area of our lives – the new Phillips Sonic Toothbrush will have Wi-Fi, a GPS, and allow a dentist to download data with detailed information about patients' tooth brushing habits. Nest makes a home's thermostat an Internet-connected device.

It's about connecting people and their devices to services, whether those services are cutting edge or mundane, like dental hygiene. Connecting people and devices in new ways – understanding how they live and what they need – generates data and provides government organizations with the context and intelligence to become a proactive government that reaches out to citizens.



Citizens want quick, meaningful interactions with government so they can get the services they need while they're in line for lunch. They want the mobility they see outside of government from their government. They want convenience.

Achieving that vision relies on tying together the power of software, sensors, and applications, so devices have the data and context needed to meet consumers' expectations in dynamic new ways.

Cloud computing brings together the myriad of channels customers use – the tie that binds. It is the delivery model that allows access to any application over the Internet. To be truly citizen-centric, services should run on any browser, on any device, at any time, with no downloads.



## Change in Motion

Government is taking steps in this direction, breaking free of the status quo. Dynamic examples illustrate that public sector partners have boldly stepped forward to embrace innovation – leveraging cloud, mobile, social, and big data trends. As a result, they are improving services, connecting with citizens, building trust, and cutting costs.

### City of Boston

Public officials in Boston use the cloud to create jobs, manage property, and help citizens become homeowners. Cloud strategies boost economic development efforts by assisting entrepreneurs. The city replaced antiquated back-end systems so business owners can more quickly and easily work with public servants and connect to data to receive real-time updates on the progress of vital small business loans. A new business hub allows prospective small business owners to understand the regulatory framework, grasp licensing and permitting guidelines, and get assistance instantly.

The city's real estate management division relies on cloud strategies to run its entire real estate portfolio. Property managers use mobile as they conduct property surveys and manage contracts with people who clean up and repair city properties. The city uses it to track the progress of efforts to sell the real estate holdings it wants to sell.

Software supports education courses for prospective homeowners, counseling classes for those facing foreclosure, and home repair programs that require the city to track budgets and communicate with contractors.

Read More: <http://www.salesforce.com/customers/stories/city-of-boston.jsp>

### General Services Administration

The General Services Administration (GSA) is streamlining application development. GSA moved core functions to the cloud and began using Salesforce Platform to address business challenges and automate important functions. GSA has built more than 100 applications in the cloud, taking more than 200 application servers offline. These changes have made the GSA mobile and lean, in addition to cutting costs.

GSA staff members can manage complex projects through their tablets or smartphones. Employees can order parts, complete contracts, and do other tasks seamlessly in the cloud.

In the aftermath of super storm Sandy, GSA supported Federal agencies by ensuring they had access to agency data in the cloud. Federal employees stay in touch using Salesforce Chatter, which GSA extended to 17,000 government employees so they can collaborate.

Read More: <http://www.salesforce.com/customers/stories/gsa.jsp>

The focus is on the future and in the future, government organization will know what citizens want – even before they ask. Perhaps before they even know what they want. It's about pushing relevant information that adds value.

Government has the ability carry out this mission because it holds the critical asset needed to connect the dots – data. That means government isn't far off from a world where citizens can walk into a department and have the near-instantaneous delivery of digital services.

Agencies realize they need to modernize and invest in their existing programs – even the most successful ones – to provide this new experience for citizens.

In the new digital world powered by mobility, consumers expect to have information delivered to them in real time. This is the opportunity for a proactive government, and fulfilling this growing expectation will transform citizen perceptions and the citizen/government relationship.

### Healthcare

Imagine using applications that improve patient health because they allow doctors, patients, or researchers to tap into the troves of information available on clinical drug trials, patient needs, and courses of treatment.

New technology can improve healthcare and lower rising costs.

- In the state of Colorado, the Health Department now has member-focused websites with educational tools and self-service capabilities. Colorado HealthOP deployed a complete, custom, multi-cloud solution to run their organization. They integrated their Customer Relationship Management (CRM), call center, public websites, and marketing. Their iPad app supports grassroots marketing campaigns. Colorado HealthOP surpassed its Fiscal 2015 goal of acquiring 10,000 new members by March 2014<sup>4</sup>
- In Michigan, the Michigan Health Information Network is improving patient care and reducing costs. Their solution manages information on more than 275,000<sup>5</sup> providers, tracking connections between doctors, hospitals, and healthcare facilities. It also ensures that electronic health information is transmitted securely
- New York City's Department of Health and Mental Hygiene, Office of Emergency Preparedness and Response, implemented a solution in three months to better manage and award grants to help citywide public health preparedness. The solution improves project and fiscal management functions, allows programs to electronically submit requests for funding, and generates automated workflows to keep funding requests moving through review, approval, and notification processes



### Transportation

Citizens expect one thing from their Department of Motor Vehicles (DMV) – long lines. People are accustomed to interminable waits when they need to get a new license, plates, or registration. Imagine walking into a DMV and

4 [https://thismoment-a.akamaihd.net/media/tmupload/c5c399ee4b7893e0/Colorado\\_HealthOP\\_-\\_customer\\_story\\_slide\\_FY15\\_External\\_Slide.pdf](https://thismoment-a.akamaihd.net/media/tmupload/c5c399ee4b7893e0/Colorado_HealthOP_-_customer_story_slide_FY15_External_Slide.pdf)

5 <http://www.salesforce.com/customers/stories/mihin.jsp>



having mobile technology tap into your records and begin the customer service process. Or, knowing how far your local bus is from the stop where you're waiting. Imagine having the option to know and rate the bus drivers. Now, this is possible.

No lines. No frustrating waits.

- Public transit riders are benefiting. The New Jersey transit system carries 900,000<sup>6</sup> passengers every day on NJ TRANSIT buses, trains, light rail, and para-transit. The agency increased handling of customer inquiries by 500 percent<sup>7</sup> in two years without increasing staff and reduced average response time by more than 35 percent<sup>8</sup>. They also deployed multiple customer service apps including correspondence tracking, service quality, training, emergency response, group sales, volunteer management, and civil rights enforcement
- The City and County of San Francisco Department of Transportation and Muni have established a social media engagement hub to revolutionize how more than 800,000<sup>9</sup> citizens engage with their government. They are identifying what is being said and by whom, measuring sentiment analysis, engaging influencers, and responding to service requests on the channels preferred by their citizens
- The Maryland State Highway Association implemented a new customer care management system that reduced development time by as much as 35 percent and reduced enhancement times by as much as 60 percent<sup>10</sup>. The State Highway Association planned to roll out two apps per year for three years. Instead, they finished seven applications, some with multiple releases, in the first year



## Finance

- At the U.S. Securities and Exchange Commission (SEC), regulators are improving services to investors through a fraud and incident management solution that has improved the agency's oversight capabilities. The SEC has implemented an incident management call center solution to manage reports of potential fraud, reducing call volumes by at least 40 percent and closing cases 75 percent faster. The integrated solution manages reports from any device or channel – email, Web-forms, postal mail, fax, or phone
- The U.S. Agency for International Development (USAID) implemented the USAID Tracker to provide visibility into the financial operations supporting the missions it carries out globally to lend economic, development, and humanitarian assistance. Its real-time reports and dashboards give executives visibility into USAID activities

6 <https://www.njtransit.com/pdf/FactsAtaGlance.pdf>

7 [http://www.salesforce.com/assets/pdf/misc/PublicSector\\_NJTransit.pdf](http://www.salesforce.com/assets/pdf/misc/PublicSector_NJTransit.pdf)

8 [http://www.salesforce.com/assets/pdf/misc/PublicSector\\_NJTransit.pdf](http://www.salesforce.com/assets/pdf/misc/PublicSector_NJTransit.pdf)

9 SFMTA 2013 Annual Report. <http://www.sfmta.com/annualreport>

10 [http://www.siia.net/saasgov/2009/studies\\_detail.asp?ID=13](http://www.siia.net/saasgov/2009/studies_detail.asp?ID=13)

across the world. The agency can also track funding from various sources, improve collaboration with other organizations, help coordinate with other governments, and integrate with custom back-end financial systems

## Federal

- The U.S. Department of State's Office of Nonproliferation and Disarmament Fund (NDF) now has a mobile iPad app that provides secure mobile access to finance, contract, and project data. It allows users to track, monitor, and update progress of weapons disarmament missions from anywhere in the world. The solution has generated a 216 percent Return on Investment (RoI), saving taxpayers more than \$1.6 million a year
- The U.S. Centers for Disease Control (CDC) is using Salesforce.com for social media monitoring to track potential invites, influencers, and attendees to their monthly Twitter health topic conferences. They also monitor the social Web for information on potential emergencies
- The U.S. Health and Human Services (HHS), Office of the National Coordinator implemented a solution in less than 12 weeks to improve healthcare and lower costs by helping more than 100,000 doctors at more than 70<sup>11</sup> regional centers to upgrade to Electronic Health Records

## State

- The Utah Division of Arts and Museums developed a comprehensive grant and portfolio management solution that automated processes and centralized data with no costly infrastructure upgrades. The solution has saved up to \$20,000<sup>12</sup> annually by improving invoicing. Real-time reports and dashboards eliminate double data entry procedures and give executives visibility into the Division's program activities
- The Colorado Department of Human Services experienced increased enrollment rates for food, cash, and medical assistance programs, but lacked the ability to capture online enrollment and needed modern technology to help respond to demand. The agency created new opportunities for screening, application, and client information updates that do not require assistance from a county or state employee. It put control of public assistance benefits back in the hands of clients, increasing self-sufficiency. A process that used to take 45 days can be as short as 30-45 minutes. The Web-based portal results in reduced data entry on behalf of the county workers. Citizens can also access and manage their account and benefit information online anytime, anywhere

## Local

- Philadelphia connects with citizens in new ways through its 311 center. This new approach has improved customer service by speeding up the time it takes for public servants to respond to requests for assistance and general inquiries for city services. All departments, including the police department, are connected to Philly 311. With the free Philly 311 mobile app for iPhone and Android, citizens can report traffic light outages, abandoned cars, potholes, graffiti, etc. Citizens can attach pictures and geo-tags to their reports. They can also like and follow 311 issues reported by other citizens
- The Chicago Housing Authority has implemented a custom case management system to assist with reports, dashboards, and case functionality. Account and contact business objects were configured to track housing residents. Custom applications manage referrals, goals, outcomes, and events. The housing authority built a resident management to help develop and review goals and set up referrals for residents, maintain records on families, and manage case loads

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11 [http://www.siiia.net/saasgov/2009/studies\\_detail.asp?ID=8](http://www.siiia.net/saasgov/2009/studies_detail.asp?ID=8)

12 [https://thismoment-a.akamaihd.net/media/tmupload/45eb90c093a7d93c/Utah\\_Division\\_of\\_Arts\\_&\\_Culture\\_-\\_Customer\\_Story\\_Slide\\_FY15\\_External\\_Facing.pdf](https://thismoment-a.akamaihd.net/media/tmupload/45eb90c093a7d93c/Utah_Division_of_Arts_&_Culture_-_Customer_Story_Slide_FY15_External_Facing.pdf)

## A Clearer Vision through Cloud

No matter what the mission, government will not succeed if forced to rely on archaic systems. The cost to maintain these systems devours limited resources and leaves no money for innovation. In too many cases, IT systems are outdated and data is stove-piped. Too often “new” systems are investments in an outdated approach.

A new approach requires a new vision, with a connected government leveraging the cloud to break down barriers and strengthen the bond with citizens. The vision for the future of the public sector is to innovate, reenergize activities, and organically move toward a more effective government.



The new goal must be engaging with people on social and mobile platforms – meeting them where they are. The new goal must be eliminating silos and making data available to everyone – citizens and other agencies. The new goal must be a connected government that provides a more effective experience for people who don't want to wrestle with government, but instead want it to meet the new expectations of a connected world.

The result: A new citizen/government relationship and a new model for efficiency that, in turn, will encourage continued innovation.

It all begins with the cloud. The cloud will connect everything. This is the third wave of computing, and the changes will have a measurable impact. It will unlock data from legacy systems. It will build a bridge between citizens and their government. It will allow government to push the boundaries and react like a startup: Agile. Responsive. Forward-thinking. Predictive. It will allow government to boost its relevance and reach.

## In Plain Sight: The Future of Government

Agencies need to embrace cloud technologies that meet agreed-upon Federal standards and have a mobile-first approach to development and design.

### An agency's holistic blueprint should include:



A holistic, connected plan will allow agencies to measure ROI and customer/end user satisfaction while creating an experience that citizens use again and again because of modifications to public-facing applications.

With the right partner, government organizations can take advantage of everything the digital world has to offer – technology to connect people to government in innovative new ways – improving the delivery of services while building a more intimate connection with citizens.

For 14 years, Salesforce has been a driver for enterprise cloud computing. Salesforce has mapped out the strategy and guided many government partners through this terrain already. Now, let us guide you.

Go to our Customer Success Platform for more real world case studies of innovation in action:

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For more information, or to set up workshops, pilots, or demos, call Salesforce: **1-800-NO-SOFTWARE | 1-800-667-6389**

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