

# Transform how government engages with customers through digital experiences

The digital landscape is constantly evolving, and these changes offer agencies new ways to deliver services more cost-effectively, efficiently, and securely. Citizens expect government systems to work in the same modern, customer-focused way that they experience when banking, shopping, or communicating. We call this the consumerization of government. From mobile apps to smart technology, governments have the opportunity to interact with citizens in a more personalized, relevant way.

This opportunity is also a challenge in that government has many options to deliver customer experiences, such as forms, documents, signatures, websites, apps, and publications, in a digital format. It's difficult to know where to start, which technology will best meet mission goals and requirements, and which solutions to standardize on. Managing these experiences is also increasingly challenging as consumer expectations continue to rise and expand across new devices, channels, and touchpoints. Keeping track of these touchpoints and providing a great experience on each one demands investment in people, processes, and technology.

## Adobe solutions for digital government

Adobe transforms public sector customer experiences with digital capabilities that improve engagement, cut costs, and make government more efficient. Adobe's cloud-based solutions enable you to create and deliver content in a way that citizens, warfighters, and employees have come to expect. Adobe provides you the tools to create the next generation of government service, deliver these services as actionable interfaces, and measure the impact of these services. These tools also meet your government's security and accreditation standards across all devices. Adobe's history in creative applications, combined with industry-leading enterprise experience software, allows you to bring together art and science to provide the best experience to citizens across all channels and devices. Whether you're in health services, defense, national government, or local agencies and services, Adobe's technology is built with you in mind.

## Transforming customer experiences

Today, we are seeing the consumerization of government services everywhere we turn, and Adobe is at the center of helping government transform to meet these demands. One of the most important functions of government is to deliver seamless digital experiences on any device, allowing citizens to find trusted information, apply for critical services, learn about local events, receive emergency alerts, or find their local voting precinct. Adobe's digital government solutions gives you the tools to produce the best content, the ability to manage cross-channel interfaces, and the analytics to measure every interaction.

At the core of delivering customer-focused experiences is Adobe Experience Manager. Experience Manager provides solutions for serving up digital forms and documents, managing web and mobile content, securing documents, building social networks, and delivering dynamic training and e-learning. Government staff can also keep content fresh and accurate with simple interfaces that allow you to easily author and manage digital assets, web content, and mobile applications. You can quickly and securely develop and distribute Experience Manager forms without bogging down IT. Through it all, Adobe Analytics tracks, analyzes, and optimizes data across multiple channels, including walk-up, call center, mail, and online.

## **Cloud-delivered innovation**

With Adobe's cloud-based solutions, you stay ahead with up-to-date, comprehensive cloud technology that modernizes digital government, cuts costs without sacrificing service or security, and reduces the burden on IT. Adobe cloud solutions empower agencies to maximize public value by increasing operational efficiency and responding faster to customer needs, whether it be a citizen, warfighter, or employee.

The creation process begins with Adobe Creative Cloud for government. Creative Cloud lets users take ideas and bring them to life across desktop and mobile devices. Adobe also helps government build transactional, utility, or content-centric apps that are easy to manage, measure, and deploy with Experience Manager apps. Adobe's technology is open source and built with a business-user interface to meet the needs of today's marketers. The integration between Experience Manager and Creative Cloud lets you effortlessly share, manage, and deploy assets and content through streamlined collaborative workflows.

Government can cut costs through digital document standardization with Adobe Acrobat, Adobe EchoSign, and secure e-signature technology with Experience Manager Forms, and by holding virtual meetings and real-time collaboration with Adobe Connect. And because these services are cloud-based, you get the performance, scalability, and availability needed to run mission-critical, government solutions. You also have the flexibility to run the technology in a private cloud, on premise, or in a hybrid manner. Whatever your needs are, Adobe provides industry-leading tools and solutions and ensures that you have the latest technology to deliver the best experience to both users and customers.

After you've developed your content, you need to ensure that it's delivered to the right person on the right device and the right time. Adobe Campaign allows you to push content through email, apps, direct mail, or text messaging, engaging with citizens in the way they choose using the interface they prefer. Citizens can be engaged with automated messaging while saving you time and money. Adobe Analytics measures and analyzes engagement at every touchpoint, helping you optimize and provide the best customer experience possible.

## **Secure information sharing**

Adobe solutions for digital government protect sensitive content across all devices and from any location. Users can take advantage of the free, ubiquitous Adobe Reader client. And Adobe's long-trusted document security and signatures libraries are deployed with every Adobe Reader download. This functionality gives our customers a greater reach, enabling us to deliver document security outside the confines of the document repository. Adobe document security ensures that only authorized users can access content from whatever location they are viewing the document. Adobe's digital government solutions are built with security at the core and will be FedRAMP Certified (2015).

With technologies like Adobe PostScript and PDF, public sector organizations get the de facto standard for business-level document exchange, document security, and digital and electronic signatures with EchoSign. And Adobe digital rights management (DRM) solutions enable security across the forms lifecycle to ensure that the right users have access to the right documents by securing the confidential personal information contained in the form. These capabilities also track form usage to prevent the risk of inappropriate document sharing.

## Summary

Adobe Solution	Description	Capabilities	Benefits
<b>Adobe Experience Manager</b> 	<p>Create, manage, and optimize digital customer experiences across every channel, including web, mobile apps, digital forms, and communities. With the ability to deliver next-generation experiences across both online and in-person interactions, you can improve engagement and make government more efficient.</p>	<ul style="list-style-type: none"> <li>• Digital asset management</li> <li>• Web content management</li> <li>• Social communities</li> <li>• Form development and management</li> <li>• App development and management</li> </ul>	<ul style="list-style-type: none"> <li>• Easily manage images, videos, and other assets across every digital channel to deliver personalized customer experiences.</li> <li>• Quickly create and deliver relevant websites and update the content anytime, all without burdening your IT department.</li> <li>• Build thriving communities and engaging conversations across all your social properties to inspire new levels of learning.</li> <li>• Integrate forms into your websites and mobile experiences and simplify the creation of forms and the complexity of transactions.</li> <li>• Rapidly create, deliver, and update apps with an integrated mobile platform that enhances collaboration between marketers and IT.</li> </ul>
<b>Adobe Analytics</b> 	<p>Get real-time analytics across online and offline channels to continuously improve the performance of marketing activities.</p>	<ul style="list-style-type: none"> <li>• Advanced, ad hoc segmentation</li> <li>• Marketing attribution</li> <li>• Mobile app analytics</li> <li>• Predictive marketing</li> <li>• Real-time web analytics</li> <li>• Advanced data visualization</li> </ul>	<ul style="list-style-type: none"> <li>• Track, analyze, and optimize information services and citizen-agency engagement across multiple channels, including walk-up, call center, mail, online, and mobile.</li> <li>• Easily see how well your campaigns are performing without a data analyst, and plan campaigns with a dashboard made for marketers.</li> <li>• Analyze the effectiveness of every marketing touchpoint that your customers encounter.</li> <li>• Dive deep into the performance of your mobile apps, and understand how your mobile app users engage.</li> <li>• React instantly to visitor trends with real-time reports that give you a second-by-second view of customer engagement.</li> <li>• Gather deep analyses faster than ever with purpose-built visualizations to quickly identify areas for improvement.</li> </ul>

Adobe Solution	Description	Capabilities	Benefits
<b>Adobe Campaign</b> 	<p>Deliver one-to-one messages across online and offline channels. Orchestrate personalized experiences determined by the customer's habits and preferences. Know what customers want even before they do.</p>	<ul style="list-style-type: none"> <li>• Visual campaign orchestration</li> <li>• Integrated customer profile</li> <li>• Targeted segmentation</li> <li>• Cross-channel execution</li> <li>• Real-time interaction management</li> <li>• Operational reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Intuitively design and automate customer experiences across channels, from one-off campaigns to triggered messages, with a graphically rich interface.</li> <li>• Build individual profiles that capture customer interests, activities, and interactions as they move across online, mobile, and social channels, helping you create more relevant experiences.</li> <li>• Target highly focused audiences and create personalized experiences for each customer.</li> <li>• Achieve top delivery rates, strengthen your sending reputation, and maintain positive customer engagement with better email execution processes.</li> <li>• Design and leverage marketing offers in a central place to easily deliver personalized messages across inbound and outbound channels in real time.</li> <li>• Check how well your campaigns are performing without a data analyst, and plan campaigns from a dashboard.</li> </ul>
<b>Adobe Connect</b> 	<p>Promotes web conferencing, eLearning, and webinar offerings to improve communication and productivity.</p>	<ul style="list-style-type: none"> <li>• Web conferencing</li> <li>• Social learning</li> <li>• Webinars and virtual conferences</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct digital meetings that go beyond screen sharing, enabling more effective collaboration and communication with colleagues, partners, and customers anytime, anywhere, on virtually any device.</li> <li>• Rapidly create and deliver training in live and on-demand formats across devices.</li> <li>• Deliver compelling, immersive digital events; maximize attendance; and measure results for optimized outcomes.</li> </ul>
<b>EchoSign</b> 	<p>Makes paper documents a thing of the past. Condenses the time it takes to submit documentation from weeks to minutes with secure e-signatures.</p>	<ul style="list-style-type: none"> <li>• Contracting</li> <li>• Procurement processing</li> <li>• Human resources onboarding</li> </ul>	<ul style="list-style-type: none"> <li>• Add e-signatures to existing processes.</li> <li>• Use e-signatures to accelerate approvals. Make it simpler to do business with vendors, partners, and suppliers.</li> <li>• Send, track, and get offer letters and new hire documents e-signed in minutes.</li> </ul>

Adobe Solution	Description	Capabilities	Benefits
<b>Creative Cloud</b> 	Provides creative teams the industry-leading apps they want, and gives IT teams secure, customizable deployments.	<ul style="list-style-type: none"> <li>• Ability to develop eye-catching content for print, web, mobile, social, and video mediums</li> <li>• Sketching and drawing</li> <li>• Photo and digital asset editing</li> <li>• Video production</li> <li>• Asset management and delivery</li> </ul>	<ul style="list-style-type: none"> <li>• Do your best work more efficiently using the latest innovations and modern standards.</li> <li>• Deliver secure and customizable assets to meet government standards.</li> </ul>
<b>Acrobat</b> 	Automates processes to improve citizen responsiveness and protect documents wherever they go.	<ul style="list-style-type: none"> <li>• Automate document preparation</li> <li>• Merge and combine files</li> <li>• Simplify reviews and approvals</li> <li>• Protect PDF files</li> <li>• Prepare files consistently</li> <li>• Access tools on the go</li> <li>• Convert PDF files to other formats</li> <li>• Edit PDF documents</li> <li>• Create and analyze forms</li> <li>• Lower software management costs</li> <li>• Reuse content</li> <li>• Create government-compliant, accessible documents and forms</li> <li>• Simplify IT by standardizing</li> </ul>	<ul style="list-style-type: none"> <li>• Share documents that look right every time.</li> <li>• Send a single PDF attachment to reduce confusion and delays.</li> <li>• Cut out manual tasks. Speed citizen service delivery.</li> <li>• Make it easy for employees to consistently secure documents, both inside and outside the organization.</li> <li>• Invest in your mission rather than manage software updates.</li> <li>• Boost employee productivity.</li> <li>• Make it easy to give everyone equal access to documents and forms.</li> <li>• Eliminate paper and the work that comes from paper forms. Simplify information collection and approval workflows with electronic forms.</li> <li>• Save time by streamlining feedback and approval processes.</li> <li>• Help lower costs, reduce IT tasks, and fully support standards with the leading PDF solution in government.</li> </ul>

**Learn more:**

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