

A large, stylized orange chevron pointing to the right, serving as a background for the text.

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Using Federal IT to Drive a Better Citizen Experience

Video Transcript

Michael Lumb: So, Scott when you sat down and sat at the table with the rest of the C-Suite how did you address making IT investments and really capitalizing on some of the newer technologies that are out there?

Scott Quehl: I think there's a huge premium put on how do we connect government to the customer. And the recognition was that technology was going to be the way. We simply couldn't, you know, the bricks and mortar footprint are fine and we certainly did a bunch of consolidations there to take four field

offices in the same city and put them into one and all of that. But ultimately to reach hundreds of millions of people technology is the platform, was the means, and recognizing that for Secretary Lock, (inaudible) Secretary Black, other secretaries reaching then across to SBA and other federal cabinet leaders. You know, we couldn't physically reorganize ourselves and move all of the blocks around, but what we could do was have a virtual integration where the American people could feel connected to the programs and information that they're paying for suited to them and

their requirements not because the government decided but because we created a platform through which any person could say this is what I want, this is how I want it, what programs and information sources are there for me. That was first started with Commerce Connect but then evolved into Business USA. We're now talking about over 20,000 programs and information sources across 24 agencies. Was that a CFO initiative? Well we had no budget for it. We had to find the resources to pay for it. We had to have a willingness to make it happen. Was it a program initiative? Well where are the programs that

were being presented in a much more efficient way? Was it an acquisition initiative? Ultimately you get the picture. It was who cares what initiative it was? The point is that it was using technology to help the people empower themselves really for the government that they're already paying for. A last bit, even though we are the Department of Commerce once we were able to connect with the Department of Veterans Affairs and the Small Business Veterans Program and really connect them through this integrated portal called Business USA it was interesting that there was such a surge in people coming on line, veterans or folks being served by VA, coming on line through Business USA that the veterans were the largest single users of Business USA for a while. Now as the tide lifted and raising all boats that kind of evened out, but that just said I mean the demand was there. And this is like the point guard. This is using technology, not going to drive to the hoop and score, it's a point guard passing off. New technology, this program, that department and the recipient being the customer, the tax payer, the veteran, the small business owner, the single mom wanting to know where best to get that program so she can study while having her kids taken care of during the day. That's what government is here to do. People are paying for that every day. How do you cut through all the red tape and just find what you need? Technology helps you do that, and I'm proud that we were able to, it wouldn't have happened without that C-Suite cooperation that you talked about in your study.

Michael Lumb: Excellent. Thank you Scott. I really appreciate the insight and knowledge that you brought to the table today, your little tips and tricks and things that you did in your organization to facilitate some of the challenges that we identified in the CIO study. So, thanks for joining us today.

Scott Quehl: Thank you Michael for the opportunity.