# Mobilize the Public Sector with Trusted Data and Analytics

Support the Digital Transformation of Government Services by Partnering with Informatica

## Enhance Citizen Services by Enabling Trusted, Intelligent Data

Whether it is national, state or municipal employees who need quick insights to perform their jobs, senior department leaders who require data for improved decision-making in times of crisis, or citizens who are demanding more transparency from their government, all parties have a direct need for trusted, actionable data. In recent years, public education, health, civilian services and defense sectors learned firsthand how digital transformation can help them better serve citizens. Using accurate, clean and complete data, leading agencies were able to track pandemic outbreaks, mitigate supply chain bottlenecks, closely monitor escalating global conflicts and drive faster and more confident decision-making.

Yet, to meet their missions, many agencies still need help managing and governing their data, fully embracing predictive models, artificial intelligence (AI) and supporting the modernization of legacy systems with the appropriate level of data privacy and protection to meet compliance mandates and engender citizen trust. All too often, agencies attempt to layer complex on-premises and cloud infrastructure over their legacy technology and manual processes, creating cumbersome, disconnected data collection and accessibility issues.

To continually improve and ensure the welfare and safety of their citizens, virtually all levels of government, from the Department of Defense to State and local law enforcement and health and human services, require both trusted data and intuitive tools to infuse the power of data into their day-to-day workflows. These organizations need to integrate disparate, legacy data sources —such as demographic and census data, motor vehicle information, municipal records, and other pertinent data to inform their civic duties towards their public constituencies — into a single, trusted enterprise view.

By modernizing the data infrastructure and establishing an organization-wide integration and governance strategy, incorporating a 360-degree view of their constituencies and suppliers, and enabling AI and predictive analytics for more informed decision-making, agencies can bolster employee confidence in data and foster a culture of data citizenship and innovation.

That's where systems integrators like you can help — if you have the right solution partner.

**COMMUNITY TECHNOLOGY ALLIANCE**

"Informatica helped us solve the very challenging issue of being able to take data from many different systems and integrate it into a single source of truth about the social problems communities face. Using Informatica Intelligent Cloud Services, we were able to provide a robust reporting platform for communities to actually see their data to understand what's working and what's not working to reduce homelessness and poverty."

— Bob Russell,
CEO, Community Technology Alliance.

## Deliver the Benefits of Advanced Data Management to Your Clients

The opportunity to help agencies lay the groundwork for digital transformation has never been greater. By partnering with Informatica, you can deliver powerful data management and analytics solutions that can help ensure agency success.

**Benefits for Public Sector Organizations:**
- Comprehensive data management functionality, with automated capabilities
- An agile, open software platform that is trusted by industry leaders to support their digital transformation initiatives
- Faster time to insights, requiring only minutes to link data sources
- Reduced costs with open, commercial off-the-shelf (COTS) solutions that are extensible, require no customization and avoid proprietary lock-in
- Transparent algorithms, making all results transparent and easy to understand, evaluate and audit
- Support for granular security, ensuring that users access data only with authorization

**Benefits for Service Providers:**
- Increased services revenues, estimated at 10X the cost of the software
- Easy configuration, using a flexible ontology that streamlines deployments
- Simple integrations, with an app center that allows you to add value by writing scripts to integrate with new data sources and extend functionality
- Tools, training and support for business partners with available expertise; online, self-paced user training and sales training; and technical training classes
- Unparalleled opportunity to better serve your clients, with powerful, automated, intuitive data management and analytics functionality that meet the current and future needs of public sector agencies

## Informatica Offers Essential Data Capabilities

The success of any government agency depends on its ability to manage today's deluge of data. Whether overseeing national security, improving critical emergency response services, or gaining insight into demographic data to provide services that reflect the needs of their constituencies, the ability for agencies to leverage data as an asset is critical.

Citizens need a single place they can go to see all the public services they are entitled to and what has been provided for them. They also need assurance the information they share is secure. Informatica helps agencies deliver timely, efficient public services and continue to build trust with protected data with solutions that offer the following capabilities:

**Real-Time Information**
Access to real-time information helps agencies make informed decisions. Constituents can be better served when educational institutions, state and municipal agencies, and federal departments have a 360-degree view of the allocation and distribution of resources via an integrated eligibility system that unifies data across different departments and on-premises and multi-cloud environments.

**Automatic Discovery and Data Preparation**
Agencies must be able to validate and enrich contact data, including citizen, employee and business addresses and phone numbers, and instantly verify that email addresses are not only accurate but also safe. Global geocoding can help teams accurately pinpoint latitude and longitude to develop an understanding of trends, hot spots, and other issues, such as for reducing traffic accident risk in heightened problem areas and vaccine management.

Being able to standardize and catalog all data — including structured data such as information contained in spreadsheets and unstructured data such as written documents — with context and glossaries is critical. By using artificial intelligence and machine learning capabilities with an enterprise data catalog, organizations can automate the discovery and understanding of data across cloud and on-premises systems, helping them streamline search and retrieval efforts.

**Ability to Ingest and Cleanse Data at Scale**
Your clients need to rapidly ingest petabytes of data and integrate data to and from files, databases or streaming sources. Agencies should be able to easily support new, complex integration patterns, and achieve high performance, reliability and near-universal connectivity for mission-critical processes.

### Single Source of Truth by Mastering and Relating Data

Organizations need to combine transaction, interaction and other citizen data types and manage billions of records across all data sources in existing data lakes or Hadoop environments. For unstructured data, they must use natural language processing to infer citizen, employee and student attributes like employment status, lifecycle events, safety risk and more.

### Data Privacy and Protection

Agencies need to provide the appropriate level of data privacy and protection to meet compliance mandates and engender citizen trust. To ensure compliance with regulations and detect and protect sensitive personal identification information (PII), organizations need data security solutions that de-identify, de-sensitize and anonymize sensitive data from inadvertent release or unauthorized access for application users, mission intelligence, application testing and outsourcing.
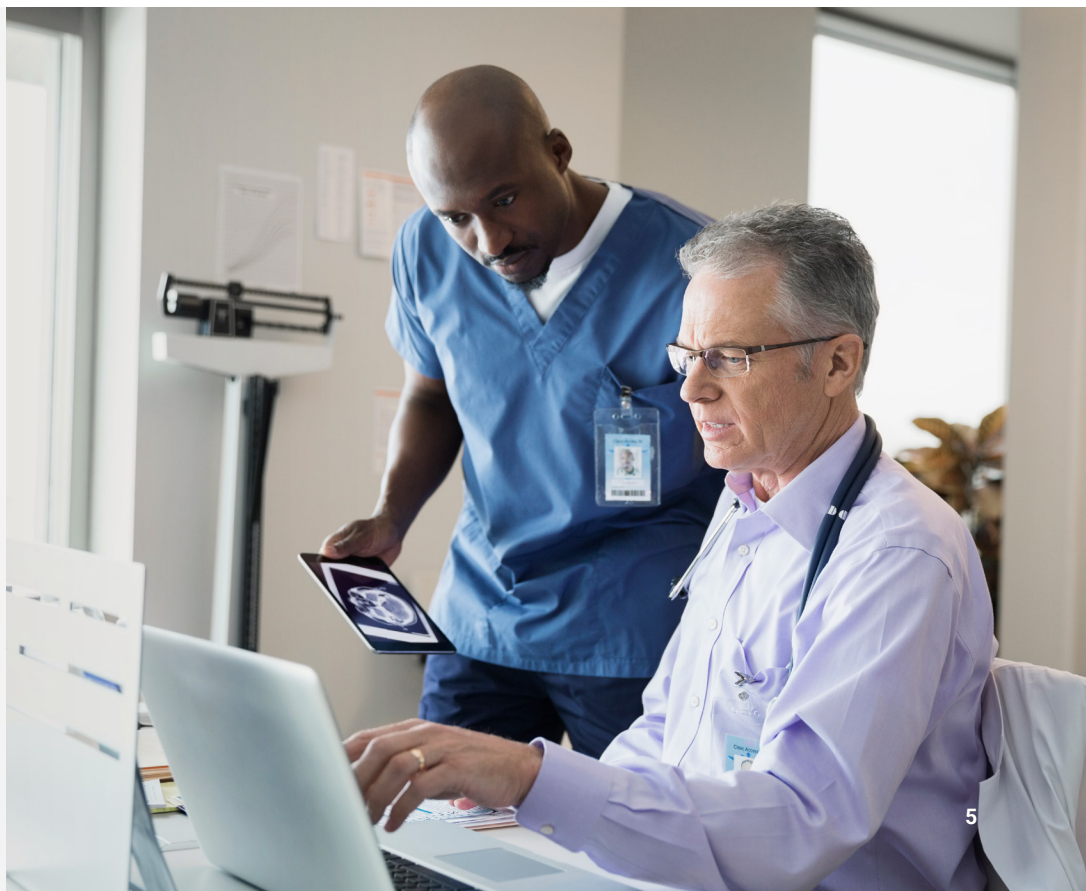
### Cloud-Based Data Architecture

Many organizations are moving on-premises data to the cloud and modernizing legacy applications. To succeed, agencies need an intelligent, automated approach to cloud and application modernization that accelerates time to value and increases return on investment. They need a solution that supports rapid development and operationalization of end-to-end data pipelines for visualization, artificial intelligence and analytics. It should be able to connect thousands of legacy and software-as-a-service (SaaS) applications faster with simple, intelligent tools, and it should work with a variety of multi-cloud platforms and technologies.

**NYC HEALTH+ HOSPITALS**

"Trusted data has never been more important — it is helping us drive a transformation in health outcomes and administration. With Informatica and Snowflake, we have the insights we need to deliver higher quality, lower-cost care."

— Alexander Izaguirre PhD, Chief Data Officer, NYC Health + Hospitals

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## Resolving Top Technology Challenges for Public Sector Agencies

Data quality, management, governance and analytics solutions from Informatica support a wide variety of complex use cases, including the following:

**Driving Citizen Satisfaction with Online Experiences**
In a recent Traversant Group survey, 74% of state CIOs said they are expanding digital services to deliver better online experiences for citizens and agency employees[1]. Providing a single digital data source helps increase citizens' information access while allowing workers to provide faster, more comprehensive service.

**Coordinating, Tracking and Auditing New Infrastructure Spending Demands**
The passage of new infrastructure spending legislation in the United States and Europe pressures agencies to ensure that taxpayer money is responsibly budgeted, allocated, tracked and audited. With complex projects such as highway and bridge repair, smart cities, and traffic control, organizations need solutions to aggregate, clean, catalog, govern and master their data.

**Ensuring Ongoing Modernization of Legacy Systems**
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 deploying low-code and no-code technologies to enhance their system modernization efforts.
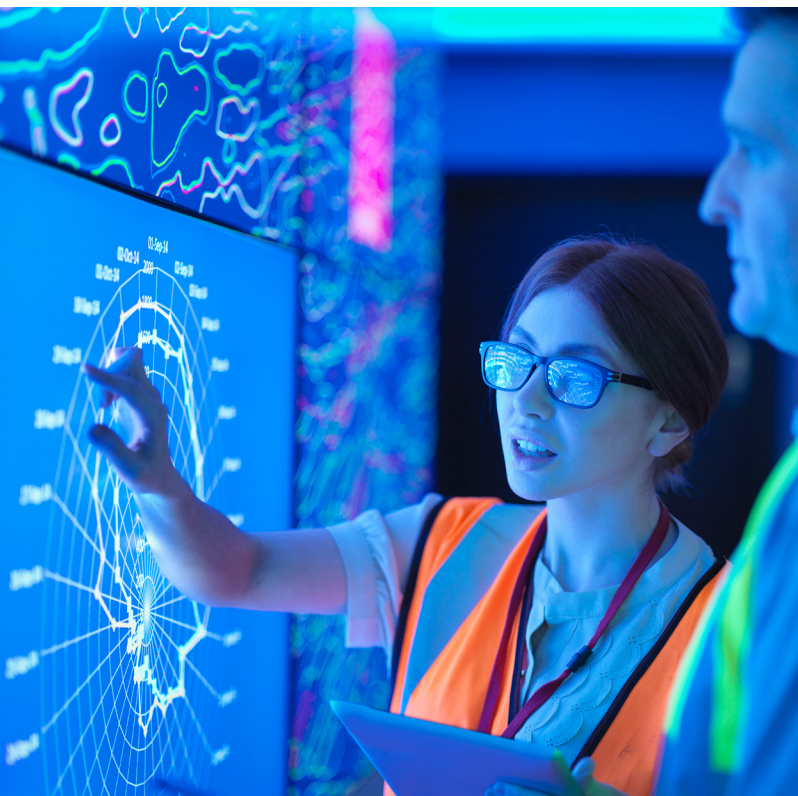
**Strengthening National Defense**
By choosing the right solutions to support artificial intelligence (AI) and analytics applications, you can help your clients:

- Provide a trusted foundation for decision-making by ensuring the quality and accuracy of data, giving organizations confidence that their decisions are based on the best information available
- Optimize the allocation of resources by automating data verification and enrichment, ensuring that important messages and details reach persons of interest, and by creating a real-time view of eligibility for services
- Leverage AI to achieve greater insights; for example, U.S. federal agencies and executives at the highest levels of government recognize the need to expertly use AI to support national economic and security goals

**Leveraging Emerging Technologies to Deliver Innovative Services**
The public expects organizations to deploy technology solutions that help agencies communicate, respond to change and engage with citizens. Agencies are increasingly deploying:

- Chat or virtual agents for online citizen service inquiries
- Predictive analytics that automatically detect fraud, waste and abuse
- Mobile apps that support disease contact tracing and exposure notification
- Real-time analysis, yielding actionable data that improves situational awareness
- Ethical AI to support proactive yet compassionate law enforcement
- Secure, intuitive data access and web-based external services for employees working from home

[1] https://www.traversantgroup.com/blog/top-5-nascio-survey

**U.S. Department of Defense**

"Without these technologies I feel like I would have been back a decade. These technologies have helped me be more precise, be more efficient, and bring more people home safely."

— David Spirk, Chief Data Officer, Department of Defense, closing VIP keynote, Data In Action Summit 2020

## Learn More

To learn more about how Informatica can support you and your public sector clients, visit https://www.informatica.com/solutions/industry-solutions/public-sector.html



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