



Leveraging Content Services to Drive Digital Transformation in Government

MARKET TRENDS REPORT



Introduction

Digital transformation is essential to improving government – whether it’s modernizing technologies, enhancing customer service or increasing employee productivity. But agencies across federal, state and local levels grapple with multi-year IT consolidation projects, overwhelming volumes of content and data to manage and infrastructure silos – making digital transformation all the more difficult to achieve.

One effective way private and public-sector entities alike have been navigating transformation is through an enterprise approach to content services. The right content services platform can integrate content, data and information silos, speed up manual processes through automation and drastically improve the user experience for both government employees and constituents.

To provide a better sense of how government across all levels can drive digital transformation through content services, GovLoop partnered with Hyland, an enterprise content services solution provider, for this market trends report.

“Digital transformation is essential for making government relevant to the next generation of constituents, and it is the answer for the puzzles of modernization that government is facing,” said Terri Jones, Solution Marketing Manager for Hyland.

The following pages will address:

- How to navigate challenges government faces today in achieving digital transformation
- Tips and solutions for government employees to leverage modernized content services
- How to tackle multiple priorities at once
- Insight into how a content services model can help agencies optimize their IT infrastructures

BY THE NUMBERS

1,500

owners of document-driven processes were surveyed in 2016

58%

used paper for constituent-facing processes

46%

used paper for internal or back-office processes

36%

of government respondents described these processes as efficient and effective

The ROI for Government of Going Digital Made Simple - IDC

two-thirds

of IT decision-makers revealed they are still using manual processes to gather information to solve problems

2016 Clarus Research Group Survey

53%

percent of public-sector IT decision-makers feel their organization does not have end-to-end visibility across IT systems

2016 Clarus Research Group Survey

75%

of federal IT funds went toward keeping dated hardware and software solutions running in 2016

Government Accountability Office

\$7.3 billion

decline from fiscal years 2010 to 2017 in development, modernization and enhancement activities

Government Accountability Office

28 federal IT systems

are at least 25 years old, and at least 11 are 35 years old

Federal IT Dashboard

“The President proposes spending nearly \$45.8 billion on IT investments at major civilian agencies, which will be used to acquire, develop, and implement modern technologies that enhance digital service delivery”

President's Fiscal 2019 Budget Request



THE CHALLENGE

Modernizing Legacy IT

With increased pressure for federal, state and local agencies to modernize their IT infrastructure, it can be next to impossible to know where to begin. Too often, agencies are forced to address a number of priorities within their limited budgets while staff members try to perform their work with overwhelming amounts of information scattered among disparate IT systems.

“There are politicians telling them what they have to do, budgetary concerns, security threats and agency solutions that are in desperate need of modernization,” Jones said. “Those are all competing priorities leaving agencies asking, ‘Do we try to improve existing systems, put more money toward IT modernization, or do we focus on cybersecurity?’”

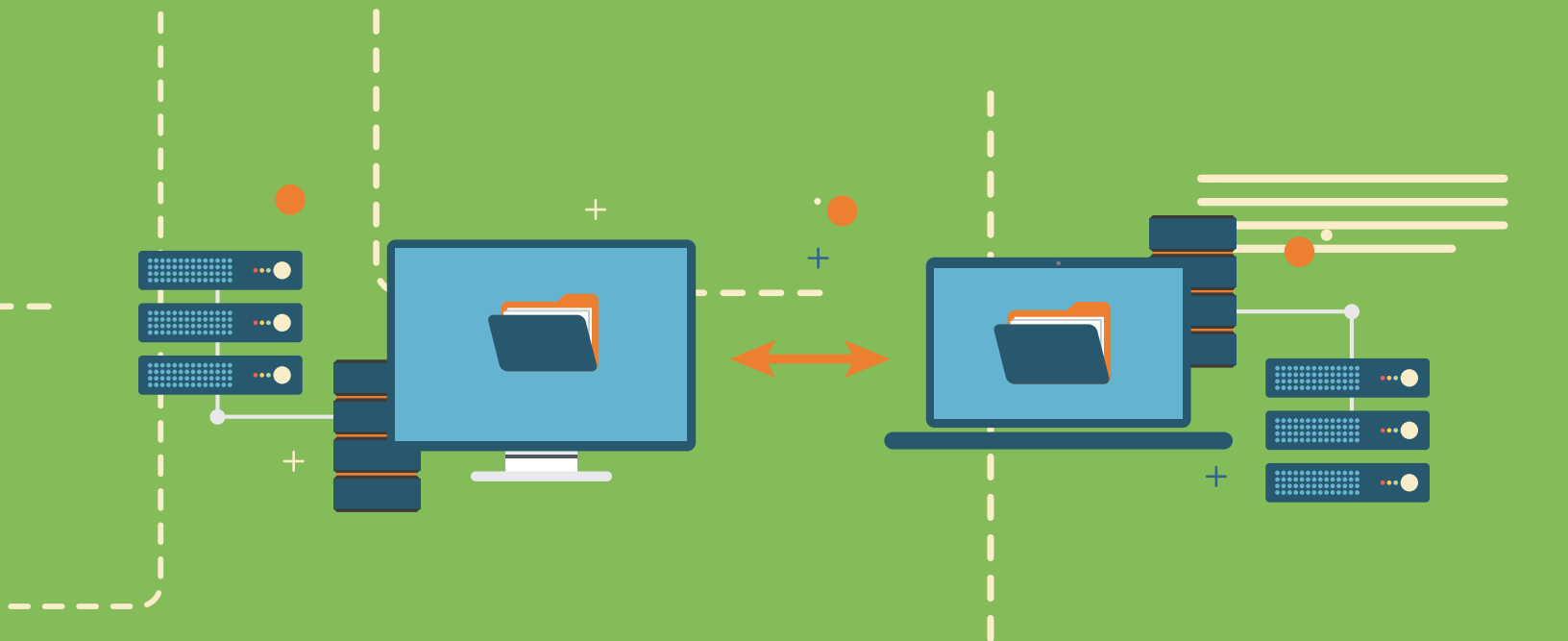
On top of these disparate but equally important challenges and priorities is the struggle to manage and store huge amounts of content and data to improve citizen-to-government transactions and decision-making. While content and data are needed to improve government processes, policy and citizen services, agencies may still buy solutions for separate issues, creating more information silos that can cause serious delays in decision-making and executing important initiatives.

“When you don’t have an enterprise vision of things working together, it allows government to store the data, but it doesn’t provide employees with the tools to use it meaningfully,” Jones said.

Take any typical transaction with government, for example. A citizen has to fill out some type of form, whether it’s for filing taxes or getting a new Social Security card. The citizen must provide additional documentation with the forms to prove identity or eligibility. The receiver on the government side must then act on the forms and documents, review them, have them verified and run them through systematic processes on the agency’s end. The result is communicated back to the citizen, and the information is stored in one of many solutions.

The problem with this process is that often, an agency must start all over again to deliver additional services to this citizen, even if the same citizen comes back to the same agency. With the prior transaction being stored in one system and the citizen’s information stored in different systems or in paper, there is no way to build on prior work or information to avoid redundant document submissions or verification tasks. **Operating in a paper-based world with disconnected systems has led to processes that repeat steps and collect the same information multiple times.** This is frustrating for citizens, time-consuming for staff and, when multiplied across a large government organization, leads to huge amounts of time on tasks that could be used elsewhere.

That’s why government employees need an enterprise approach to their content management to seamlessly deliver services to meet the needs and expectations of citizens.



THE SOLUTION

A Content Services Platform

Instead, agencies need an enterprise vision for their day-to-day transactions where they can give data meaning, put it into context and be able to access all the information that governs a transaction. This is where a content services platform comes into play.

Take the example of an agency that runs hundreds of different programs to support citizens in financial distress. A citizen who applies for food stamps provides an application and supporting documentation. Instead of the information being kept in separate silos, the citizen's information is shared securely in an enterprise content services system that takes content from many tools and brings it together in a view that is impactful for a particular staff person's role in that process. With a content services platform and approach, the person in need can be considered for many programs – saving them time and stress. Systemically, a single eligibility process that verifies that person for several services can be accomplished through the same transaction.

“The applicant immediately gets considered for any other types of services that could support them based on what they submit about themselves,” Jones said.

Today, many agencies rely on manual procedures, with most processes similar to the above scenarios beginning and ending with paper. Securing the content that had been paper-based and digitizing that content ends the cost and time of paper filing and archiving. Thus, it also saves money and improves efficiency. Content services allow for agencies

to eliminate paper processes and information silos and also ensure that staff have the relevant information to verify eligibility and compliance with program rules. And, crucially, digitization means automation.

With automation and content services, agencies:

- Speed processes and complete tasks without redundant staff labor
- Prioritize important work through workflow processes that understand compliance requirements – such as supporting documentation for eligibility or certain deadlines – to help turn piles of work into a prioritized set of tasks
- Support staff with automated reminders for regulatory deadlines while providing more comprehensive views of work and transparency

“The promise of content services is having the connection between solutions, regardless of age, and having the right platform that can play well with solutions from different vendors and ultimately help employees do their jobs better,” Jones said.

Next, let's review best practices for how to develop an enterprise vision by implementing a modernized content services platform.

BEST PRACTICES

Driving Modernization and Efficiency with a Modern Content Services Platform



1. Assemble user groups

Include user groups to help provide feedback and fully understand current practices as well as how to improve internal processes through digital transformation. Create external user groups for citizens and get a better sense of how they currently interact with government and an ideal design to provide services that meet their needs. Improving the internal and external user experiences is critical to digital transformation that improves the experience of working for, or working with, an agency.



2. Start eliminating paper processes

Pursue digitized processes coupled with automation in an end-to-end environment. By eliminating paper, you can move paper processes online, and agencies can eliminate redundant and low-value work. This means web-based electronic forms, as well as automation to properly route forms internally and tools to capture supporting content.



3. Strive for integration

A content services platform acts as an integration hub for different types of solutions within an organization. As a hub, it can combine agency processes, data and content on citizen transactions into a central view for staff to review and process. This integration is at the core of the efficiency and modernization “philosophy” that is essential to improve government processes. Avoid vendor solutions that do not make integration available as content services would require.



4. Synchronize data through processes

By synchronizing data between applications, content services ensure staff members work with the most up-to-date information to confidently and quickly make decisions. This also eliminates the need for employees to double-check and update information in disparate applications – speeding up processes, reducing errors, eliminating duplicative data entry and driving faster, more accurate decisions.

HOW HYLAND HELPS

As a leading enterprise content management (ECM) and content services provider, Hyland works to help agencies digitally transform with modern content services. With solutions like OnBase, Hyland helps orchestrate data exchange across multiple applications, reducing manual data entry and eliminating information silos. By presenting content in context, tools like OnBase turn what had been disparate pieces of data into actionable and up-to-date information that staff may now easily access within their preferred application.

“We help modernize agencies by eliminating paper, creating electronic workflows and extending those improvements to citizen-facing processes,” Jones said. “Tools like OnBase help the public sector continue to deliver programs and services despite less staff and budget challenges.” Learn more about OnBase at www.onbase.com/digitaltransformation

Conclusion

Whether it's filing taxes, or applying for assistance, constituents expect seamless, digital and easy-to-use experiences from their governments. But meeting these demands with a host of competing priorities like policy shifts, budget and staff shortages can prove especially challenging.

Driving digital transformation means eliminating paper, improving processes through automation and offering those processes in an end-to-end environment that allows citizens to interact with agencies online. Modern content services are critical to that effort, as is the ability to use content services to break down information silos and offer staff an integrated view of the relevant content to complete their tasks.

By bringing paperless processes, creating web-based access to services and improving access to relevant information, content services platforms like OnBase help government agencies across all levels to streamline services, save time, money and, ultimately, deliver improved constituent services.

ABOUT GOVLOOP

GovLoop's mission is to "connect government to improve government." We aim to inspire public-sector professionals by serving as the knowledge network for government. GovLoop connects more than 270,000 members, fostering cross-government collaboration, solving common problems and advancing government careers. GovLoop is headquartered in Washington, D.C., with a team of dedicated professionals who share a commitment to connect and improve government.

For more information about this report, please reach out to info@govloop.com.



ABOUT HYLAND

Hyland is a leader in providing software solutions for managing content, processes and cases for organizations across the globe. For over 25 years, Hyland has enabled more than 15,500 organizations to digitalize their workplaces and fundamentally transform their operations. Named one of Fortune's Best Companies to Work For® since 2014, Hyland is widely known as both a great company to work for and a great company to do business with.

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