

The Art of Digital Transformation: 5 Steps to Revolutionize Government

DIR Technology Forum | October 3, 2019





Agenda

- Introductions
- 5 Steps to Revolutionize Government:
 1. Perception
 2. Processes
 3. Behavior
 4. Content
 5. Reputation
- Q&A

Introductions



Ryan Ellis

Senior Business Analyst
DataBank



Caleb Wederquist

Solution Architect
DataBank



600+ Dedicated
DataBank Experts



1 Billion Documents
Processed Annually



1200 +
Customers



**Microsoft
Partner**

Gold

Cloud
Productivity

Silver

Collaboration &
Content Competencies.



The public sector is our

LARGEST

industry and the
backbone of our business.

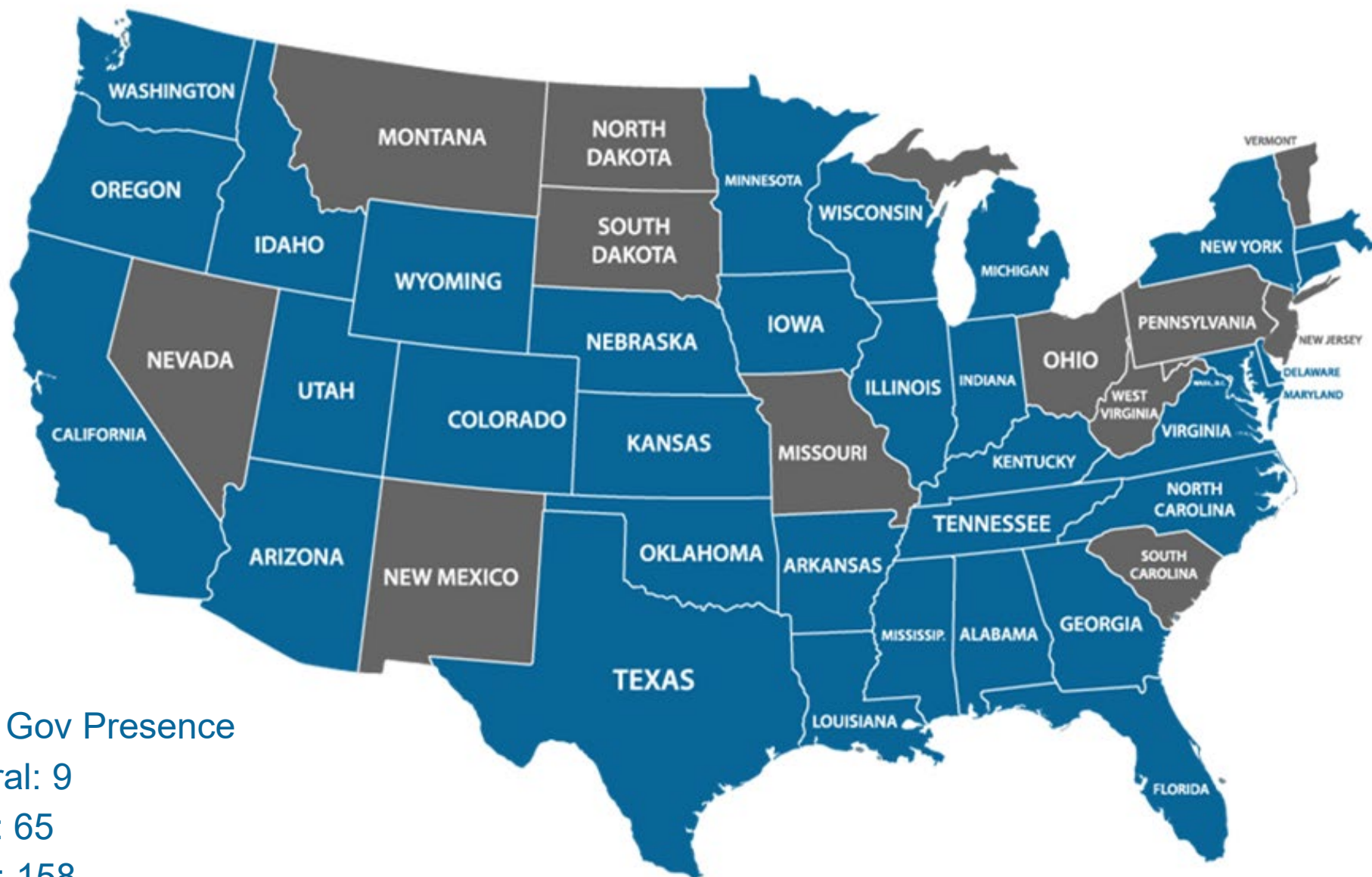
Delivering the Solutions You Deserve

Whether it's serving local or state-wide enterprises, we recognize the unique nature of the Public Sector and strive to provide industry-leading service to our customers.



Hyland®

2019 PUBLIC SECTOR
PARTNER OF THE YEAR



■ DataBank Gov Presence

- Federal: 9
- State: 65
- Local: 158

Delivering the Solutions You Deserve

DataBank has worked with over 65 state & local agencies within the State of Texas.



Digital Transformation is...



Using **digital technologies** to remake processes and services to become **much more efficient or effective**.

It **is not** replicating existing service in a digital form.
It **is** using technology to transform existing services and processes into **something significantly better**.

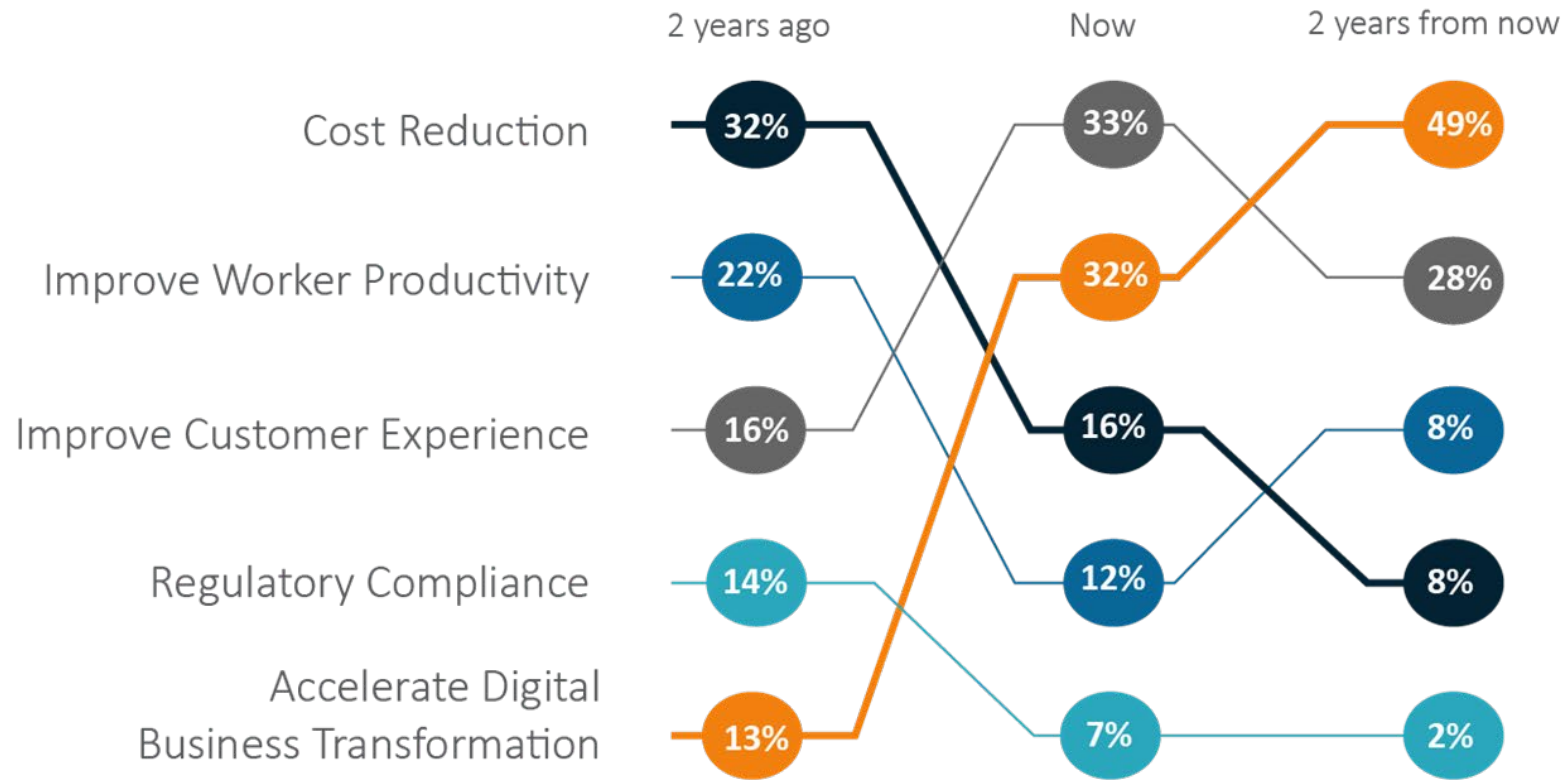




Digital transformation is no longer a luxury. Across virtually all sectors, digital transformation is becoming a competitive imperative, crucial for each company's survival.

Digital Transformation is the Primary Focus for Process Improvement

“What’s the primary focus of process improvement efforts for the time periods below?”



Source: Forrester’s Q1 2018 Digital Process Automation Survey



Will it take too much of
our time and focus?



Will it cost
too much?

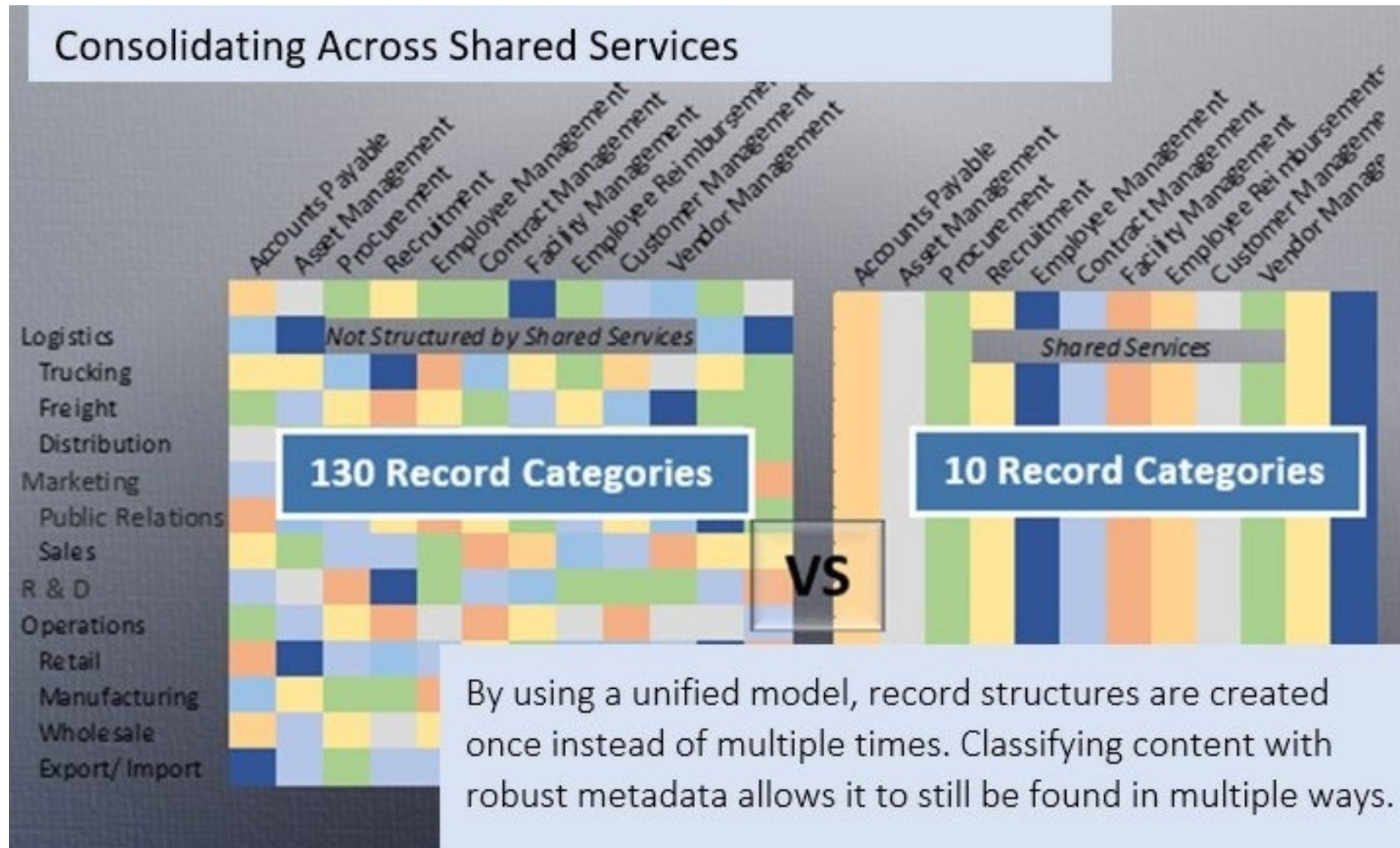


Is it hard to
get started?

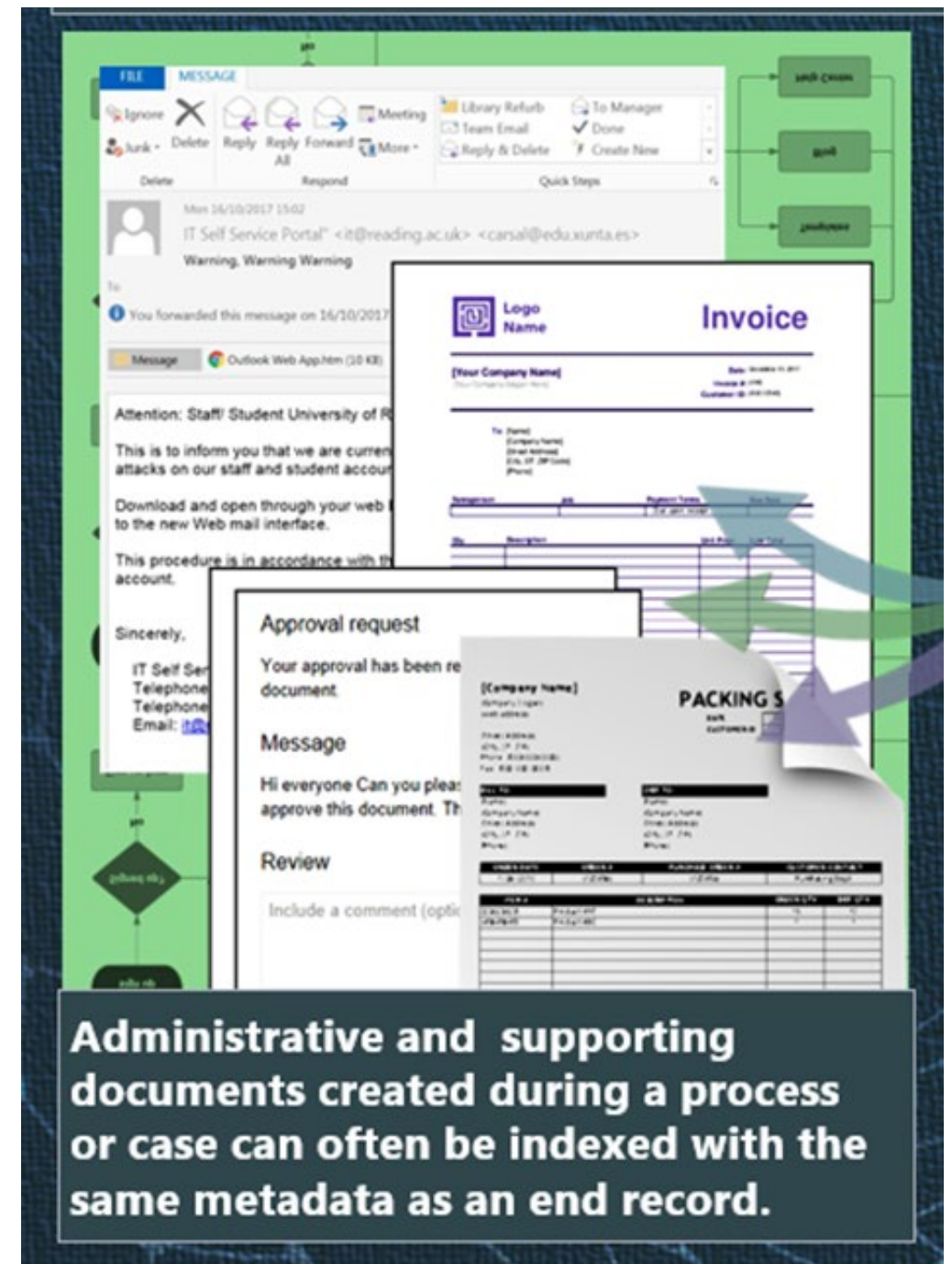


Where do I
even begin?

Getting Started



Getting Started





1. Transform Perception

Alter the way constituents perceive government and how they view interacting with government.

Current Perception of Government



49%

of constituents rate
their perceptions of
using gov't digital
services as **low**.

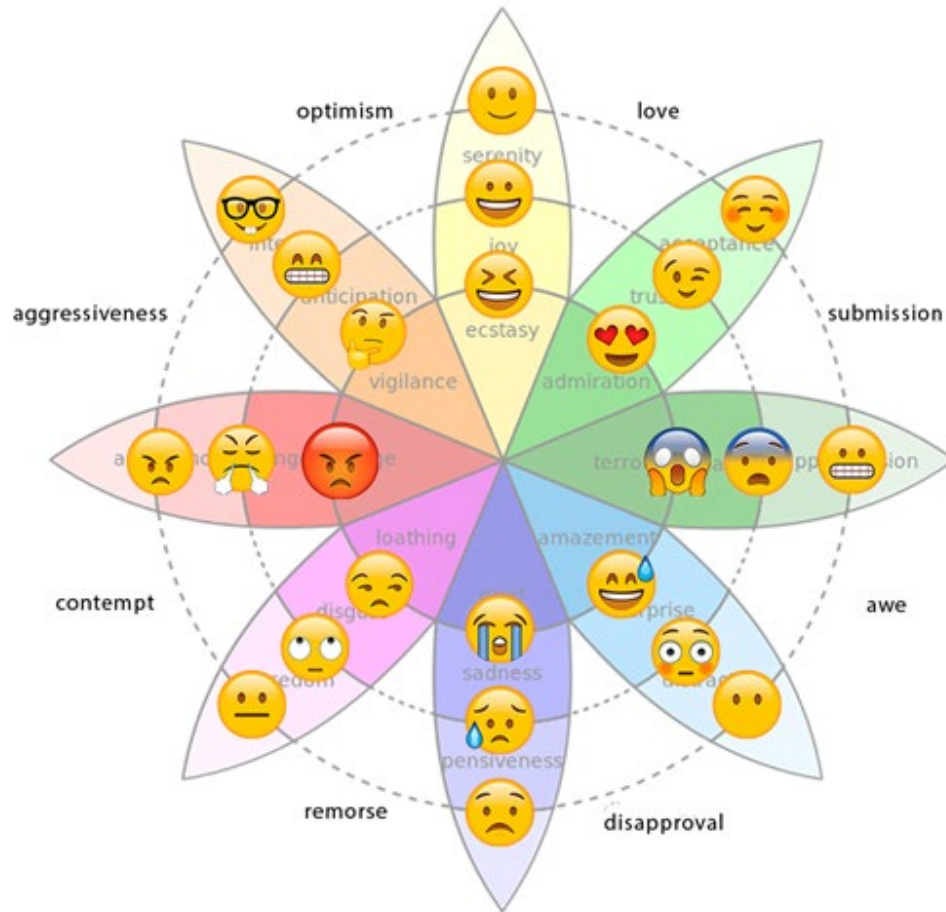


20%

of constituents
choose not to use
gov't digital services
due to **lack of trust**.



Wheel of Emotions:



Kazim, S. (2016, October 18). Emotive UI.
<https://magenta.as/introduction-to-emotive-ui-97fc34680cf6>

Poster:





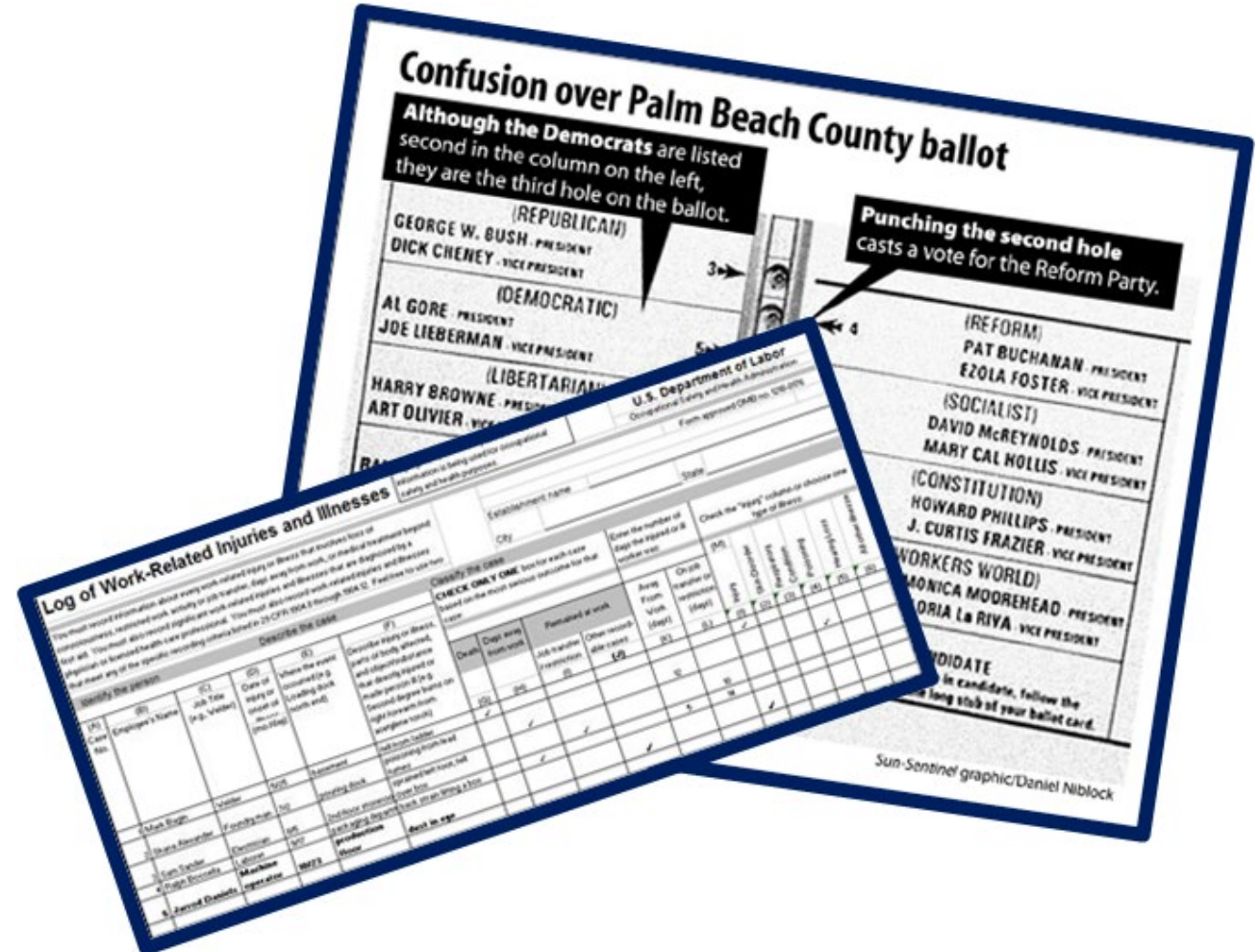
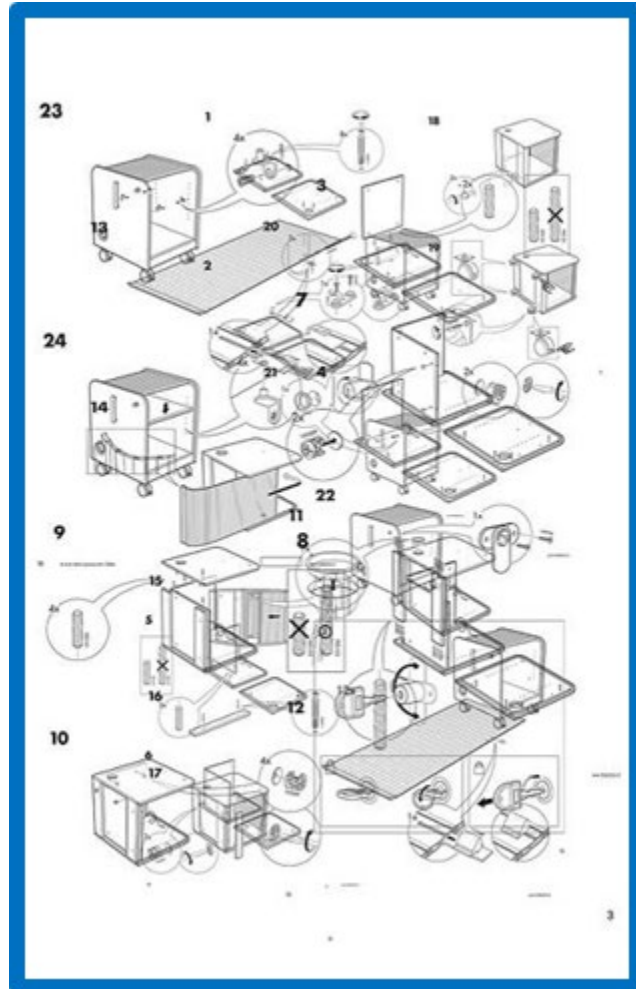
Things can be different between
the private & public sectors



2. Transform **Processes**

Redefine service from the customer's perspective and expectations.

Things that can be confusing



Making it intuitive and accessible

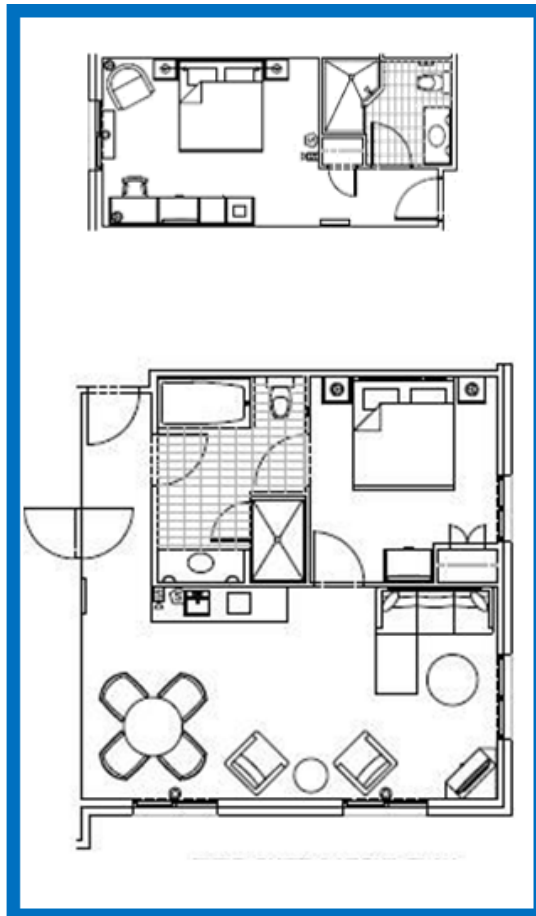
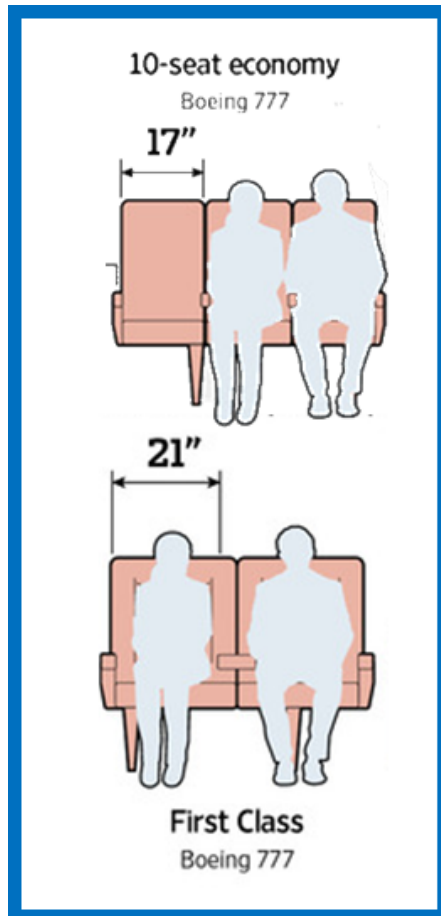
Section Notes	V. Potential Adjustments in Rent
Conditional	1. Is any member of your household who is 18 years of age or older, a full time student? Yes ___ No ___ If yes, list name(s): _____
Conditional	2. Do you pay for child care while a family member is employed or attending school? Yes ___ No ___ If yes, list child care provider's Name: _____ Address, zip code: _____ Phone: _____ Child care cost per week \$ _____ per month \$ _____
	3. Do you receive Medicare benefits? Yes ___ No ___
	4. Do you receive medical assistance from any government? Yes ___ No ___
Conditional	5. Do you pay for any medical or hospitalization insurance such as Blue Cross, etc.)? Yes ___ No ___ If yes, how much and how often: \$ _____ per _____ Is this a payroll deduction? Yes ___ No ___
Conditional	6. Do you make payments on outstanding medical bills? Yes ___ No ___ To whom? _____ Amount per month? \$ _____
Conditional	7. Do you have expenses related to a disability that are necessary for your employment? Yes ___ No ___ If yes, explain: _____
Conditional	8. Do you take prescription drugs on a regular basis? Yes ___ No ___ If yes, list name and address of pharmacy: _____
Conditional	9. Do you anticipate any health care related expenses in the next 12 months that are not covered by health insurance? ___ Yes ___ No ___ If yes, explain: _____ _____

Form Design Key
Data from Elite
Manual Entry Form Fields
Automated Form Fields
Manual Entry Keywords
Automated Keywords
Document Links
Signature Page

How does cloud based architecture support accessible, intuitive processes?

- Online forms can be responsive and guiding
 - *“I know I haven’t missed any boxes.”*
- Standardizes data and content captured and how it is routed
 - Leads to new routine patterns of interaction
 - *“If it’s a digital process, it feels less likely to change based on the constituent involved.”*

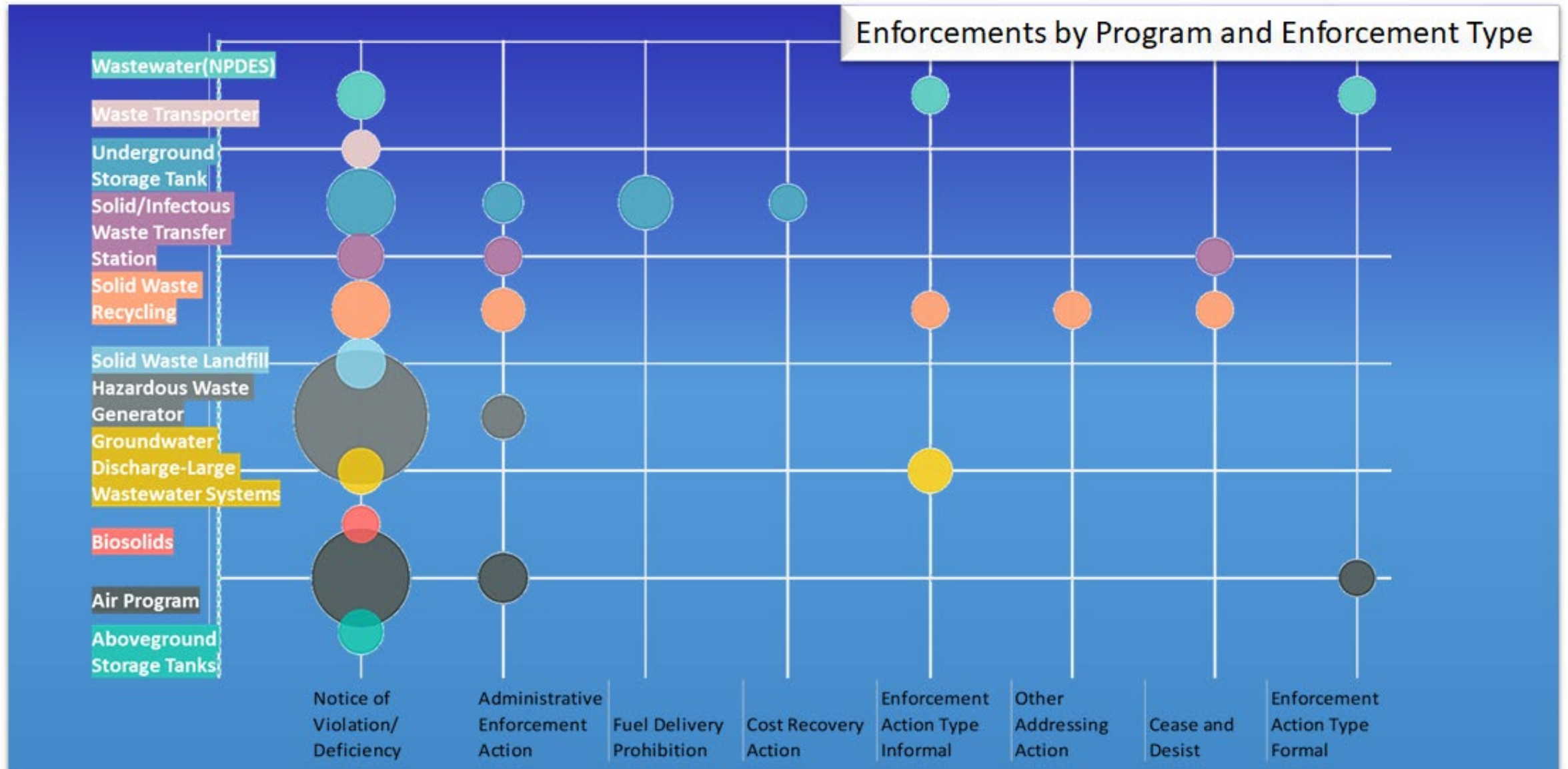
Things that can be unfair



Higher-Ups Knew of IRS Case
Hearing Shows Obama Administration Officials Were Told in June 2012 of Probe Into Tea-Party Targeting

Contractor claims Nez Perce County engages in unfair bidding practices
William Schamhorst, owner of Guardian Plumbing, Heating and Air Conditioning claims a competitor won with a lower bid submitted after his was opened

Making the process fair



How can cloud architecture ensure a process is fair?

- Enables real-time data aggregation along process lines and case types for evaluating whether decisions are made evenly.
- Enhances services and processes with better analytics and forecasting - the right information, to the right decision maker, at the right time.



Things that can be unreliable



Creating a familiar, stable framework



Galveston County launches new website

July 15, 2013

The new website will provide a one-stop location for finding out any information on the entire range of County services, hearing from County leadership, searching County databases, completing forms, and other local government activities.

"This has been a long time coming and we're very happy the day is finally here," said County Judge Mark Henry. "I hope users of our website find it easy to navigate and much more helpful."

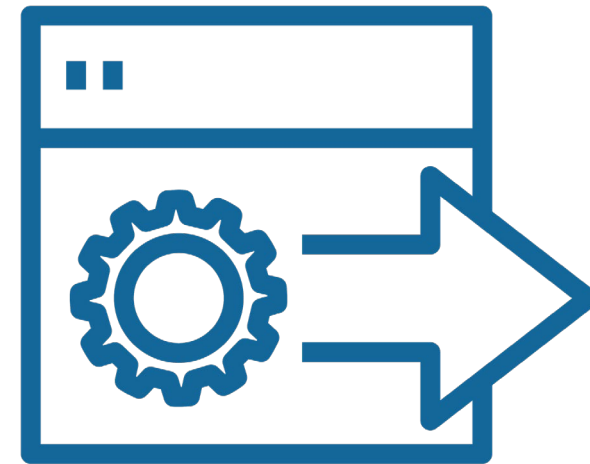
The website is built on a collaborative content management platform known as SharePoint that allows each County department to independently manage its own pages, while still displaying all of the events, forms, and information in easily accessible central locations.

SharePoint lists across departments/offices at the department level aggregated in one place for a consistent user experience.

How does cloud based architecture support effective, stable interactions?

By investing in platforms instead of building ad-hoc applications:

- Experiences can be uniform & consistent
- Support and upgrades can be centrally planned and coordinated



Process & Perceptions...

Frustration leads to mistrust.
Intuition feels efficient and inclusive.

Vague or imbalanced outcomes feel malicious.
Clarity and awareness are perceived as honorable.

Inconsistency feels disjointed and ineffective.
Consistency feels reliable and inviting.



3. Transform **Behavior**

Change how government employees work and shift to a more efficient mindset.

Transform Behavior

The most dangerous phrase is...

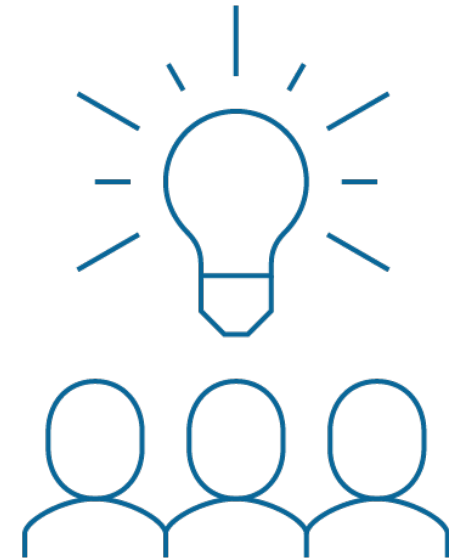
“We’ve always done it this way.”

Rear admiral Grace Hopper

1976 January 26, Computer World, Vol. 10, Num. 4, Page 9

Transform Behavior

- People don't like change
- The longer we've done something a certain way, the easier it is to do it that way
- Challenge the status quo
- Think outside the box, one challenge at a time

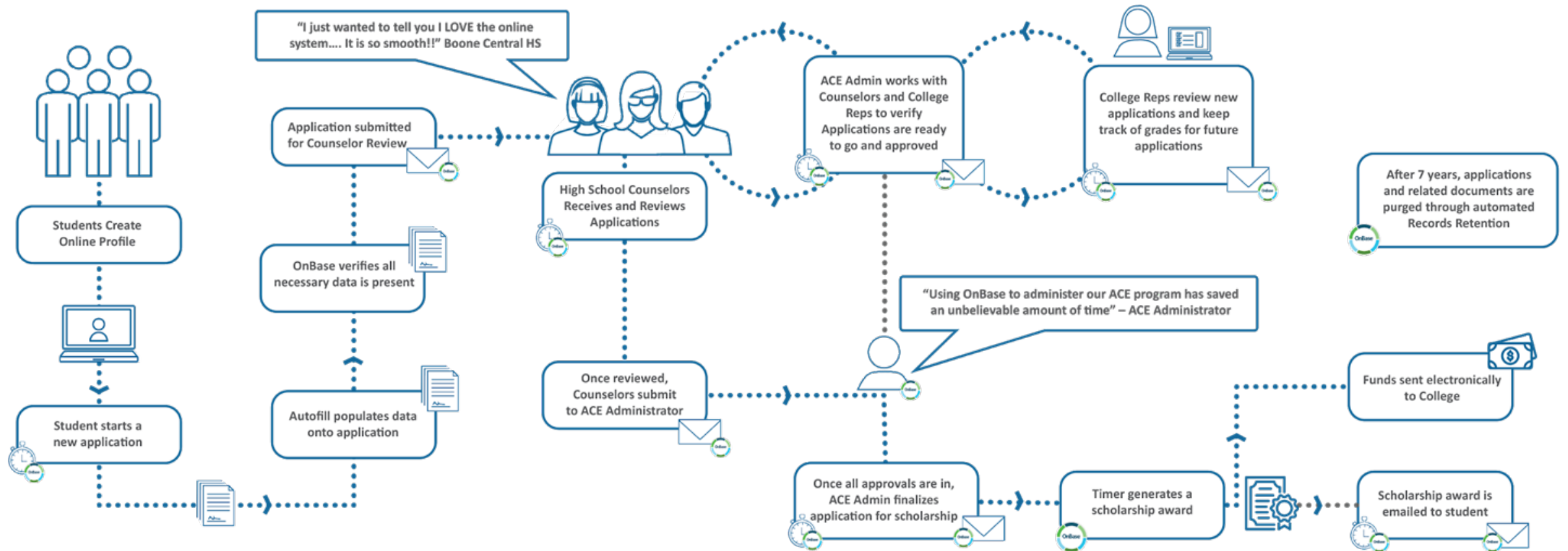


Case Study | Nebraska's Coordinating Commission for Postsecondary Education

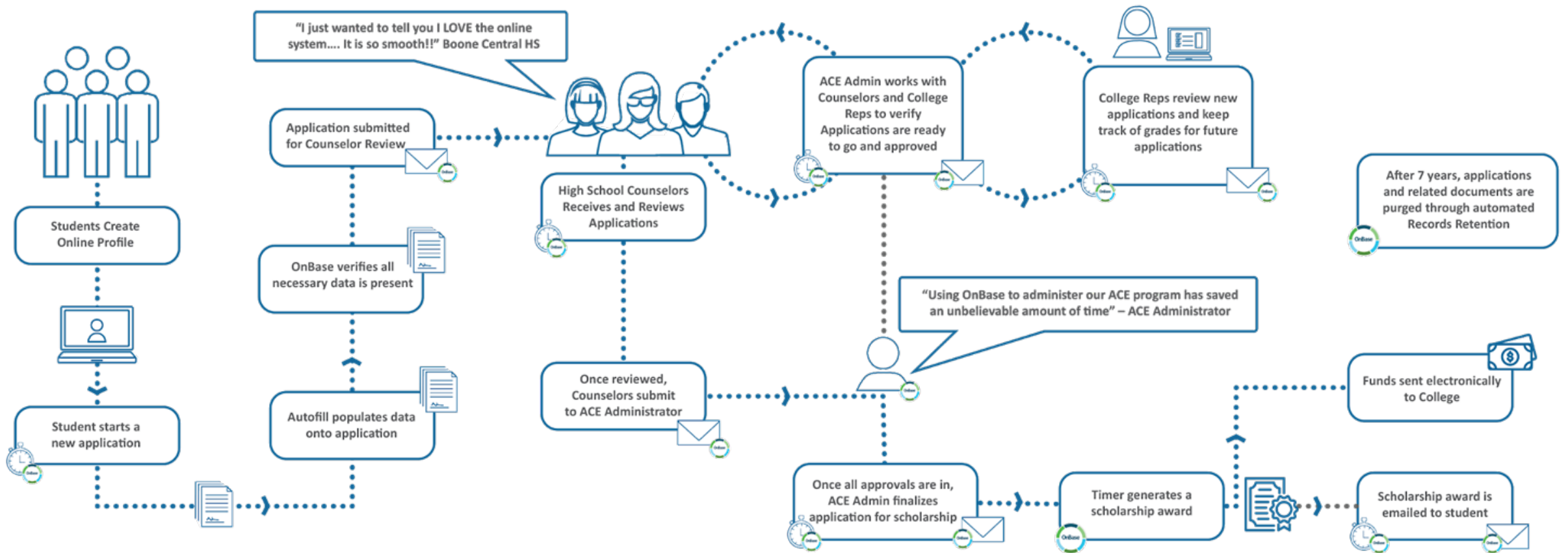
- Scholarship Applications for local high school students
- Available to any student with a financial hardship
- Multiple parties:
 - Student
 - Counselors
 - College Financial Reps
 - State Agency Administrators



Transform Behavior



Transform Behavior



Week	0	1	2	3	4	5	6	
Former Paper Process							STOP	Took 6 weeks minimum
Electronic Process		STOP	Can Finish in 6 Days					



Benefits



All paper, envelopes and stamps have been removed



Automated email notices keep everyone notified



Weekly timers remind individuals to complete their work



Anytime, anywhere access, with real-time status updates



Shared views allow for transparency of student data between counselors or financial reps



4. Transform Content

Turn documents, audio, video and legacy applications into usable, decisional data sitting in a secure cloud.

Transform Content

- How much paper do you have....
 - In file cabinets?
 - On someone's desk?
 - In a box?
 - In a storage room?
- Who knows...
 - What that data is?
 - Where exactly the data is at?
 - How to easily get to it?





By The Numbers



\$4,400.00 saved in scholarship award notifications over 5 years



Redundant backup for 116,966 files, annually, that formerly did not exist



Approx. \$1,204 saved annually in returned and re-submitted incomplete applications



465 hr/annually recovered by the ACE Admin not having to sort and search through paper



14,776 pages saved annually to start the application (That's \$7,378.00 in printing and postage for Nebraska High Schools)



By The Numbers

GAME OF
THRONES

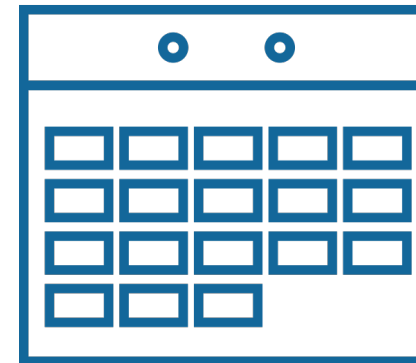


You could watch Game of Thrones,
start-to-finish **6 times!**

465 hr/annually recovered
by the ACE Admin not
having to sort and search
through paper



By The Numbers



Or, that is 58 business days....



465 hr/annually recovered
by the ACE Admin not
having to sort and search
through paper

Transform Content

- What content do you have?
- What format is it in?
- Who has/needs access to it?
- Who shouldn't have access but does?
Do you know?





5. Transform **Reputation**

Convert the State of Texas into the standard for digital government.

Historical View of Government

- Departmental silos
- Modernization efforts focused at internal audiences
- Not citizen centric
- Lack of transparency



Transform Reputation

Government as a Brand?

- Deeper engagement with both internal & external constituents
- Engagement via multiple channels
- Personalization
- Platform standardization
- Citizen self service



5 Steps to Revolutionize Government

- Transform Perception
- Transform Processes
- Transform Behavior
- Transform Content
- Transform Reputation





Questions

Thank You

Caleb Wederquist: cwederquist@databankimx.com
Ryan Ellis: rellis@databankimx.com

Come see us at our booth!



James “Cotton” Tolnay

Senior Solutions Consultant, DataBank

jtolnay@databankimx.com