

# Digital Transformation in the Public Sector

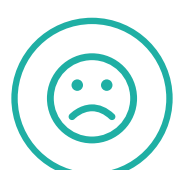
Legacy systems and processes prohibit Government organisations from providing a great service. This failure to deliver great service, both internally and externally, could be hurting your organisation in more ways than you realise.

## Your Challenges



### Limited Access to Data

- > Critical information is disparate, trapped in legacy systems and not accessible in real-time.



### Poor User Experience

- > Legacy systems do not provide the agility to improve processes and user experience. This negatively impacts service delivery and lowers employee morale.



### Unable to Innovate

- > Current IT spend consumed by legacy systems requires 80% of the available budget, which stifles innovation.

## Keys To Service Improvement

As part of any service delivery: there are five core service elements to get right in order to foster innovation and deliver great service.

### Salesforce Solution Areas

#### Communication

Proactive Communication and Collaboration

- > Innovate the way you connect with your citizens, by initiating dialogue and enabling self-service anytime, any place.

#### Engagement

Streamlined Information Gathering

- > Improve user experience with consistent engagement across all channels: call centre, web, social, email and mobile.

#### Service Delivery

Collaborative Service Delivery

- > Accelerate time to resolution with applications configured to your business process; leveraging legacy/ERP data in real-time.

#### Relationship Management

Create, Manage & Maintain

- > Gain a 360° view; centralise organisational knowledge and cultivate long-term 1:1 relationships. Salesforce Analytics Cloud enables Government organisations to pinpoint areas for improvement and transform service delivery.

### Analytics & Reporting

Actionable Data-driven Insight

Improve decision-making and resource management across all areas of service.

## Salesforce Security & Compliance

Nothing is more important to us than the trust of our customers. Everything we do must reflect security, privacy & compliance.

#### Security

- > Salesforce is CREST security assessed annually, holds Cyber Essentials certification & has detailed information supporting the 14 Cloud Security principles.

#### Privacy

- > Salesforce provides 'model clauses', complies with the EU-US Privacy Shield Framework, controls data in accordance with 'Binding Corporate Rules' for processors, and has been awarded TRUSTe Privacy Seal.

#### Compliance

- > Salesforce is registered with the ICO 27001/27018 certification, independent SOC reports (SSAE 16/ ISAE 3402). All UK Government customers are on the same version, patch set, and code base, minimising security risk and lowering complexity.

## The Salesforce Advantage = Your Advantage

#### Business Model

- > Our unique multi-tenant architecture ensures all customers benefit from the latest innovations. It brings the gold standard of enterprise cloud computing to Government organisations of all sizes, fostering agility and collaboration.

#### Easy Access to Salesforce

- > Salesforce is proud to have been G-Cloud listed for many years, UK Government specific pricing. Salesforce is in use in core Government organisations fostering best practice.

#### Lower TCO & Risk

- > Government organisations have realised a 90% reduction in total cost of ownership and application deployment costs as compared to on-premise/hybrid-cloud solutions. Organisations can save 50%-80% on application development costs by reusing code that the Government has already paid for.

#### Security

- > Everything we do is focussed on you the customer and your success. As a cloud-only company you subscribe to our services and we jointly have a vested interest in you being successful. Our Customer Success organisation is dedicated to best practices and user adoption.

#### Privacy

- > Our rich ecosystem of partners, developers and passionate experts has flourished. In addition to G-Cloud, our AppExchange has a huge range of applications with over 3,000 partner apps available, covering many business needs.

#### Compliance

- > Salesforce has a number of customers within the Public Sector. We are cloud computing pioneers, evangelists and catalysts for change. We empower you to become self-sufficient, supporting agile and rapid delivery.

### What Next?

The best way for us to show you we are committed to your success is to let us prove it. Tell us which core service elements you would like to start improving today.

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