



EVENT-CENTRIC DATA ENABLES THE EXPERIENCES CITIZENS EXPECT



Jason Schick, director of U.S. Public Sector for Confluent, discusses how an event-centric approach to data unlocks the value of historical and real-time data across the enterprise.

What data modernization challenges are government organizations experiencing today?

Citizen expectations have evolved significantly based on their experiences as consumers. We all expect greater transparency and near-real time responsiveness to our inquiries. The challenge is that most agencies have a complex landscape of legacy systems. They can't access data in a way that allows them to build new applications with greater velocity and combine old data in new ways both for internal users and citizens.

How can state and local governments reimagine data to improve the citizen experience?

Reimagining data as event-driven or event-centric creates a phenomenal opportunity for improvement. An event is when something changes state — for example, when a person changes jobs or becomes a parent. That's the moment when it makes sense to take a new set of actions. Historically,

databases have kept track of state, not the change in state. Pivoting to an event-centric perspective — being driven by changes in state — enables a highly personalized citizen experience by providing services based on slowly changing or biographical data as well as real-time data generated by GPS, IoT and other sources.

What is an event-streaming platform and how can it accelerate data modernization?

The event-streaming platform builds on the Apache Kafka core to make legacy data more accessible and enable organizations to apply it in a richer set of applications than they could in the past. That's because an agency only needs to connect to a data source once and can then reuse and combine that data repeatedly — whether on premises, in the cloud or from a real-time IoT stream — to create an array of new user experiences. Because source systems and new applications have been decoupled, agencies can make

changes without worrying about breaking things. The more systems they connect, the faster customers will start to field new capabilities, yielding greater acceleration.

How does an event-driven platform support the development of citizen-focused services or other context-driven solutions?

The best citizen experience comes from understanding who citizens are and what they're trying to do. That requires combining biographic data, historical data, knowledge of the organization's offerings and real-time data — such as website clickstream data, for instance — and synthesizing that into something personalized and relevant to the citizen in that moment. Looking ahead, that can be applied to all kinds of scenarios, whether we're talking about applying for health care benefits, inquiring about tax filings, checking on a visa or work status, or applying for permits. The possibilities are endless.



Delivering the **modern** data platform for government.

The **complete** event streaming platform built
by the original creators of Apache Kafka®.

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