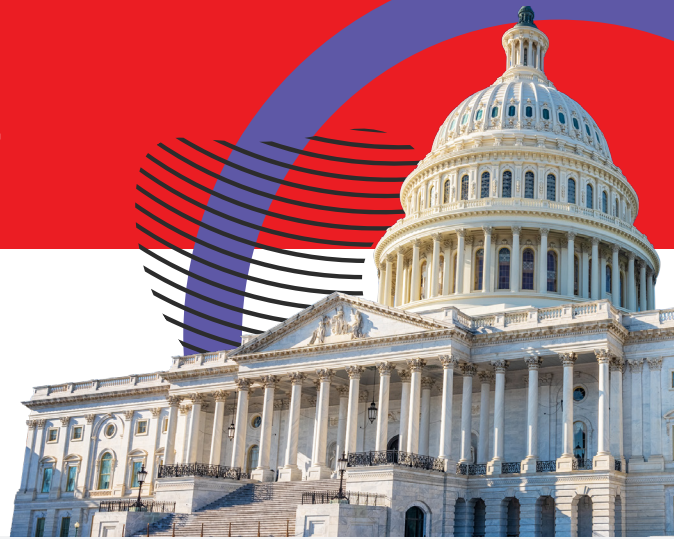


Adobe Experience Driven Government

Putting people at the center of government.



What is Experience Driven Government?

It's government's ability to deliver the right service, at the right time and on the right channel in a person's life journey. Experience Driven Government is a purpose-built strategy to help government extend its digital capabilities, so it's better equipped to engage customers, streamline services and create a more modern, connected experience - online and offline.

What's driving the need for Experience Driven Government?

Rising citizen expectations

Citizens want personalized, trusted experiences like they get in the commercial sector.

79% expect .gov experiences to be on par with other online services (banking, retail, etc.)

Sub-par experiences on state websites

Adobe's 2022 Digital States Index shows great disparities in performance among state agency websites, creating more need for equitable access.

50%

of state websites offer no on-site language translation options¹

1 in 5

U.S. residents speaks a non-English language²

44%

of U.S. state websites are slower on mobile vs desktop
*on average

27%

of U.S. adults earning < \$30K are smartphone-only internet users



Takeaway: Government isn't keeping pace with citizen needs in the digital era

How does Experience Driven Government deliver value?

It helps government meet urgent needs in 3 areas:

- 1 Seamless Experiences for Citizens and Businesses**
 - Save millions of hours with easier, intuitive experiences
 - Drive awareness, engagement and enrollment in vital services
 - Improve citizen outcomes with easier, more equitable access to online services
 - Reduce customer service calls and wait times with improved self-service
- 2 Efficient Government Operations**
 - Realize millions in economic impact, time savings and cost savings
 - Free up time for higher-value tasks
 - Attract and retain skilled technical talent
 - Reduce material costs tied to unnecessary office visits and paper processes
- 3 Stronger Trust & Reputation**
 - Improve customer satisfaction, protect privacy and increase public trust
 - Position your state as an attractive place to live and do business
 - Be recognized as a national leader in digital government
 - Increase compliance with 21st Century IDEA, Paperwork Reduction Act, ADA, WCAG and State Digital Accessibility Laws



Time Savings

~1.2M
hours a year for customers & employees
(Modeled for a state with 3 million residents)



Cost Savings & Economic Impact

\$13,000+
a year per state resident



Productivity

33% higher
productivity when creating digital customer experiences³



Public Trust

87% of customers
said a great digital experience would raise their trust in government⁴

How is Adobe Experience Driven Government unique?

Adobe brings best practices from the private sector to provide intuitive, tailored customer experiences in government. We differentiate our offering with:

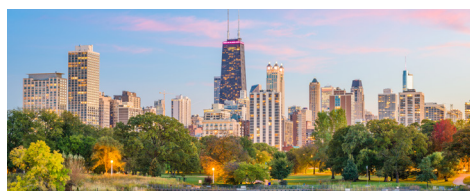
- **Real-time information and service recommendations** that intelligently guide citizens through service journeys—with automated decisioning in seconds
- **Unified customer profiles** that give a holistic view of user attributes and behavior across agencies and channels
- **Paperless experiences** that improve back-office operations, document workflows and program engagement
- **Patented data privacy and governance** tools enable citizens to control their data and for government to have a secure actionable view of appropriate customer information.

How does Adobe help government become experience driven?

Adobe meets each agency wherever they are in their modernization journey. We'll help you assess your current digital maturity and take progressive steps to become a fully experience driven organization. Our 5-step maturity framework drives benefits at each stage of transformation.

Digital Maturity	Nascent	Basic	Emerging	Advanced	Cutting-Edge
Current Experience	Static Websites Service catalog with few digital service options and no personalization; no data strategy	Inconsistent Digital Tools Challenging navigation for some services, with inconsistent look and feel across websites	Connected Experiences Light personalization across channels with segmentation strategy, including anonymous	Unified Profile Digital self-service across channels with single sign-on across services	Experience-Driven Org Unified portal with proactive, intelligence-driven recommendations
Technological Capabilities Needed to Advance	Web Modernization Content Management System, Web Analytics	Digitalization + Journey Analytics, Digitized Forms and e-Signatures, Assets Manager	Citizen Engagement + Testing & Optimization, Outreach Tool, Commerce	Call Center Optimization + Customer Data Platform, Journey Orchestration	One-Stop Shop + Advanced Prescriptive Analytics, Unified Platform
Benefits for Citizens	<ul style="list-style-type: none"> • Improved web experience • Greater digital use for state services 	<ul style="list-style-type: none"> • Improved accessibility • Mobile-friendly web • Improved trust from branding consistency 	<ul style="list-style-type: none"> • High customer satisfaction • Expand digital literacy • Improved awareness and enrollment in services 	<ul style="list-style-type: none"> • Fully digital self-service and time savings • Data governance for enhanced privacy 	<ul style="list-style-type: none"> • Seamless digital government experience • Significant time savings • Measurable gain in web engagement, outcomes
Timeline to Activate Stage	4-6+ months	6-10+ months	10-15+ months	15-24+ months	2 years from start of digital transformation

Success Stories



State of Illinois partners with Adobe to power digital modernization.



U.S. Census Bureau Teams With Adobe to Launch First-ever Digital Census.



L.A. County Department of Public Social Services Achieves Digital Makeover.

Next Steps

Discover what Experience Driven Government can do for your agency.

Contact James Hanson, Head of Public Sector Industry Strategy at jameshanson@adobe.com or visit adobe.com/gov