

# Digital Trends In Government

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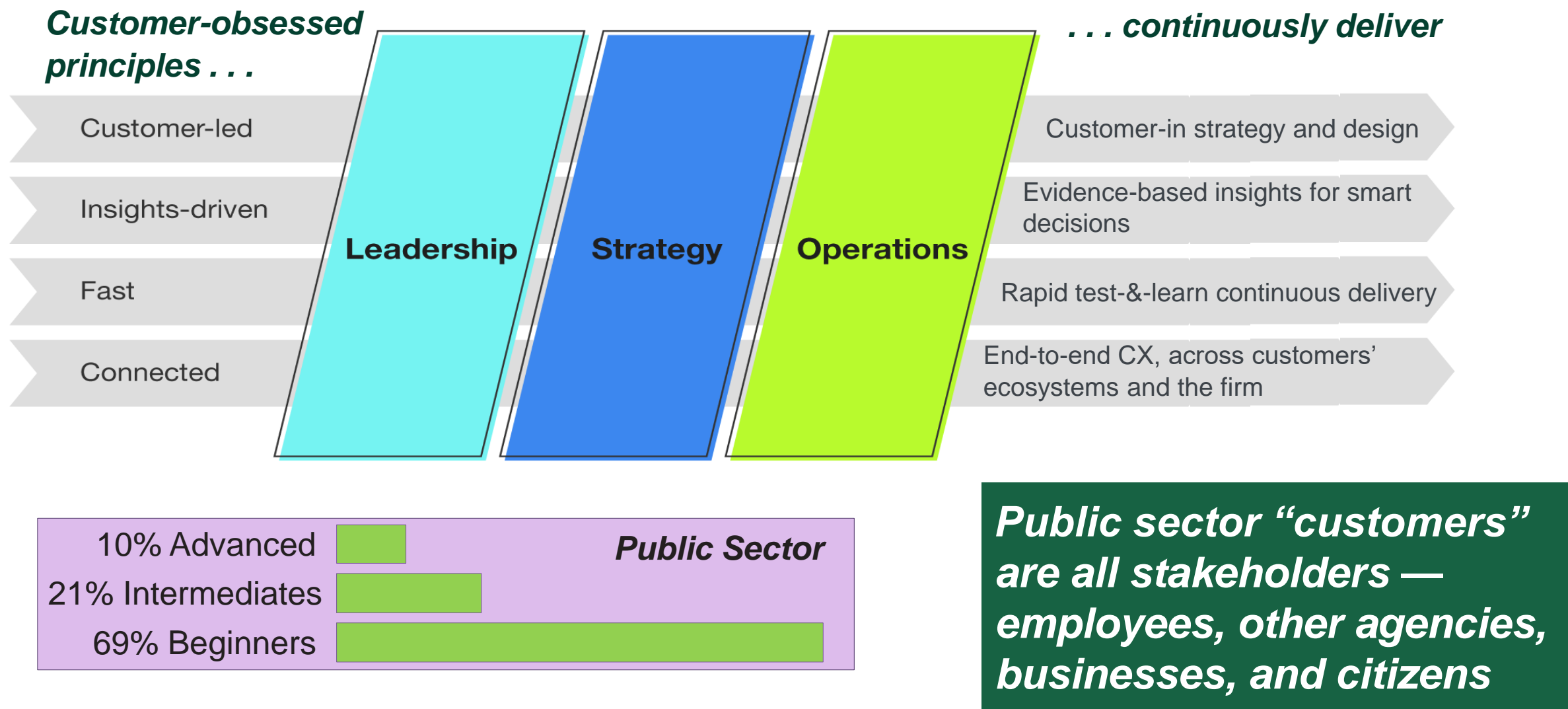


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# Two messages for you today

- 1. The importance of trends depend on your agency's business and IT maturity*
  - 2. Digital requires concurrent movement on multiple levels*
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# Customer-obsessed organizations thrive with four operating principles

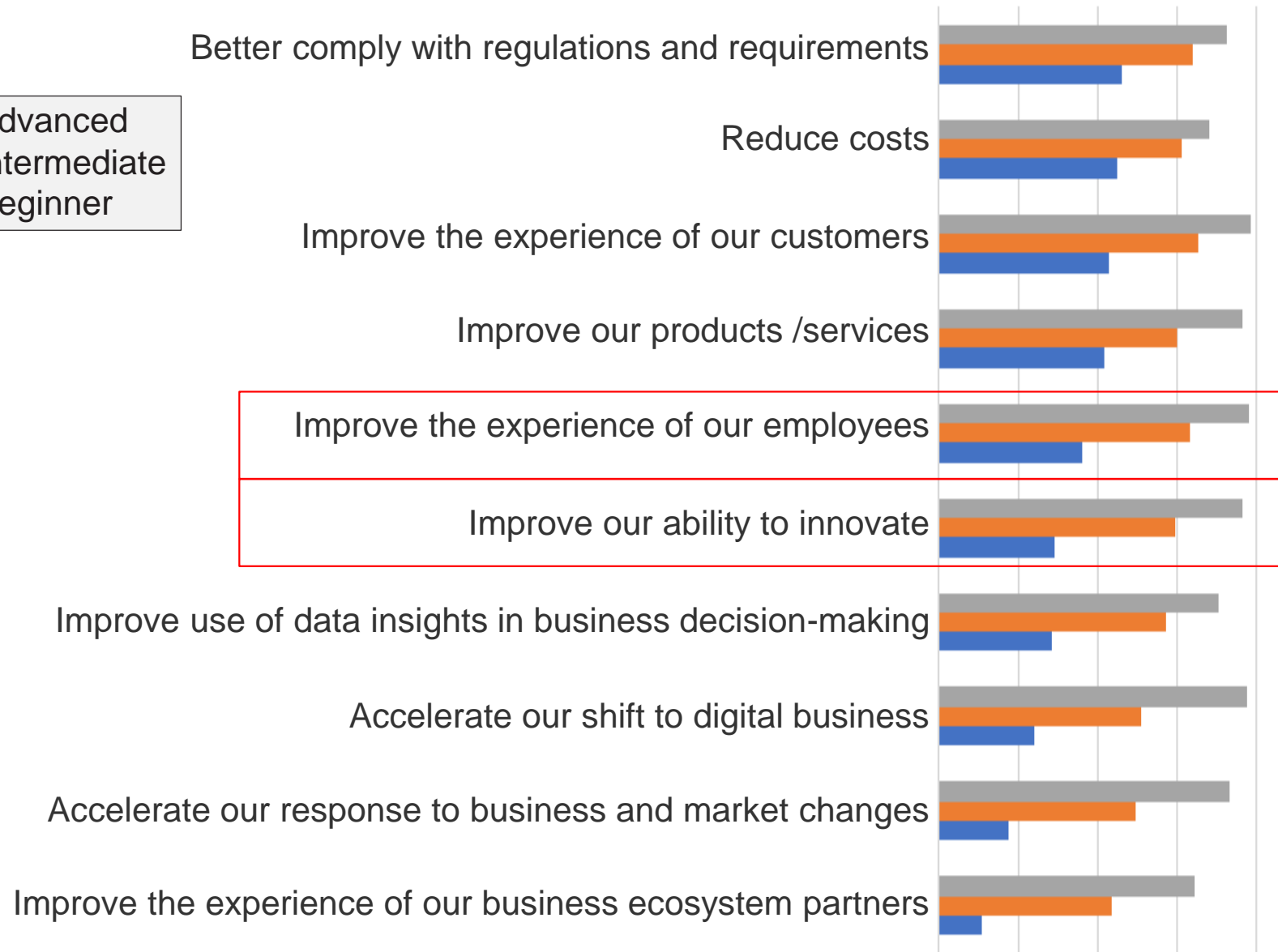
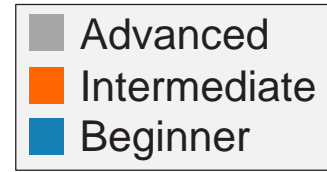


Source: Forrester’s report “The Customer Obsession Assessment” — and Forrester Analytics 2019 Customer Obsession Survey.

# Public Sector *Business* priorities

## Beginners have a narrower focus than advanced

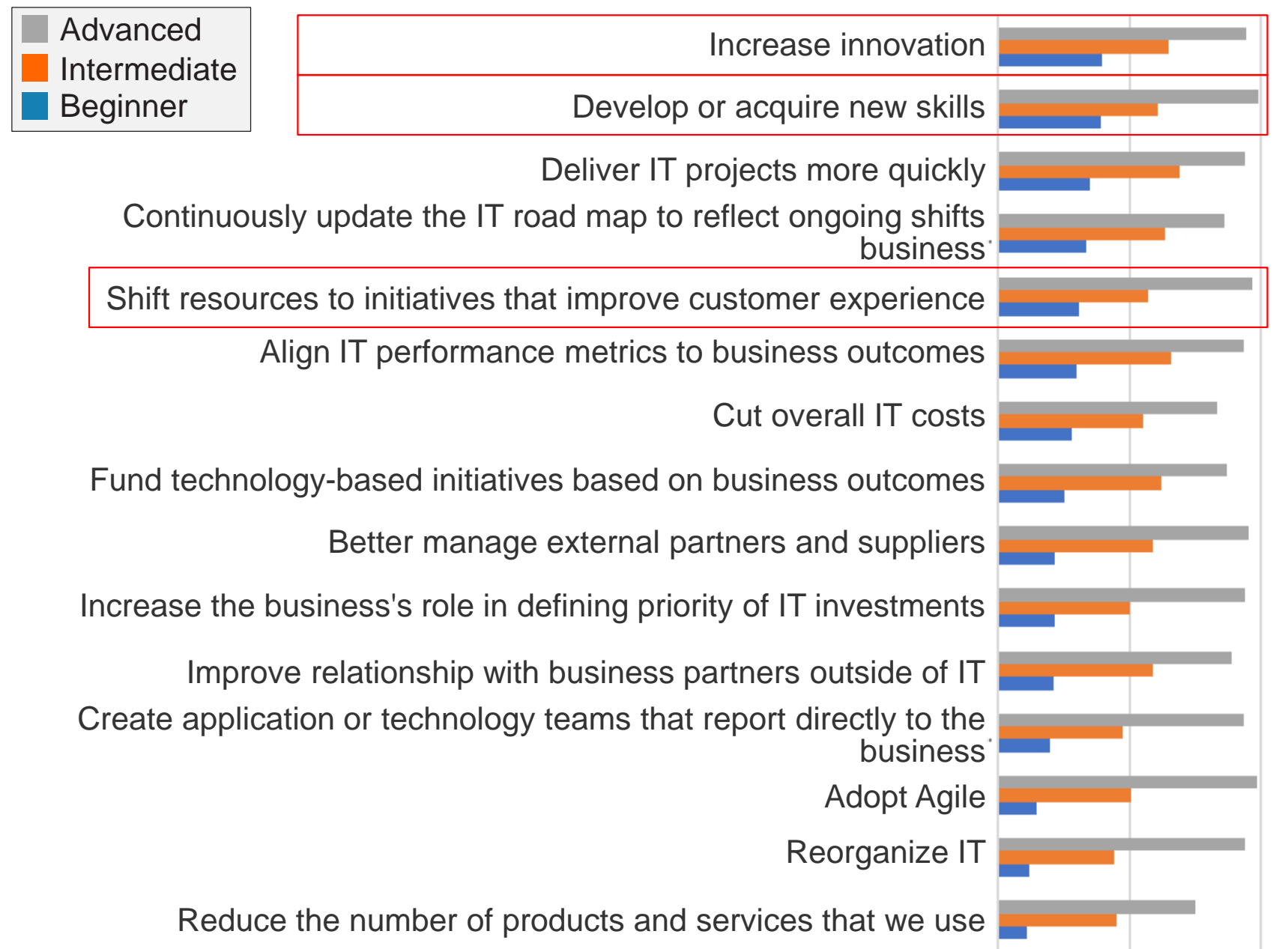
- Beginners prioritize compliance, reducing costs, and improving customer and employee experience
- Advanced shift to digital as well as improving customer and employee experience



# Public Sector *IT initiative* priorities

## Advanced firms increase their focus on change

- All prioritize increased innovation and developing or acquiring new skills top the list
- Adopt Agile sits at the bottom — even though deliver more quickly is high.



Base: 391 business and IT purchase influencers from Public Sector organizations with 1,000 or more employees

Source: Forrester Analytics Business Technographics Global Priorities & Journey Survey, 2019

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# Key Trends for Public Sector CIOs in 2020

- ❑ Changing workforce dynamics and EX pushes people to the top of the CIO agenda
- ❑ Innovation fuels positive citizen experiences
- ❑ Integration and transparency become important for financial and value management

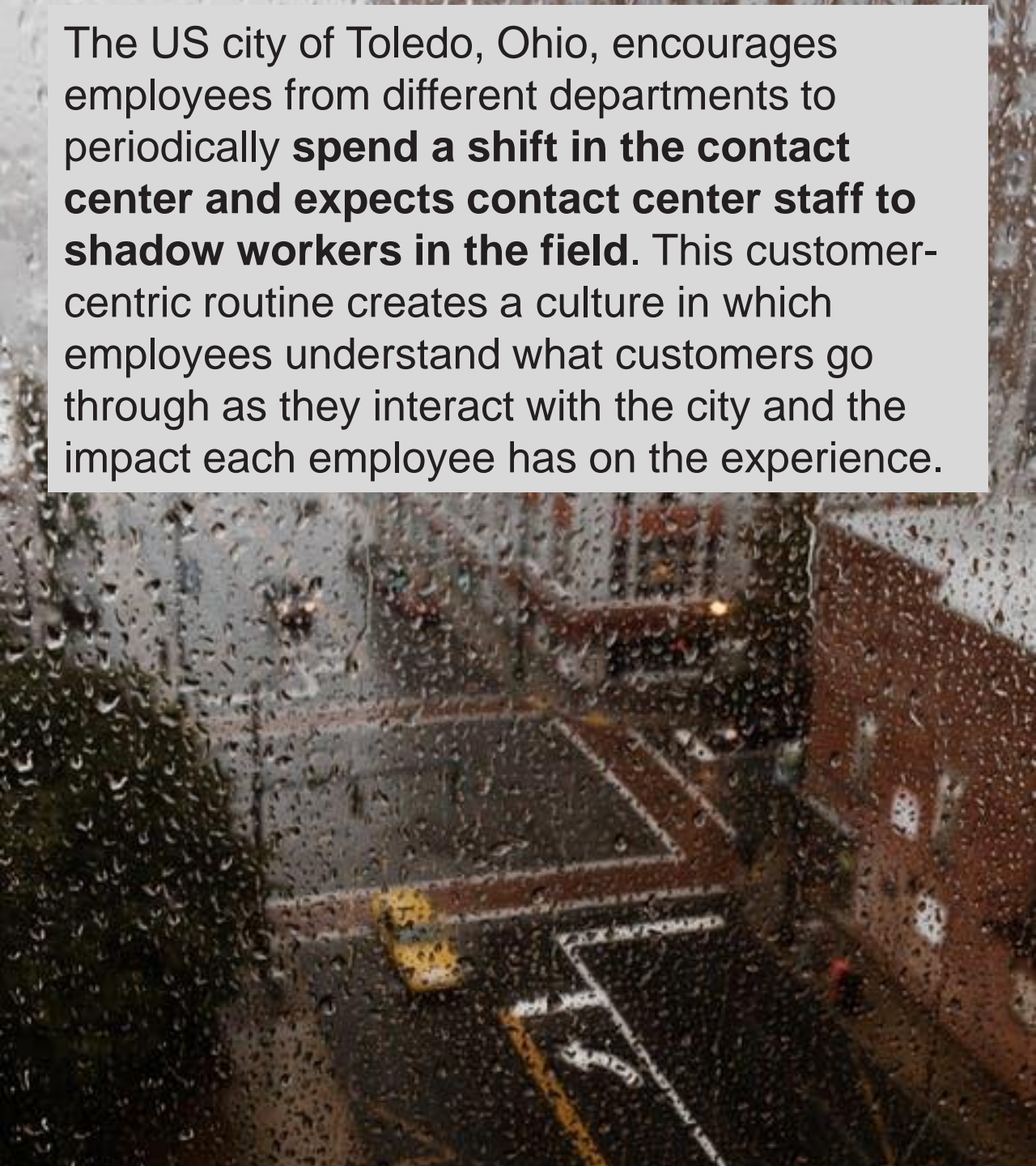






Singapore's government announced a series of initiatives — including raising salaries and offering strong learning, development, and leadership opportunities — to strengthen engineering as a career in the Singapore Public Service. To support this, they **invested significantly in skills development, including technical expertise, and new interagency collaboration.**

The US city of Toledo, Ohio, encourages employees from different departments to periodically **spend a shift in the contact center and expects contact center staff to shadow workers in the field.** This customer-centric routine creates a culture in which employees understand what customers go through as they interact with the city and the impact each employee has on the experience.





New Zealand's Department of Internal Affairs (DIA) disrupted the way all the country's agencies engage with commercial partners: It slashed the time it takes a partner to get on board from 12 months or more to just 12 hours by offering a **cloud-based, AI-powered marketplace platform to support the process.**



Indonesian cities collaborated on PetaBencana.id — a system that **geolocates flood reports from Twitter in real time, combines them with verified government flood information**, and sends alerts to residents and emergency responders.

The US Marine Corps has **partnered with startup Logistic Gliders to dramatically cut the cost of delivering supplies**; together they've developed a single-use drone out of plywood that can carry up to 1,800 pounds for a few hundred dollars





The Federal Information Technology Acquisition Reform Act (FITRA) demands increased transparency, visibility, and oversight of IT resources across all federal agencies. This has been reinforced with an OMB requirement that all federal agencies report IT budgets using the Technology Business Management Council's taxonomy — for both financial and value management.



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# Thank You.

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