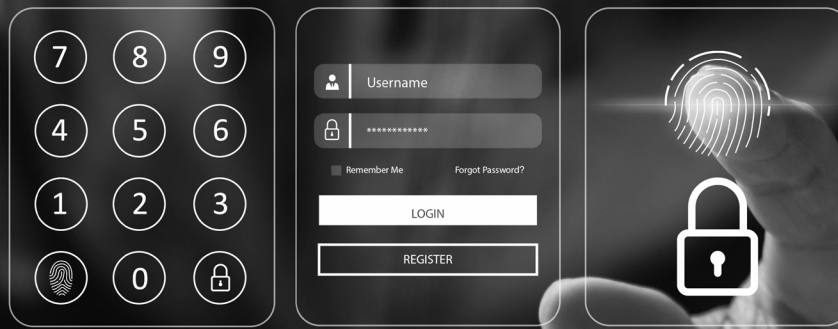# Digital Transformation, Authenticity Tools Accelerate Trust in Government

Modernization initiatives like FedRAMP and digital transformation may be complex to implement, but successfully enacting both can enhance one crucial government principle: constituent trust. This is according to Adobe's Chief of Global Government Solutions Jonathan Benett, who spoke at Carahsoft's recent **2023 FedRAMP Headliner Summit** about the path to revolutionizing the digital government landscape.

"At the end of the day, why are we talking about accelerating security and controls and [software as a service] solutions?" Benett said. "It's about digital transformation. It's about enabling the transition from paper to digital and enabling the mission delivery more efficiently with a better experience."

Indeed, to build and maintain public trust, government agencies need to embrace digital change. This approach involves continlly updating their technology to improve public services and fulfill their roles more efficiently. Adobe has been partnering with government for more than three decades on digital transformation initiativesto improve the constituent experience and move the mission forward — starting with digitizing Internal Revenue Service forms and processes in 1992. This partnership continues today, with Adobe partnering with the Census Bureau to develop and release the first digital census in 2020.

Adobe strives to continue partnering with government to develop and provide FedRAMP-authorized solutions. The company already has eight FedRAMP-authorized solutions and plans to develop offerings that can move the needle on digital transformation. The goal is to boost public trust in government services and organizations.

"We've been an early adopter [of FedRAMP]," Benett said. "We're all in, and we look forward to partnering with agencies and partners to leverage our solutions and continue to move up that scale and maturity around our FedRAMP-authorized solutions."

Ultimately, all this modernization has the same goal, according to Benett: "It's about trust. It's about accelerating the adoption of trusted solutions more efficiently in government."

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> Chief, Global Government Solutions, Adobe

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Bolstering content authenticity

In today's world, however, it's becoming much more difficult than ever to trust even what we can see and hear. As generative artificial intelligence evolves and become more common, its potential to drive human innovation seems almost limitless. **Adobe Firefly** is one such tool that lets users turn text prompts into AI-generated images. However, this technology also complicates the task of telling real content apart from AI-created material, potentially leading to misinformation and deception.

"The challenge with AI is that you can create anything now. You can put a face on a body. You can create anything, which is pretty scary. And it's really hard to tell if it's a deep fake," Benett said. He noted that if malicious actors use AI-generated images to spread misinformation about the government or create images that could threaten public safety — like a fake image of the Pentagon on fire, for instance — it could lead to real turmoil. "Some of these [fake images] could cause serious [consequences]. I don't only mean

misinformation or disinformation, but social unrest, depending on what is shown," Benett said.

To combat this, Adobe launched the **Content Authenticity Initiative** four years ago, which aims to determine digital provenance of images, or where a piece of content is from. Essentially, along with its 1,500 industry partners, Adobe works to identify which content is fake and which is real, as well as provide content credentials to accurate, human-generated images. Now, anyone can access **Adobe's Verify tool** to authenticate images or determine whether they have been altered. The goal, of course, is to improve the level of trust people can place in images and information they come across.

"Trust is critically important," Benett said. "It's like fine china; it's easy to break. It's hard to repair. And everything we've been talking about and doing today is all working towards or this is a tough journey."

Learn more about how **Adobe** is helping government tap FedRAMP-approved tools for digital transformation.

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