



Change Citizens' Lives Through Innovative and Open Mobile Enablement



The new responsive public organization links and executes strategy around public value

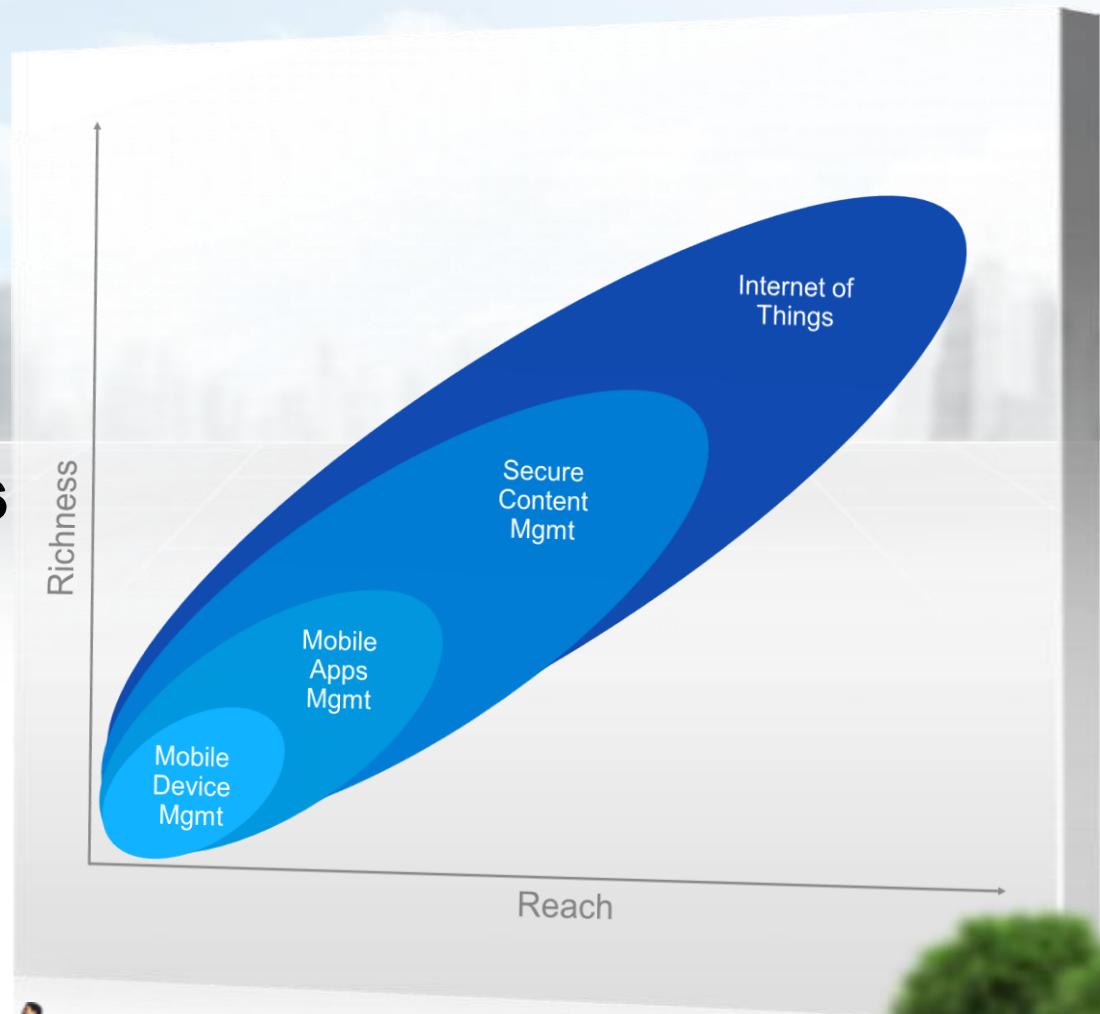
- 1. Identify opportunities** to address citizen needs
- 2. Build a holistic strategy** in the context of maximizing citizen return on investment
- 3. Avoid the Chaos**
- 4. Drive execution** to deliver services that maximize public value

There are Boundless Opportunities To Make Citizens Lives Better

Millions of devices

Billions of mobile apps / docs

Trillions of “things”



1. Try to identify opportunities that are relevant to both government performance and the public interest

↑ **Better citizen services**

↑ **Better use of public funds**

↑ **Increasing citizen trust and engagement**

↑ **Increasing operational efficiency with new interagency insights**

2. Build an Enterprise Strategy with the Citizen at the Center

- ❑ Invest time up-front in identifying use cases for mobility , segmenting the targeted users and understanding the Value
- ❑ Bring together mission areas, with IT stakeholders and executives...
- ❑ Learn by putting yourselves in the shoes of the end user or customers customer
- ❑ Focus on **outcomes NOT outputs...** understand how mobile solutions can uniquely address the challenges
- ❑ Identify, define and develop use cases that could create public value

3. AVOID THE CHAOS

No Common Mobility Platform Approach

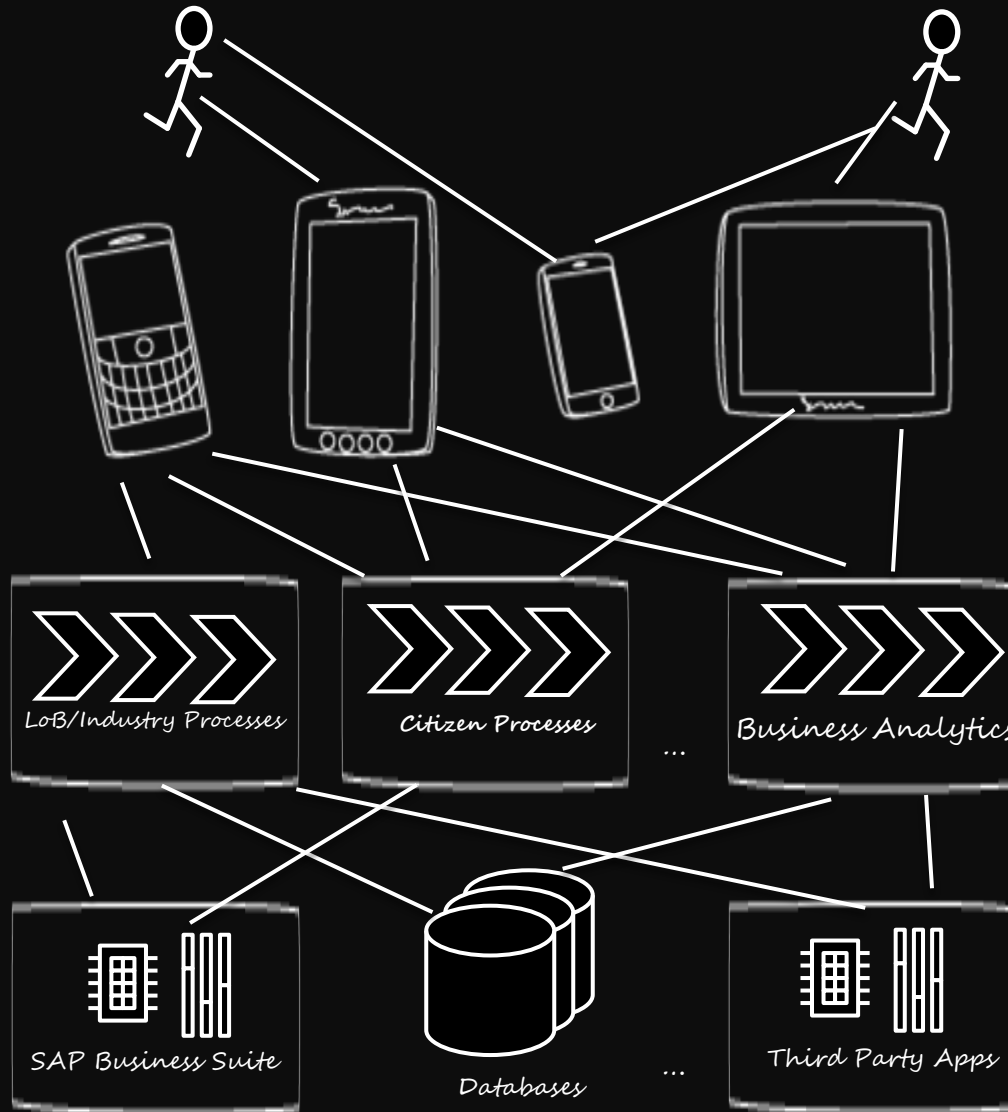
Mobility Challenges

Security Breaches

Support ever expanding mobile stakeholders

Securely support device choice

Control Cost



TCO out of control

Mobilize all business processes & analytics

Manage TCO and TCD

Unmanageable

Unscalable

Access various backend to support mobile use cases

4. Drive execution to deliver services that maximize public value

Leverage enterprise data

Rethink how government can take advantage of new citizen engagement models

Make available information generated from enterprise solution

Leverage a combination of new technologies

Empower citizens

Make open data fit for reuse, so citizens can help create new apps (without cost to government)

Public
value

Rethink how government can take advantage of new citizen engagement models



- **Give** citizens direct visibility into how their tax dollars are being invested via multichannel publishing and analytics
- **Make possible** multichannel citizen self-service (transparent status, feedback)

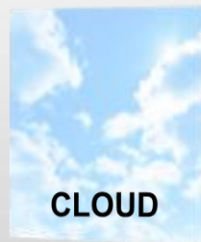
- **Enable both insight and feedback** (social sentiment) from social media
- **Make** open data fit for use – open APIs, accessible, easily consumable, nonproprietary

- **Enable** citizens to report issues using mobile devices
- **Open data** for citizen developers to build valuable capabilities for everyone to use

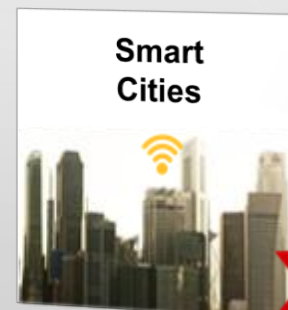
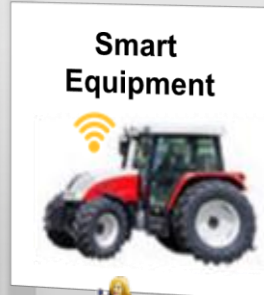
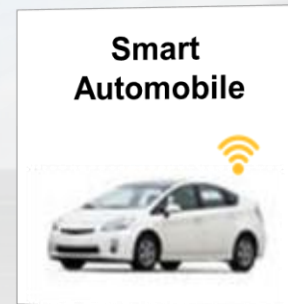
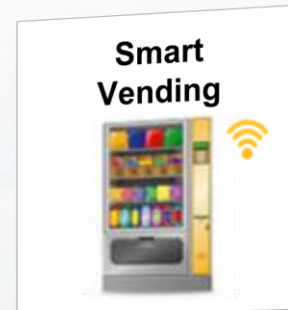
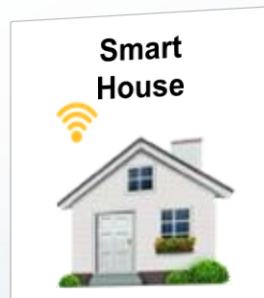
Leverage a combination of new technologies



REQUIRES




INTERNET OF THINGS



EXAMPLES



New York State all-hazards alert and notification system



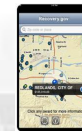
Alerts to +3.6 million subscriber's mobile devices in times of emergency



Truck drivers now capture all items electronically on a mobile device that feeds the information directly into the backend system.



Technicians receive and communicate information in real time



More productive, smarter, less cost

EXAMPLES



Recovery.Gov



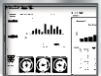
Helps link day-to-day operational activity with month-to-month strategy execution



Transparency and accountability



Leverages **cloud, mobile, and analytics**

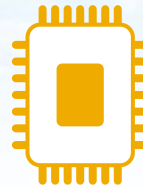


Improved accuracy, availability, and aesthetics of published performance results



Mobile enabled

Some Key take-aways



Embrace a
"citizen first"
mindset

Make your end
users a core
part of your
design process

Consumerization
and BYOD are
here to stay

Enable
access as
easy as
email

Ensure
proper
security and
encryption

Learn from
consumer
innovation in
the enterprise