

# Elevate citizen engagement and experiences.

Digital transformation for government



## The infrastructure that meets the needs of your citizens, teams and mission

As more services and interactions have gone digital, government agencies are facing increased expectations from their constituents and their employees. New and enhanced services for better citizen experiences and employee experiences (EX) help deliver on those expectations. For any government agency, transformation requires on-time and on-budget delivery of upgrades. But existing systems and manual processes are hampering innovation, access and agility. Finding ways to deliver more while addressing strict standards on security and privacy is critical.

### Insights

**Data analytics is making it possible to optimize decision making** through the analysis of data collected on constituent services, asset performance, environmental conditions and other areas of government interest.

**Small improvements in customer experience (CX)** can pay dividends: Just a one-point increase in Forrester's CX Index for federal agencies boosts compliance with directives and advice by 1.9 percent, enhances trust by 2.8 percent, ... and drives 2.8 percent more constituents to sign up for optional benefits and services.<sup>2</sup>

**Organizations with better EX enjoy greater productivity**, better resilience and more employee pride. Yet a higher number of government employees are disengaged and have low-quality EX compared to their private-sector counterparts. These are signals of problems that manifest throughout the employment lifecycle, from recruitment through career advancement.<sup>1</sup>

**Citizens have every right to expect the same level of service** from government as they get from private companies.

### Key objectives

**Improve engagement with citizens and access to services**

**Unlock the value of data**

**Transform core operations and modernize systems**

### Challenges

High technical debt, complex existing systems and waterfall development practices impede delivery of CX and EX improvements and new services.

Data trapped in silos across organizational boundaries along with a tight labor market for data scientists make accessing new insights complex and expensive.

Massive growth in cyberthreats and the sheer number of vendors and tools make management and security across a growing mix of clouds and IT environments difficult.

## How IBM can help

### Expertise

Marketplace disruptions that are unprecedented in our lifetimes have amplified the need for digital transformation. IBM can help with strategic insight and experience when you need it.

**IBM Services** helps organizations modernize core systems and workflows while addressing the regulations and cybersecurity needed to protect citizens' data and deliver digital services.

**The IBM® Garage™** approach for the public sector helps you build new digital experiences in just eight weeks using design thinking and cloud-native development.

**Game-changing data and AI models** built by the IBM Data Science and AI Elite team optimize client journeys and workflows.

### Digital transformation with open hybrid cloud

**Build once, deploy anywhere** with the Red Hat® OpenShift® platform, designated a leader in an evaluation of multicloud container development platforms.<sup>3</sup> Modernize more applications in the right fit environment on the cloud or IT infrastructure of your choice.

**Our fully managed Red Hat OpenShift on IBM Cloud®** service leverages the enterprise scale and security of IBM public cloud to help you automate updating, scaling and provisioning.

With IBM Cloud Satellite™ technology, you can **deploy consistent cloud services** virtually anywhere, including IBM Watson® AI and IoT, security, blockchain, and a fully managed Red Hat OpenShift service, all from a single point of control.

### Rebuild. Optimize. Elevate.

#### Reshape the citizen experience

*IBM Cloud Pak® for Data with IBM Watson Assistant* technology enables you to access and analyze data virtually wherever it resides and apply AI-enabled chatbot technology to engage citizens and constituents with personalized interactions.

#### Innovate with cloud speed

*IBM Cloud Pak for Integration and IBM Cloud Pak for Watson AIOps* can help you quickly and easily integrate existing systems with modern cloud-native apps and apply AI to improve service quality.

#### Optimize and protect operations

*IBM Cloud Pak for Business Automation and IBM Cloud Pak for Security* help automate the workflows that support citizens and agency operations and provide the visibility into cyberthreats needed to support compliance.

**2X** faster application development speed<sup>4</sup>

**95%** reduction in downtime with dependability and performance<sup>4</sup>

**60%** improvement in productivity and output of data teams<sup>4</sup>

**13.2%** reduction in annual technology spend<sup>4</sup>

Your citizens and teams need more.

With support from IBM, your digital transformation can stay on time and on budget while addressing rising expectations.

**No matter where you are on your journey, IBM Garage experts can help you accelerate your transformation.**

Take a tour of IBM Garage tools for the public sector today or get started with a complimentary virtual Garage framing session.

[Learn more](#)

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<sup>1</sup> Forrester, *Yes, Government EX Can Get Better!*, Judy Weader, Rick Parrish and Andrew Hewitt, September 1, 2020.

<sup>2</sup> Forrester, *The US Federal Customer Experience Index, 2020*, September 30, 2020.

<sup>3</sup> Forrester, *The Forrester Wave™: Multicloud Container Development Platforms, Q3 2020*, Dave Bartoletti and Charlie Dai, September 15, 2020.

<sup>4</sup> Forrester Consulting (commissioned by IBM), *The Total Economic Impact™ Of IBM And Red Hat For The Public Sector*, September 1, 2020.

