Enhance Citizen Services and Power Government Innovation with Connected Data

Improve State and Local Agency Collaboration and Strengthen Communities by Harnessing Data's Potential with the Intelligent Data Management Cloud™

Benefits

- Enhance citizen services and drive strategic initiatives by enabling a complete 360-degree view of trusted data

- Support security, privacy and regulatory compliance with data governance and privacy solutions

- Improve the remediation of societal issues and resilience building by accelerating time to insights powered by cloud-enabled AI

- Drive innovation, agility and process efficiency with cloud data management to support any integration, any user and any data

State and local governments are continually faced with societal and systemic issues that underline the importance of having high-quality data readily available to improve citizen services, drive better policymaking, respond more ably to crises and better support their missions.

During the pandemic, public agencies learned how data-driven analysis and insights helped them understand constituent needs and better serve citizens. Using accurate, clean and complete data, leading agencies were able to track virus trends, offer vaccine and testing services and drive faster, more confident decision-making.

Forward-looking organizational leaders are now leveraging momentum gained to improve managing and governing their data for enhanced internal operations and modern public services. Too often, agency workers manually gather data, spend many hours managing huge files and struggle to access the right data in a timely way.

Administrative and tactical teams need both trusted data and intuitive tools to infuse the power of data into their own day-to-day workflows. These organizations also need to integrate disparate, legacy data sources — including property records, citizen requests, community services, HR and budget information — into a single, trusted enterprise view.

By modernizing their data infrastructure and establishing an organization-wide integration and governance strategy, agencies can bolster employee confidence in data and foster a culture of service and innovation.

With a more unified data framework, state and local agencies can quickly address unique trends and concerns as they transform their agencies, including the following.

Drive Citizen Engagement Through Connected Digital Experiences

The public expects CIOs to deploy technology solutions that help agencies communicate, respond quickly to change and effectively engage with citizens. Out-of-date government systems cannot meet today's business needs — and they can create significant, dangerous vulnerabilities.

Some agencies are moving to the cloud to quickly overcome these challenges. And many states are employing low-code and no-code technologies to enhance their system modernization efforts. Providing a single digital data source within and across agencies helps increase citizen information access while allowing workers to provide faster, more comprehensive service.

Agencies are also increasingly deploying chat or virtual agents for online citizen service inquiries and creating secure, intuitive data access and web-based external services for employees working from home.

Improve the Effectiveness of Social Programs

Too often, the inability to share and sync data across apps, websites and agencies leads to slow or ineffective ways of connecting citizens to necessary programs like healthcare, unemployment insurance and education. The lack of a complete view of individuals or businesses combined with manual data quality efforts can also increase the risk of fraud and misuse.

With an automated, holistic data governance and data management framework that identifies, integrates and manages crucial demographic data across departments, agencies lay the groundwork for data-driven decision-making capabilities. This can help drive programs that support diverse needs, bring constituents together with the services they need and evaluate the effectiveness of efforts.

A cloud data infrastructure can provide predictive analytics that can automatically detect fraud, waste and abuse.

TEXAS
Health and Human Services

To better serve citizens, The State of Texas's **Department of Health and Human Services** employed data governance and data management to identify, integrate and manage data from across the agency, improving 200 programs and linking records of 4.2 million previously disconnected citizens.

State of California
BUSINESS, CONSUMER SERVICES AND HOUSING AGENCY

To support diverse needs and evaluate the effectiveness of its homeless response system, the **State of California** standardized data into a single, unified data warehouse, providing crucial demographic data and propelling data-driven decision-making that helped 268,263 people in 2021 alone.

Protect Citizen Information and Comply with Regulations

The need to protect citizen information, audit data access and reduce data risk exposure has never been greater. Agencies face increasing attacks and abuses. Without an advanced, automated solution that can discover and classify sensitive data, assess and prioritize risks and remediate threats with data protection, it's only a matter of time until abuses occur.

To build citizen trust, agencies must ensure that they can carefully and effectively manage sensitive data. They must meet the ever-increasing privacy mandates required of them while continuing to connect data across departments and other agencies.

The right solution is one that allows you to ingest enterprise-wide data into a single source. It must then cleanse, govern and protect data through a reliable governance framework and support its safe democratization, consumption and appropriate use. The lack of any of these steps can increase risk exposure and data breaches. Cloud-native, AI-powered solutions can enable automated risk insights into threat vectors to help you govern privacy and security efficiently.

Power the Remediation of Societal Issues

To address societal issues and strengthen communities, state and local agencies need access to real-time actionable data and to collaborate effectively and make better decisions. They need solutions that manage large amounts of data and ensure its quality and accuracy.

A lack of complete and accurate information across departments and agencies, fractured data collaboration and sharing and the inability to immediately access third-party and external data can lead to increased safety risks and system failures.

Analytics and insight from just-in-time data are critical to responding to public health crises, helping to better understand the immediate needs of citizens, analyze health and safety risks and efficiently allocate and distribute resources.
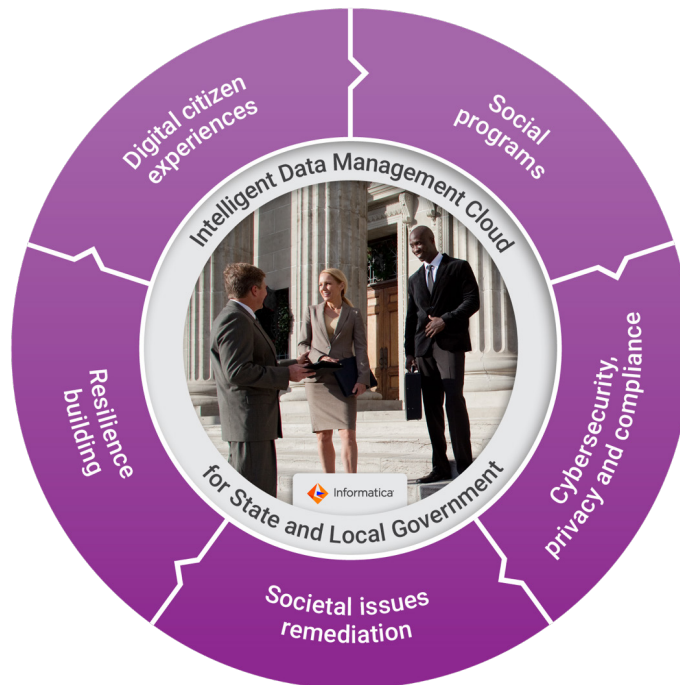
Promote Resilience Building

Building resiliency in citizen safety, law enforcement and crisis management requires a solid data management foundation. This includes data management capabilities that can capture complete citizen and agency information and a holistic data governance framework to ensure the data is reliable and trustworthy. Being able to share and access real-time data with partner forces and agencies, quickly integrate external data like call data records and fragmented and siloed data on devices, and create a unified view across people, objects and locations are vital to enable more accurate decision-making, quicker response times and better citizen outcomes.

With a cloud-native approach, agencies can leverage predictive analytics to support executive decision-making and planning, bring visibility across agencies and improve collaboration and real-time analysis, yielding actionable data that improves situational awareness. Cloud-enabled ethical AI can support proactive yet compassionate law enforcement.

Deliver Innovative Services with Emerging Technologies

Whether your agency's solutions are in the cloud or on-premises, Informatica can help you benefit from intelligent cloud data management. Using our cloud-native, AI-powered microservices-based solutions, your agency can become data-driven, develop more innovative services and deliver exceptional citizen experiences.
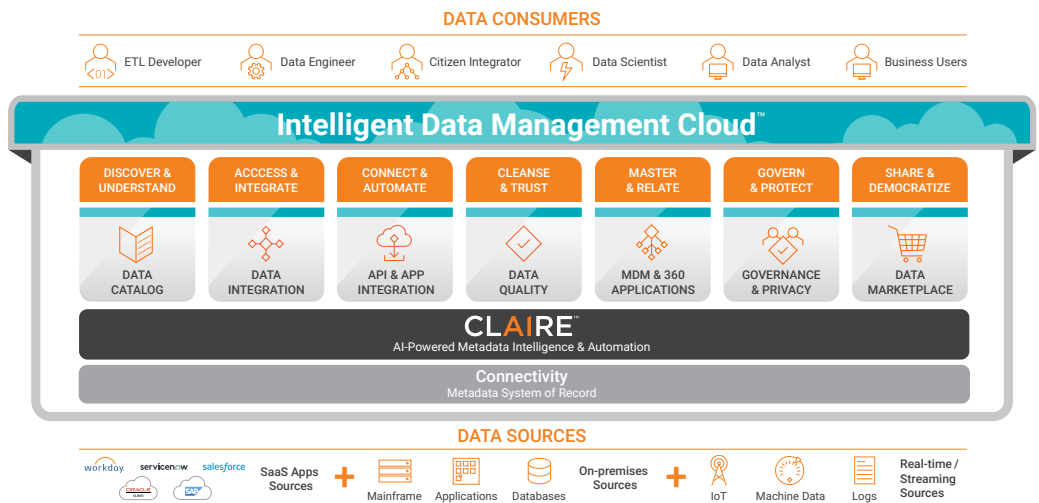

Informatica Intelligent Data Management Cloud (IDMC) for State and Local Government

Informatica Intelligent Data Management Cloud™ for State and Local Government is helping agencies modernize with a cloud native, AI-powered end-to-end data management platform. With its easy to implement out-of-the-box data management accelerators, you can quickly speed time to value. The solution is independent and technology-neutral, allowing you to share, deliver and democratize data across your organization.

This comprehensive solution helps you reimagine and define how you manage data and use it to support innovation, allowing you to:

• Create and share a unified view of data and insight across critical business domains with data integration and multi-domain MDM and 360 SaaS applications, including citizen, constituent, agencies, crime, fleet, social programs, health systems and more

• Integrate external data, third-party data and applications, data and applications across agencies and more to automate and streamline processes at scale with data and application integration and hyperautomation capabilities

• Prioritize internal and external data sharing across departments and agencies with a centralized, self-service data marketplace

• Secure citizen data and facilitate compliance with state and other regulations with data privacy

• Ensure a consistent view of trusted data across government entities to reflect complete citizen experiences and services with data cataloging and governance

• Cleanse, standardize, enrich and validate data with out-of-the-box data quality rules.

• Out-of-the-box data management accelerators (data quality, data management for crisis response, CLAIRE®-powered automation and more)

Modernize agencies with the Informatica Intelligent Data Management Cloud for State and Local Government.

Learn More

Discover how Informatica solutions can transform your agency with intelligent cloud data management. Visit www.informatica.com/localgovernment and www.informatica.com/stategovernment.

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