

DELOITTE DIGITAL CITIZEN CONNECT PLATFORM

Leveraging Adobe digital creativity to connect citizens to or with government services anywhere, anytime, on any device

Deloitte.
Digital





LIFE IS A **SERIES OF EVENTS**

Life is a journey that necessitates engaging with local agencies, state, and city governments at key steps along the way. From birth certificates, to driver's and marriage licenses, change of address notifications, voter registration, and scheduling municipal services or local aid – we are dependent on the public sector to provide critical services.

Government understands the critical role it plays in our lives. Today, they are envisioning an entirely new way to connect with us in order to deliver seamless, digital experiences across Web, mobile, and social channels – providing personalized and relevant information to us in real time to help us navigate the administration associated with our specific life events.

Additionally, proactive governments are looking to increase revenues by bringing new businesses to their communities. Digital technology offers advanced opportunities to market services that use personalization, targeted communications, and cross-selling strategies to anticipate citizen needs in a digital world. Progressive agencies understand that leveraging digital technology is key to lowering their costs and improving performance over the inefficiencies associated with static web sites and staffing local offices and call centers.

OUR SOLUTION

The Deloitte Digital CitizenConnect platform combines Deloitte's extensive public sector experience with innovative solutions from Deloitte Digital and Adobe Marketing Cloud, allowing agencies to bring a retail-like experience to government services. The next-generation citizen engagement platform includes:



Expertise you can trust

Deloitte's broad experiences as a leading provider of services to state and local governments in support of mission-led technology-enabled transformation projects. From strategy through implementation, we help government agencies leverage cloud, mobile, analytics, and cyber security capabilities to help drive down costs and deliver services to citizens – more efficiently and more effectively than ever.



Creativity you can leverage

An expansion of Deloitte Digital's MarketMix solution, customized for the public sector's unique requirements.



Security you can depend on

Adobe's FedRAMP certified compliance solutions. The platform includes the Adobe Cloud suite, as well as Adobe Target, Adobe Experience Manager, and Adobe EchoSign tools. Adobe Digital Government solutions are being used by government agencies to create great content and deliver it across any channel both efficiently and securely.



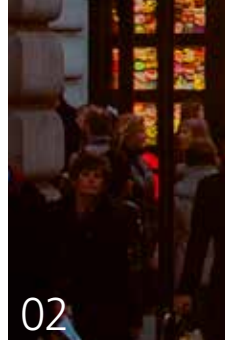
SOLUTION BENEFITS

The platform includes digital innovations from Deloitte, built on the Adobe Marketing Cloud, to make citizen outreach easier. The Deloitte CitizenConnect platform makes it easier for state and local agencies to:



01

Anticipate citizen needs, delivering relevant content seamlessly across multiple devices and social networks



02

Allow citizens to interact with a single gateway that consolidates their interactions with various government agencies, integrating data across agencies with citizen permission and eliminating government silos



03

Put a stop to change fees from outside providers, giving government agencies the ability to take back control of their portals and administer them through cloud, onsite, or managed services



04

Allow governments to provide efficient, effective, and elegant services that drive revenue from government services



This new digital experience from Deloitte and Adobe gives governments a competitive advantage for facilitating economic development, at the same time they are making it easier for citizens to work and play where they live. Moving from silo-based solutions to a user-centered platform opens the door to governments for new ideas, data sharing and crowd sourcing, so that they can better understand their citizens' current needs, as well as anticipate their needs for the future.

The Deloitte CitizenConnect platform includes Deloitte's proven methodologies and processes, an extension of Deloitte Digital MarketMix, and a series of templates and configurable modules for Adobe Marketing Cloud, built to accelerate implementation time. Components can be delivered across multiple devices to deploy premium programming swiftly, cost effectively, and at scale.

Deloitte
Digital

Adobe

Deloitte Digital

From strategy to delivery, Deloitte Digital combines cutting-edge creative with trusted business and technology experience to define and deliver digital solutions. Deloitte Digital creates digital experiences for the connected enterprise, delivering strategy, mobile, social, web, cloud and digital content management solutions that can help strengthen clients' brands and evolve their businesses. Deloitte Digital is also backed by Deloitte's broader consulting, tax, audit and financial advisory services, bringing the power of over 400 U.S. M&E consultants with vast experience in the M&E industry serving top global media, cable, and advertising companies, as well as all major film studios.

Adobe

Adobe Marketing Cloud reduces marketing costs by more efficiently acquiring, engaging, monetizing, and measuring audiences than do other video technology providers. Adobe monetizes and delivers high-quality TV-like experiences, while maintaining appropriate content rights and entitlements. Adobe also has one of the richest API libraries that allows for integration with other software providers.

As used in this document, "Deloitte" means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of the legal structure of Deloitte LLP and its subsidiaries. Certain services may not be available to attest clients under the rules and regulations of public accounting.

This publication contains general information only, and none of the member firms of Deloitte Touche Tohmatsu Limited, its member firms, or their related entities (collective, the "Deloitte Network") is, by means of this publication, rendering professional advice or services. Before making any decision or taking any action that may affect your business, you should consult a qualified professional adviser. No entity in the Deloitte Network shall be responsible for any loss whatsoever sustained by any person who relies on this publication.

Copyright © 2016 Deloitte Development LLC. All rights reserved. Member of Deloitte Touche Tohmatsu Limited.

Learn More

To learn more about how Deloitte Digital and the Deloitte Citizen Connect platform can help you make it easier for citizens to live and do business in your city or state and make you more competitive for relocating citizens and business, please contact one of the following team members:

Barbara Venneman
Principal,
Digital Marketing Leader
Deloitte Consulting LLP
bvenneman@deloitte.com

Greg Peterson
Director, Global Partners
Adobe
ropeters@adobe.com

Jim Constertina
Director, Deloitte Digital
Deloitte Consulting LLP
jconstertina@deloitte.com

Lisa Beaman
Regional Alliance Manager
Adobe
lbeaman@adobe.com

Kristin Russell
Director, Deloitte Digital
Deloitte Consulting LLP
Government Strategy
krussell@deloitte.com