Modernizing digital services **with open source**

An open source platform helps agencies deliver digital experiences that meet their constituents' current and future needs

Tami
Pearlstein

Acquia

I n the wake of the COVID-19 pandemic, government agencies are continuing their shift to digital-first communications. But they face some unique challenges. First, there is an innovation gap caused by legacy architecture's inability to deliver modern digital experiences. Keeping those systems operating also means agencies have less money to invest in new technologies. Second, government data is often constrained in silos, and limited visibility into constituents' digital journeys can make it difficult to deliver a satisfying customer experience. Third, there is an ongoing evolution in the types and frequency of cyberattacks that agencies must protect against.

The power of a composable, flexible platform

A composable, open source digital experience platform (DXP) enables agencies to overcome those challenges. Open source technology is continuously contributed to by a community of developers to reflect a wide array of needs across organizations in varying industries and of varying sizes. A composable approach allows agencies to assemble a number of solutions for a fast, efficient system that is tailored to their needs.

When agencies combine a composable DXP with open source technology, they have access to best-of-breed software and the ability to customize the assembly to suit their requirements. An enterprise DXP will enable agencies to achieve a 360-degree view of how constituents are engaging with their digital services and gain valuable data to understand how to enhance their experience. Finally, a composable, open source DXP provides a proactive approach to protecting against security and compliance vulnerabilities.

An open source CMS enables agencies to build impactful and differentiated digital experiences by assembling best-of-breed capabilities to meet an organization's content goals. Acquia CMS, powered by Drupal, has a flexible, modular design that makes it easy for anyone on the team to create, publish and update content across any digital channel.

How the public sector is leveraging Acquia's DXP

The city of Boston leveraged Acquia's platform to redesign its website to be beautiful, welcoming and highly useful. With the help of our Drupal-powered technology, officials migrated more than 20,000 webpages to a new Boston.gov website within 11 months of the kickoff meeting, and the redesign was delivered under budget.

In Georgia, a 10-year-old proprietary platform was struggling to keep pace with site traffic and becoming too expensive to maintain. By leveraging Acquia's platform, officials launched 55 customer-focused sites in just 12 months and consolidated 20 on-premises servers to Acquia Cloud for an estimated savings of $4.7 million over five years.

These agencies offer two perspectives on how to leverage an open source DXP to achieve the public sector's mission goals. ∎

Tami Pearlstein is senior product marketing manager at Acquia.