

SALESFORCE FOR
DIGITAL
GOVERNMENT

POWERED BY **ACCENTURE**
FEDERAL SERVICES

THE DIGITAL IMPERATIVE

In the last decade, consumers have seen digital technologies transform virtually every aspect of their lives—with smartphones, apps and cloud software delivering unimaginable levels of convenience and choice. Armed with ubiquitous access to information, consumers are now in control and are more demanding than ever, requiring easy, fast, and inexpensive alternatives for everything from booking a hotel or restaurant to buying a car, or furnishing a new home.

Consumers bring these higher expectations with them when interacting with every level of government as well. An Accenture survey of U.S. citizens showed that in 2014 nearly three-quarters (73%) said that they “hold government to the same or higher standard as their commercial providers.” In the same survey two years later the figure had grown to 85%.¹

In addition to meeting citizen’s higher expectations for service and convenience, government agencies must start down the path to digital transformation to meet the more dynamic mission requirements inherent in fields like national security, healthcare, public safety and social services. And they must do this while facing budgetary pressures, adjusting to an aging workforce that will take institutional

knowledge with them when they retire, and modernizing their technical environments with more agile and cost-effective platforms.

HOW SHOULD AGENCIES APPROACH DIGITAL TRANSFORMATION?

Looking back, there are three key lessons from the consumer digital revolution that are relevant for agencies today: platforms drive rapid innovation, standardization drives down cost, and the combination of these two enable new models for delivering products and services. Mobile platforms created by Apple and Google enabled developers and enterprises to quickly and easily develop and deploy thousands of apps that spurred the explosive growth of mobile devices. Consequently, by standardizing on these mobile platforms, new “digital native” companies like Uber and Airbnb were able to rapidly and cost-effectively disrupt entire industries. And infrastructure as a Service (IaaS) players like Amazon Web Services provided the cloud platform that allowed these companies to scale at a significantly lower cost.

The opportunity now exists for government to launch their own digital revolution by adopting a “government as a service” approach that leverages the power of platforms and standardization to drive speed and innovation to meet citizen expectations for service and create entirely new ways to deliver on their mission.

An Accenture survey of U.S. citizens showed that in 2014 nearly three-quarters (73%) said that they “hold government to the same or higher standard as their commercial providers.” In the same survey two years later the figure had grown to 85%.

SEIZING THE DIGITAL OPPORTUNITY

The need for federal agencies to break free of the constraints of legacy technology has never been higher. Working digitally produces solutions that are more adaptive and customizable, easier to integrate and can often be deployed and updated faster. And digital development platforms can drive better collaboration, as mission and operations experts are empowered to play a larger and more direct role in the design and development of new solutions.

As the cost of replicating digital solutions to meet additional requirements is often marginal, agencies can more readily deploy best-fit solutions for a broader array of use cases. Instead of automating and optimizing a single process, they can apply these same strategies and techniques to all of their operations. This allows them to deliver consistent, high-quality user experiences across every touchpoint and engagement, internally and externally.

Digital technologies are also information rich, enabling more intelligent or automated solutions. By consolidating user data on a single platform with common identities, agencies can create more intuitive systems that anticipate user needs based on past interactions. At the same time, this also produces valuable operational data for administrators looking to improve end-to-end performance and utilization.

Consider a typical human resources group, too often reliant on Excel spreadsheets shared via email. Shifting to a digital platform can allow them to integrate any number of back office systems and processes around a central user portal. By automating everyday tasks from benefits enrollment to time-off requests, they can reduce support and fulfillment costs while improving quality and auditability. And as new requirements emerge, additional services can be developed and deployed in days or weeks to meet these needs.

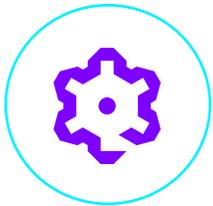
GETTING STARTED ON THE PATH TO DIGITAL GOVERNMENT

Becoming a digital agency requires more than great technology. Instead, federal agencies must embrace a new way of operating that capitalizes on the unique strengths of digital technologies. These principles include:



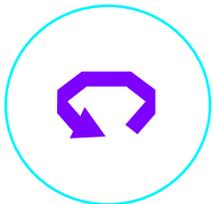
MOBILE FIRST

Users expect to engage whenever and wherever, making native support for mobile devices an imperative. And increasingly, mobile first means delivering an omnichannel experience optimized for the environment.



SERVICE DESIGN

Users also want and demand integrated experiences. Service design is a research-driven approach for applying human-centered design concepts to the end-to-end user journey, which spans multiple touchpoints over time. This outside-in perspective helps agencies anticipate user needs and provision services accordingly.



DIGITAL GOVERNMENT IS AGILE

Dynamic missions require systems that can be quickly updated to meet new requirements. Agile software development can reduce the time to mission impact significantly. And working iteratively enables the continuous enhancements and new features that are the hallmark of leading digital brands.



INSIGHT-DRIVEN

Effective management of critical services and process requires the timely use of operational data to further optimize performance. With this insight, agencies can maintain and monitor quality assurance while identifying additional performance improvements.



DIGITAL TRUST

Increasingly, users expect agencies to both recognize and protect their digital identities – delivering a seamless user experience while safeguarding privacy. This requires both highly secure technologies as well as sophisticated approaches to managing digital identities.

CREATING WORLD-CLASS PROCESSES AND SERVICES

Digital government goes beyond IT to impact every function within an agency that directly interfaces with citizens or supports those interactions. The real opportunity for agencies making the digital transformation is creating world-class processes and services across all facets of mission objectives and operations. To accelerate this process, agencies need to take a platform approach to delivering capabilities that will transform the customer experience in a cost-effective and secure way.

“The real opportunity for agencies making the digital transformation is creating world-class processes and services across all facets of mission objectives and operations.”

SALESFORCE AS A DIGITAL GOVERNMENT PLATFORM

While known initially for its pioneering Customer Relationship Management (CRM) Software-as-a-Service (SaaS), Salesforce today offers federal agencies an even more comprehensive Digital Government platform delivered as a cloud-based service.

Agencies can take advantage of industry-leading technology for managing both service delivery and user interactions with government-specific features and controls to manage and automate core functions. It provides best-in-class support for common processes, such as case management, constituent contact centers,

and business operations, a robust ecosystem of Independent Software Vendors deploying vast capability to the Salesforce AppExchange (similar to Apple's AppStore or Google Play) as well as a rapid application development platform (Force.com) to address agency-specific requirements.

FIVE FACTORS MAKE THE PLATFORM SO POWERFUL FOR FEDERAL AGENCIES:

1

INDUSTRY-LEADING CX

Salesforce offers a industry-leading, omnichannel user experience out-of-the-box. Agencies can take advantage of centralized portals with personalization and self-service features and deploy mobile apps across multiple Salesforce Clouds. Each implementation is configurable to incorporate agency-specific requirements and functionality.

2

INTELLIGENT PROCESS & SERVICE AUTOMATION

Using a drag and drop tool, processes spanning multiple systems and users can be easily integrated, automated and streamlined within Salesforce. Development and coding that previously took weeks can now be done in minutes, ensuring that changes and updates can be readily implemented. Salesforce can support many of the most common processes including HR, finance, IT, operations, case management and citizen engagement, which can frequently be implemented with “clicks” instead of “code” (that is to say “Configuration” vs. “Customization”).

3

SINGLE CUSTOMER VIEW

Integrating data from multiple touchpoints and systems, Salesforce can deliver a 360° view of the user. And Salesforce Identity can be used to provide secure, seamless access to multiple systems with single sign-on, two-factor authentication, support for key industry standards and extensible to leading identity management systems and enterprise applications. Together, they allow agencies to deliver more powerful and personalized user experiences.

4

INTEGRATED ANALYTICS

Salesforce integrates advanced analytics into the platform to deliver real-time reporting and answer critical questions on-demand. With this insight, executives are empowered to take timely action to improve performance. And take advantage of specialized analytics for contact centers, field workforces, case workers and many other critical roles. Thanks to the three major updates per year rolled out by Salesforce, which are guaranteed not to break your application, you receive tangible benefits of a true SaaS offering. Last year, “Einstein”, the Salesforce Artificial Intelligence platform, automatically delivered new insights on data for Salesforce clients across the globe.

5

SECURE BY DESIGN

Security and trust are foundational values for Salesforce. The Salesforce Government Cloud has enjoyed FedRAMP Authority-to-Operate (ATO) at the moderate level since June 2014 with over 25 federal agencies currently using the platform. It is also compliant with provisional ATO for Defense Information Systems Agency Impact Level 2 (DISA IL2) and Impact Level 4 (DISA IL4) workloads. The entire platform includes full encryption for personal or sensitive data at rest, such as personally identifiable information (PII) and healthcare data.

SALESFORCE AS A DIGITAL GOVERNMENT PLATFORM



SERVICE AND CASE MANAGEMENT

Collaborate and close cases faster, providing self-service, personalized customer care and omnichannel support anywhere, on any device.



RELATIONSHIP MANAGEMENT

Track and manage all aspects of your relationships with citizens, customers, employees, and partners in the mission.



COLLABORATION AND ENGAGEMENT

Harness the power of social, mobile, and community collaboration and feedback to build deeper relationships with citizens, customers, employees, and partners in the mission.



CUSTOM APPS

Transform how you connect citizens, customers, employees, and partners to your mission by building agile, custom apps with drag-and-drop UI. Connect legacy systems with standard APIs or select an Application that meets your needs from the AppExchange. Deploy on any device with embedded workflow and logic.



INSIGHT

Unify the way you collect, analyze, and distribute information. Unify datasets from multiple sources into a single view. Answer questions faster, take action, and easily share findings with key stakeholders.



SOCIAL LISTENING AND OUTREACH

Listen to conversations happening across social media platforms and reach out with key messages through personalized, cross-channel journeys that deliver a powerful agency/government experience over email, web, and mobile.

MODERNIZATION ON A BUDGET

While federal agencies recognize the need to modernize, budgeting constraints can make upfront investments impossible and prevent them from capturing and reinvesting realized cost savings. For some mission and operational areas, they face the additional challenge where their immediate needs are not a current enterprise priority.

Salesforce's flexible, subscription-based pricing can overcome these hurdles. By moving from a capital expenditure (CAPEX) to operating expenditure (OPEX) model, agencies can align

their investments with revenue, cost savings and performance improvements. Furthermore, they can typically add capacity and features as needed to further optimize their cost structure.

THE GLOBAL LEADER IN SALESFORCE

As Salesforce's largest partner globally, Accenture works closely with the company to develop and implement their most complex and cutting-edge projects. With 3x more certified Salesforce professionals than any other company, our track record for success is unmatched.

For federal agencies looking to implement or expand a Salesforce platform, Accenture brings many unique strengths including:

GLOBAL SALESFORCE LEADERSHIP

With more than 8,100 Salesforce skilled professionals and experience implementing thousands of successful projects in more than one thousand enterprises, we provide access to proven accelerators, frameworks and best practices. Not surprisingly, Salesforce has repeatedly named Accenture an Innovation Partner of the Year.

COMMERCIAL INNOVATION

Accenture works closely with commercial leaders to develop innovative applications for the Salesforce platform. For example, Accenture is helping Schneider Electric create a digital services factory to accelerate development of IoT-based solutions and services for predictive maintenance, asset monitoring and energy optimization.

DEEP EXPERTISE IN GOVERNMENT PROCESSES & SERVICES

From DLA's supply chain to processing student loans for the U.S. Department of Education, Accenture has partnered with leading federal agencies to manage, automate and improve their most critical processes for decades. We also offer deep subject matter expertise in a number of operational areas, including finance, logistics, operations, human resources and IT.

CUTTING-EDGE DIGITAL DESIGN

Leveraging resources like the Accenture Federal Digital Studio and our proven Service Design methodology, we create intuitive, compelling and effective customer experiences (CX) that extend across the entire user journey.

CLOUD FIRST EXPERTS

We bring deep expertise in cloud computing for the federal government, having helped federal agencies successfully implement and manage their Infrastructure, Platform and Software-as-a-Service solutions. This includes the sector's unique policies and requirements as both the Accenture Federal Cloud ERP solution and the Accenture Insights Platform for Government have successfully earned their FedRAMP Authorization.

AGILE PIONEERS

We pioneered the use of agile at scale in government and continue to innovate with our dedicated Agile Institute. With agile skills deeply embedded in our workforce, we work rapidly and iteratively to deliver client-specific results.

With these unique strengths, Accenture was recently named a Leader in *The Forrester Wave: Salesforce Implementation Partners, Q3 2017 (July 24, 2017)* with top overall scores for current offering and market presence.

SALESFORCE IN ACTION

Accenture provides accelerators for the Salesforce Government Platform to quickly deliver mission-focused capabilities. These accelerators provide targeted solutions to agency-specific challenges related to a multitude of processes. Listed below are samples of custom solution accelerators developed for federal government agencies that solve specific issues related to mission delivery and organizational efficiency.

MISSION DELIVERY

- 
- Safety inspection tracking
 - Full lifecycle grants management
 - Automated routing and approvals
 - Emergency response management
 - Case management (Judicial, Benefits)
 - Fleet and asset maintenance and management
 - Permit of license issuance
 - Incident response tracking
 - Mobile patient case management
 - Inventory and audit tracking
 - Recruitment management

ORGANIZATIONAL EFFICIENCY

- 
- Workforce and task management
 - Staff training and development
 - Full lifecycle of suitability processing
 - Asset inventory and tracking
 - Office space use and management
 - Product ordering and logistics (SAP integration)

LET'S GET TO WORK, TOGETHER

Thomas Charuhas

Managing Director, Salesforce Capabilities
thomas.charuhas@accenturefederal.com

P. Michael Lutz

Managing Director, Digital Platforms
p.michael.lutz@accenturefederal.com

Jerad Speigel

Managing Director, Salesforce Capabilities
jerad.speigel@accenturefederal.com

NOTES

¹Accenture Public Service Pulse Survey. Digital Government:
Great Expectations, Untapped Potential. 2016

ABOUT ACCENTURE FEDERAL SERVICES

Accenture Federal Services is a wholly owned subsidiary of Accenture LLP, a U.S. company, with offices in Arlington, Virginia. Accenture's federal business has served every cabinet-level department and 30 of the largest federal organizations. Accenture Federal Services transforms bold ideas into breakthrough outcomes for clients at defense, intelligence, public safety, civilian and military health organizations.

ABOUT ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world's largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With more than 411,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.