



**Deloitte.**  
Digital

# The Deloitte CitizenConnect Platform

Powered by DigitalMIX™

Leveraging Adobe digital creativity to connect citizens and relevant government services anywhere, anytime, on any device



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 these services.

And government agencies understand the critical role they play 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 – pushing 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 for 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 flat web sites and staffing local offices and call centers.

# Our Solution

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



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



An industry solution powered by Deloitte Digital's DigitalMIX platform, customized for the public sector's unique requirements.



Adobe's FedRAMP authorized 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 Experience Cloud, to make citizen outreach easier. The Deloitte CitizenConnect platform makes it easier for state and local agencies to:



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



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



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



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

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Digital



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 and crowd sourcing, so that they can better understand their citizens' existing needs in order to anticipate tomorrow's requirements and have them ready.

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



# Learn More

To learn more about how Deloitte Digital and the Deloitte CitizenConnect 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:

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## **About DigitalMIX**

A new digital enterprise platform designed to offer more seamless customer experience across sales, service, and marketing. This new ecosystem platform combines Deloitte Digital's pre-configured, cloud-based services across the digital enterprise to help provide marketers with a one-stop-shop for strategy, digital processes, design, and technology that will allow for better customer engagement, conversion, and loyalty. Included within DigitalMIX is Deloitte Digital's existing suite of industry-specific tools and services to help marketers integrate, accelerate, and operate Adobe Experience Cloud, Adobe Experience Manager (AEM), and Digital Asset Management (DAM) with speed and agility. And, with this multi-solution portfolio of services, Deloitte Digital offers a set of core marketing technology and industry accelerators to address customer needs; pre-built integrations with leading CRM, ecommerce, and ERP systems; along with digital strategy, digital marketing, creative, analytics, and operations.

## **Deloitte Digital**

Deloitte Digital has created a new model for a new age: the creative digital consultancy. That means combining leading digital and creative capabilities with our deep federal industry knowledge and versatile technology experience to help transform our clients' businesses. With our end-to-end offerings, we can help our clients imagine bigger and bring their ambitions to life. Visit [www.deloittedigital.com](http://www.deloittedigital.com) or follow us on Twitter @DeloitteDigi\_US.

## **Adobe**

Adobe Experience 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.

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