Digital transformation and the power of a platform

Using scalable technology to drive impact

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Governments at all levels — federal, state and local — have continuously demonstrated their unwavering commitment to delivering mission-critical services in the face of extremely difficult circumstances.

As the crisis began and evolved, the scale and unpredictability of the pandemic put a strain on government IT systems, and many of them were not designed to handle what was required. Traditional IT techniques, technology and legacy systems could not be adapted quickly enough and were not capable of scaling to meet this new reality.

Governments needed to build and deploy new applications for contact tracing, vaccine distribution, and quarantine management and screenings in weeks, not years. And people needed to be able to access those applications in a self-service, multichannel way that provided a better experience for customers and employees.

To meet these needs, government organizations opted for using a flexible, scalable and secure cloud-based platform and leaned into private-sector partnerships to deliver innovative and impactful solutions to customers.

A single source of truth

At Salesforce, we work with government organizations to serve the needs of their customers and stakeholders by providing a single source of truth on our Salesforce Government Cloud Plus platform, which is FedRAMP High authorized. We bring together relationship management, case management, collaboration, and integrated data and powerful analytics in one single, secure platform. These building blocks are the basis for almost every government program and system.

MuleSoft brings API-first integration to legacy data, which allows our customers to simplify integration efforts in opening up that data. Once the data is available,

Tableau's easy-to-use interface brings analytics to everyone in the organization so the results can be used to build amazing digital experiences and application workflows and to make data-driven decisions.

To tie it all together, Slack adds real-time collaboration so government employees can continue to work from anywhere using the same tools and capabilities they've had in the office. Internally at Salesforce, we use Slack as our digital headquarters for engaging with external partners and extending trust, transparency, flexibility and open communications to every member of the organization.

Finding a new way to operate

In using traditional and legacy IT systems, governments dedicate significant amounts of time, money and expertise to select, build, integrate, test, scale and secure new technologies, often accumulating decades of technical debt.

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" One clear lesson from the pandemic is that **we need to find a new way to operate,** and time and speed are of the essence."

We're aware that legacy systems and the data stored in those systems are going to be around for years to come, but that shouldn't hold governments back from improving services or providing easier access. One clear lesson from the pandemic is that we need to find a new way to operate, and time and speed are of the essence.

New technology helps introduce the speed, agility and digital services needed to operate in today's world. The technology that was delivered during the pandemic saved lives and could not have been built on legacy technology. That's why digital transformation and a powerful platform are paramount.

Here at Salesforce we continue to collaborate with the public sector because the work we do together is extremely impactful and rewarding. We're very grateful for our partnerships with government agencies and look forward to continuously innovating together. ◼

Dave Rey is president of the Global Public Sector at Salesforce.

We bring the public sector and customers together.

Leverage a secure and scalable platform designed to fit your mission.

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