Self-Service in the Public Sector: Giving Data & Power to the People

Sean Brophy
Regional Vice President, Public Sector
Tableau

#TableauPSDay

Inflection point

CHANGE

STARTS FROM WITHIN

The Democratization of Photography

ST. PETER'S SQUARE
2005

ST. PETER'S SQUARE
2013

Similar Forces Are Disrupting the Self Service Data Analytics Market…

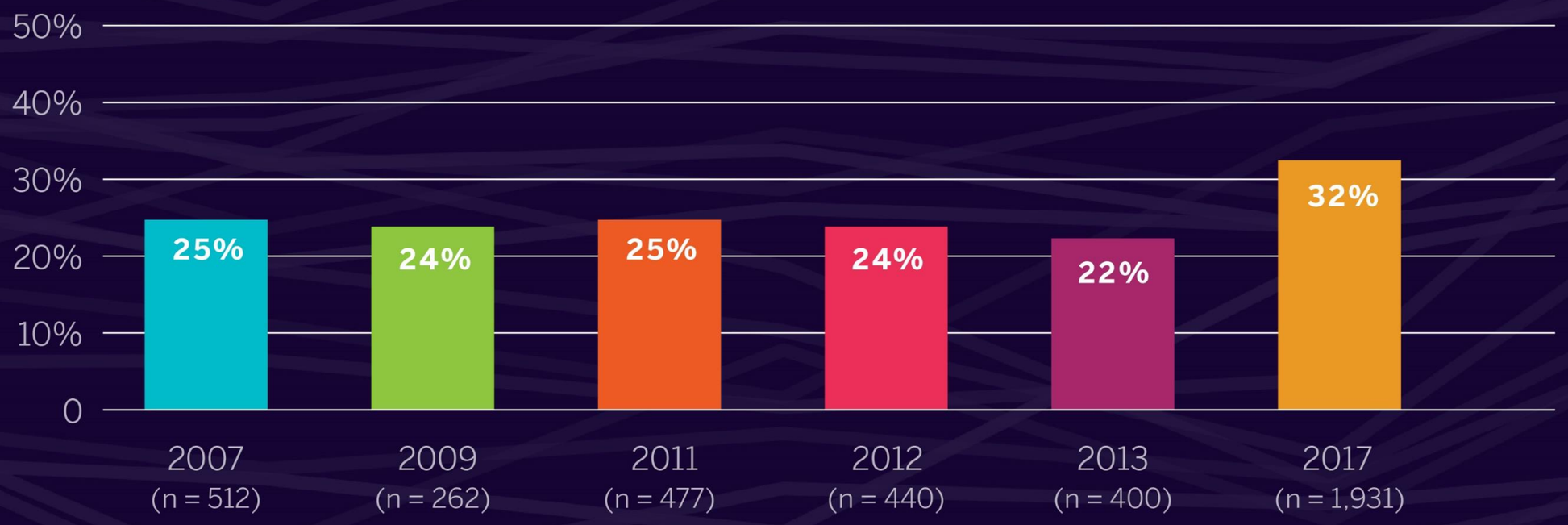
- Expectation of personal empowerment and **self-reliance**
- **Technology** is becoming **easier to access and use**
- Demand for **immediate** feedback/response
- **Storage** capacity and **processing** power are **no longer barriers**
- Easy **access** to **sharing/collaboration** platforms

…. Accessible, Usable, & Customizable

Reality?

Far From It…

AVERAGE PERCENTAGE OF EMPLOYEES USING ANY BI TOOL



N=NUMBER OF RESPONDENTS

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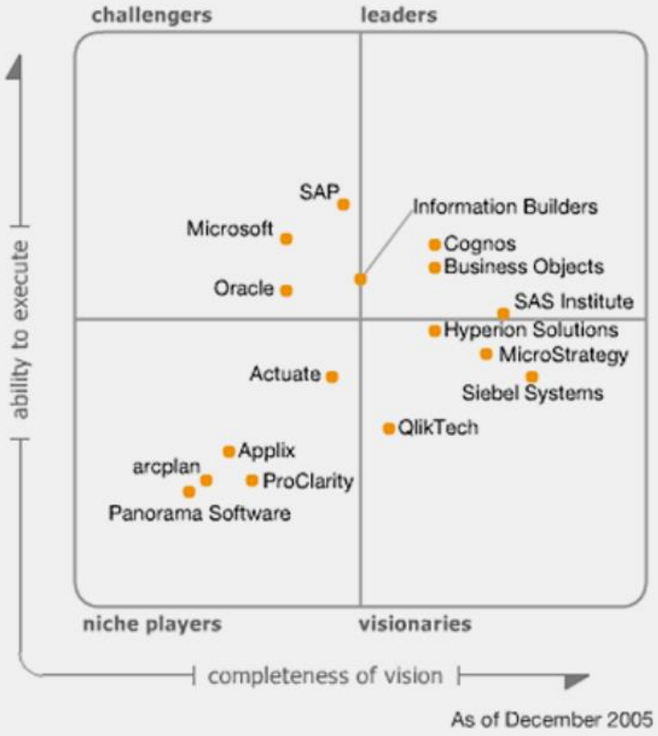
The Rise of Self Service

2005

"Pure Plays"
Dominate



From: "Magic Quadrant for Business Intelligence Platforms,"
09 January 2006 (G00136660)

The Rise of Self Service

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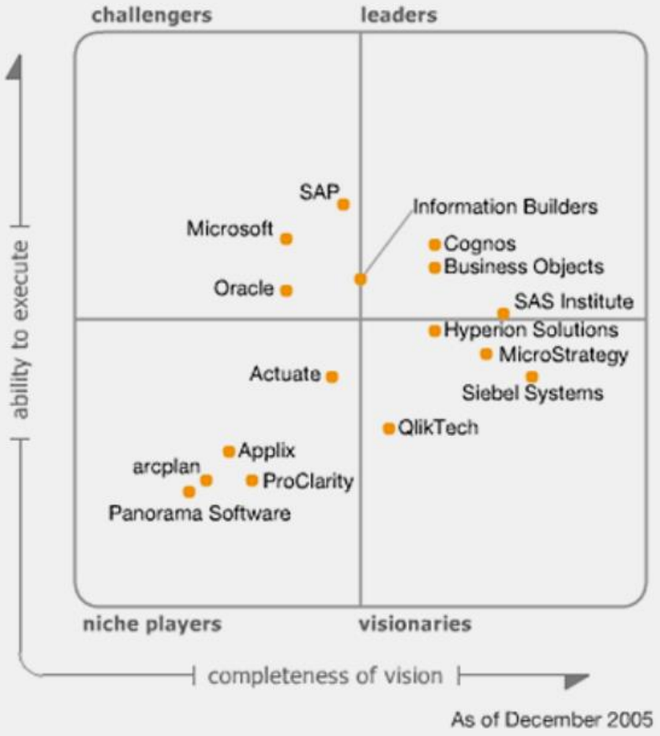
Consolidation

2010
Self Service
Emerges



From: "Magic Quadrant for Business Intelligence Platforms,"
09 January 2006 (G00136660)

From: "Magic Quadrant for Business Intelligence Platforms,"
29 January 2010 (G00173700)

The Rise of Self Service

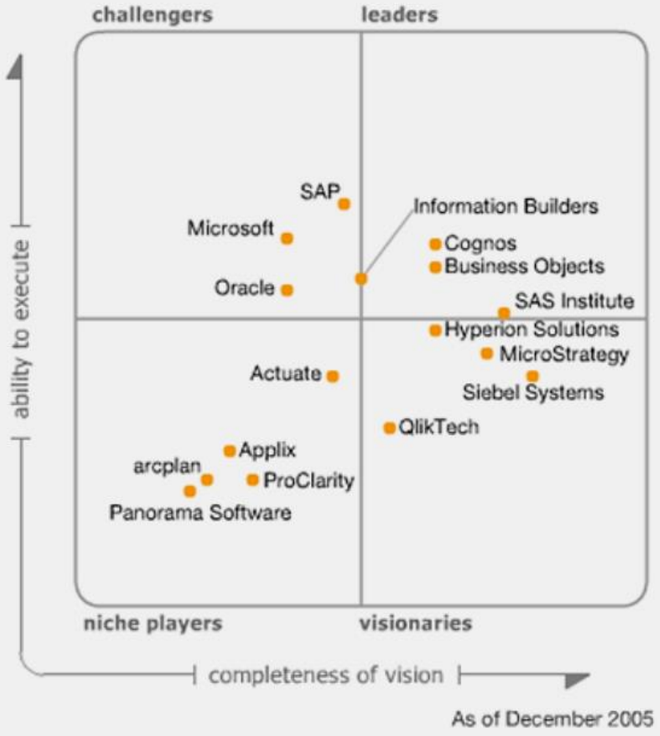
2005
"Pure Plays" Dominate

→ Consolidation →

2010
Self Service Emerges

→ Transition →

2018
Self Service Dominates



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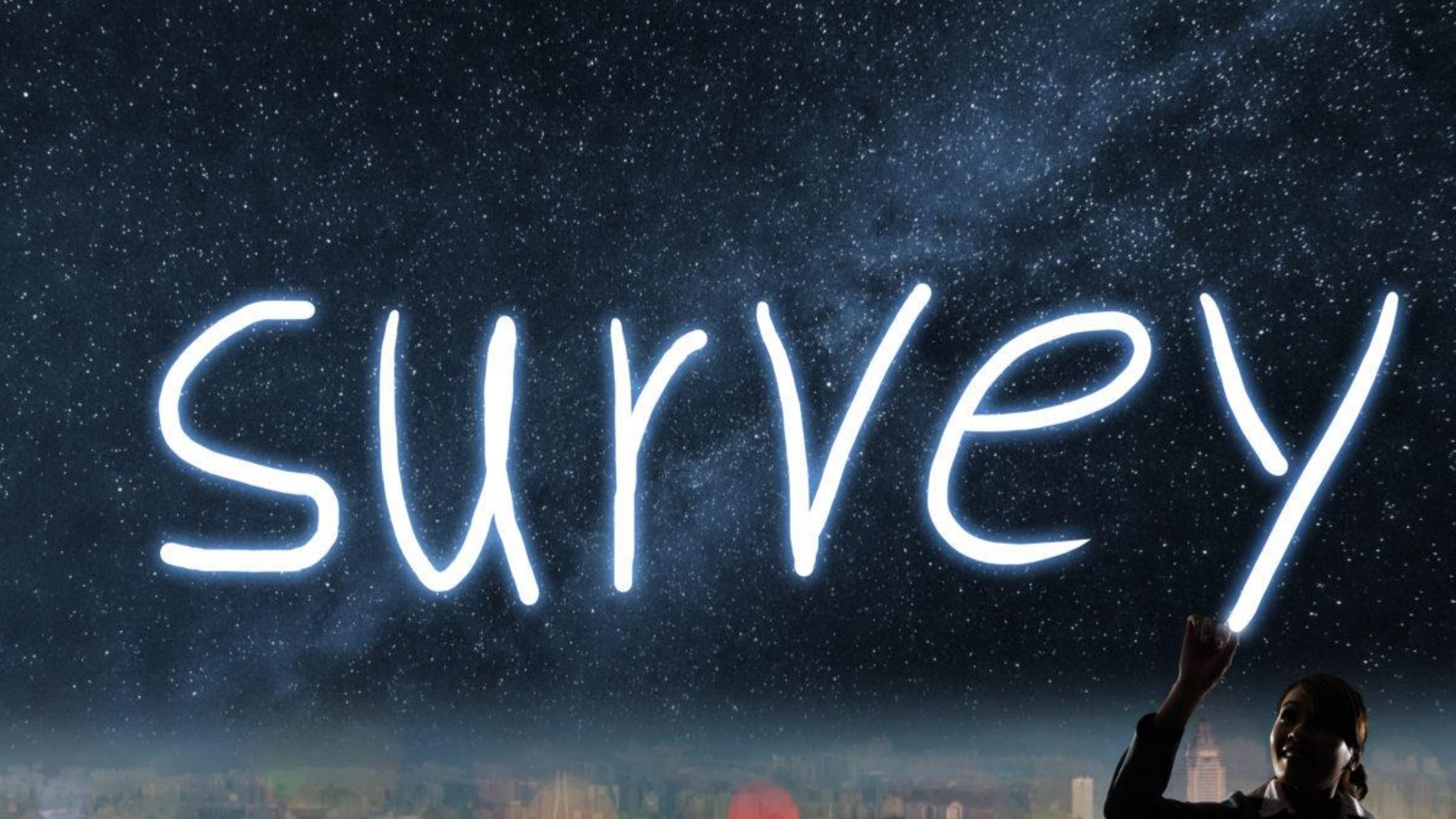
Technology is not the problem


survey

Positive Outcomes and Benefits…

N=200

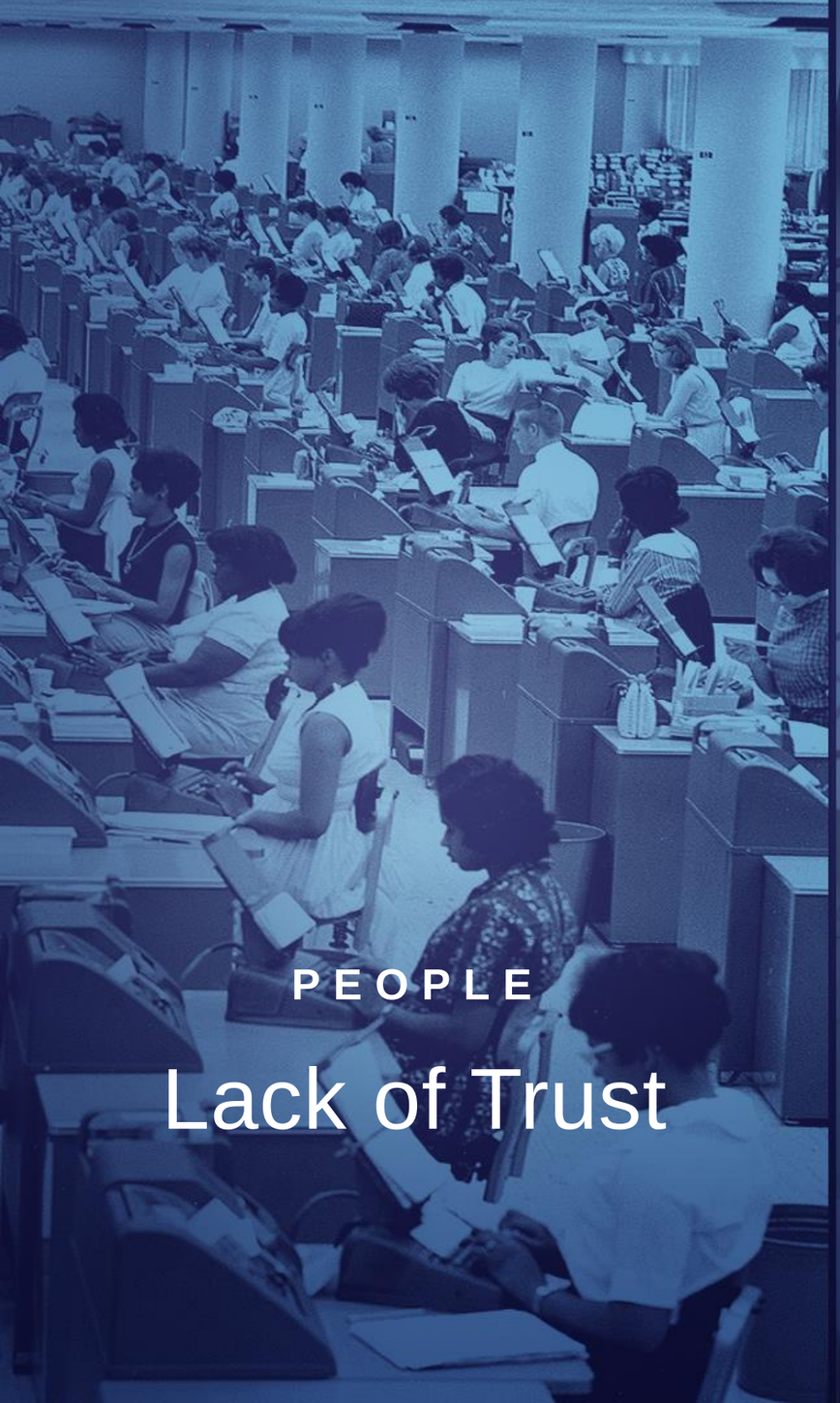
Q *If your agency has used data analytics technologies, have they resulted in any of the following outcomes?*

What are the greatest benefits of using data analytic software?

Value realization is not the problem

Problem?

Business culture is the problem



PEOPLE

Lack of Trust

PROCESS

Ineffective & Inefficient

PLATFORM

Systems Deployed

People

People should be empowered to ask questions of public sector data

FEMA: Open Data

FEMA Data Exploration Goals:

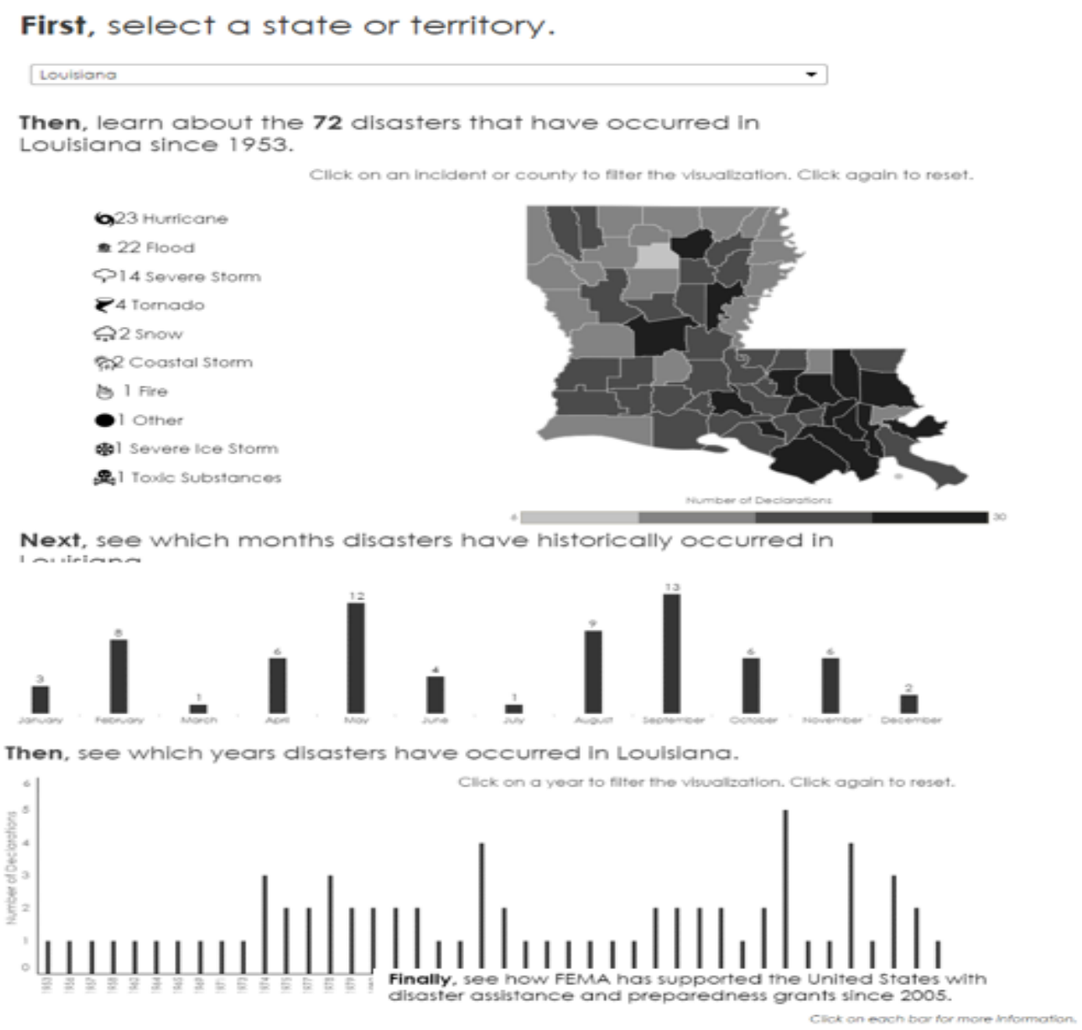
1. Better support customers
2. Better understand risks in their community
3. Better understand how to prepare for those risks

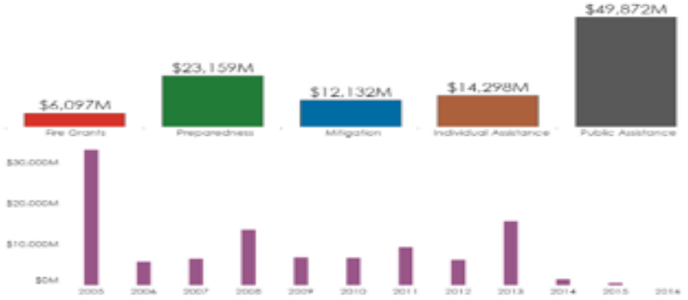
How did they do it?

- Create a product people can use
- Refine language so it is simple and clear
- Think about the next step you want people to take with the information you present. Make it actionable!
- Share content that is informative, publicly accessible and secure

Why?

- ***To help transform decision making***

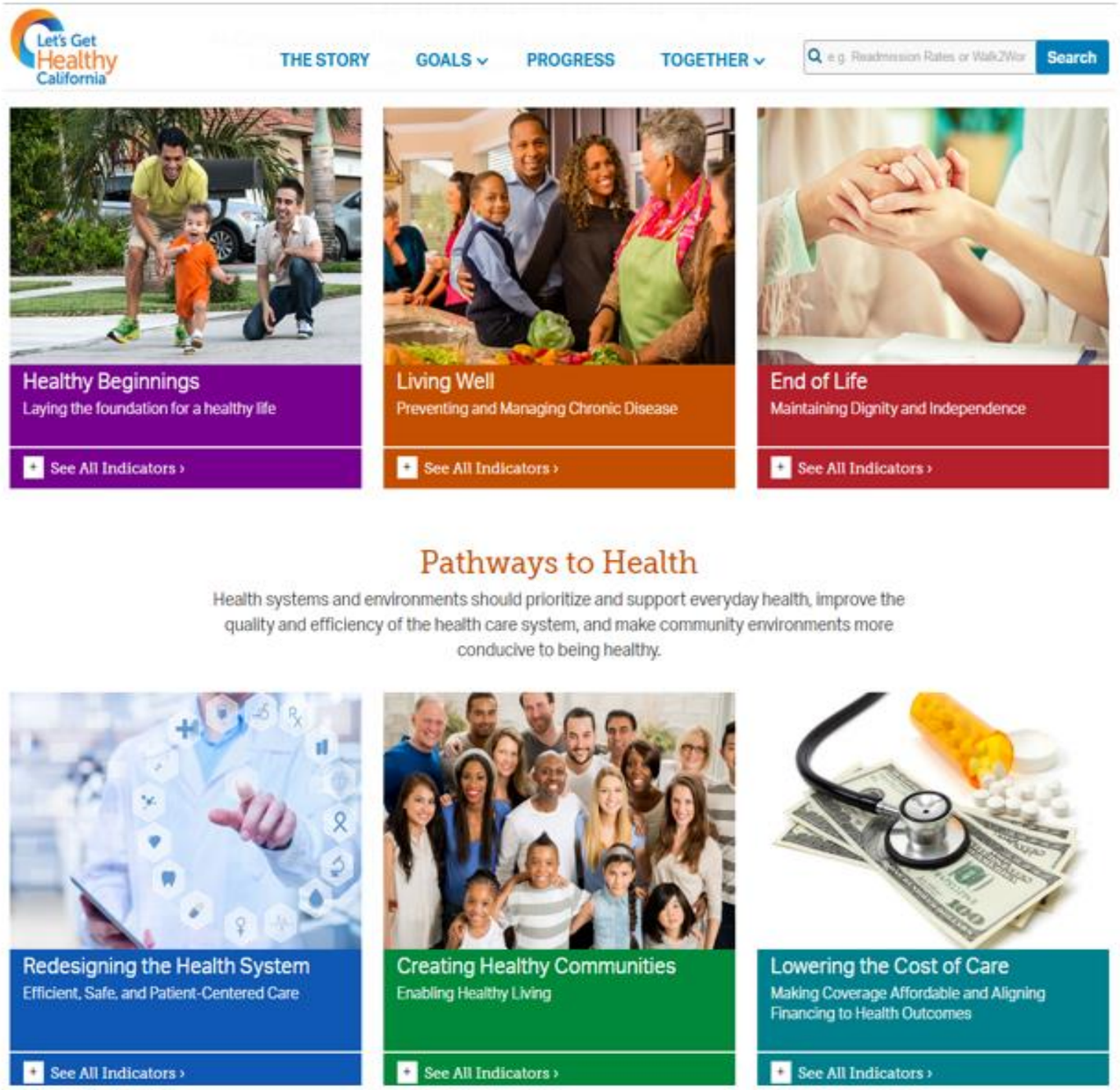




"We wanted to push people to action not just show them the data."

–Claire Thomas, PM, FEMA.gov Data Viz Team, National Preparedness Division

California Let's Get Healthy



Let's Get Healthy California

Improving Health & Healthcare for all Californians:

- Ten year plan to make California the healthiest state
- Task force of private and public sector
- 6 strategic goals and KPI's
- Public access and engagement is key to success

"This is a very bottom-up effort where we want to provide the tools, and the resources, and hopefully the inspiration for people to take charge of their own health – because at the end of the day, that's really what has to happen."
– Secretary Diana Dooley

Process

Citizen Centric View

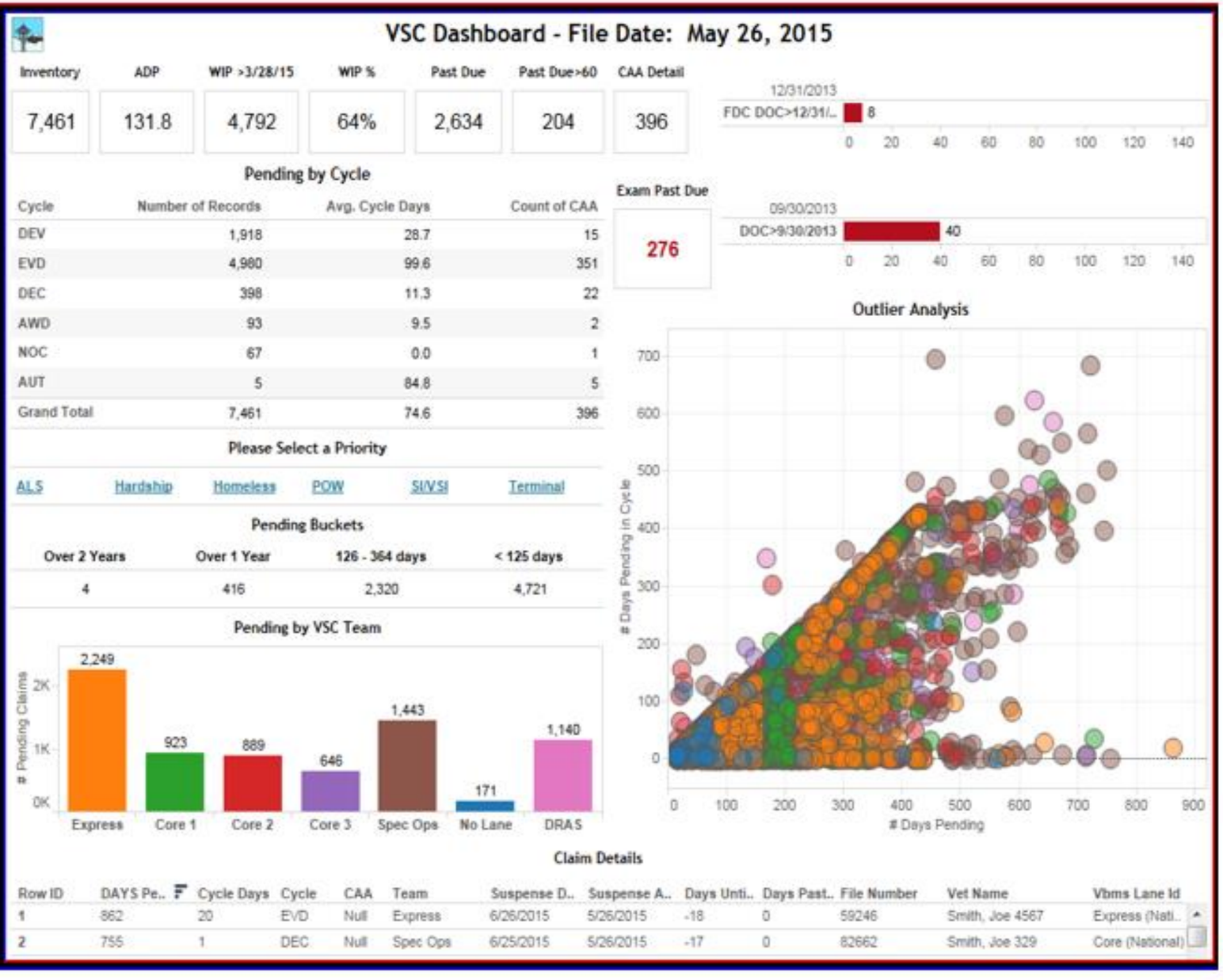
Identify the needs of citizens quickly

Match programs and resources to needs

Understand the future needs of citizens

Deliver the right level of services quickly

VBA Claims Reduction



- 30% reduction of claims process time within the first year
- Statistical reviews drive performance
- Operational data and graphical displays track key metrics
- Maintains accountability

"We are constantly on the lookout for ways to improve veteran support and care. Now we can dive into the data and really explore without interruption or the need to wait for another report to be run."

DR. TOMMY SOWERS, FORMER ASSISTANT SECRETARY OF PUBLIC AND INTERGOVERNMENTAL AFFAIRS.

The City of Boston

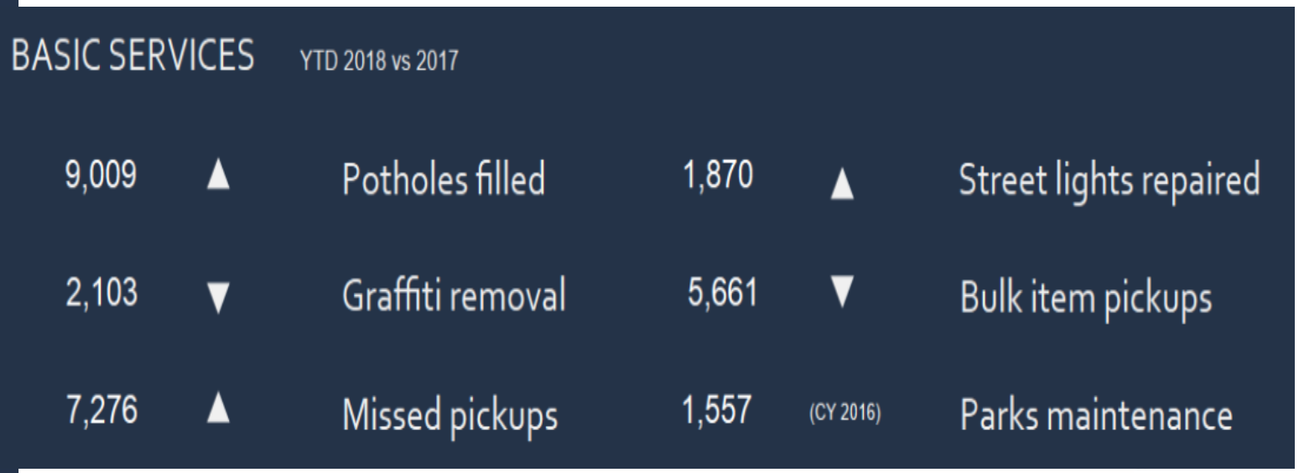
"The most important development in the project has been making the Mayor's Dashboard available to the public. I think that changed people's perceptions and understandings of how we're trying to improve operations."

Matthew Maryl, Deputy CIO &
Director of Citywide Analytics Team at City of Boston

Benefits

- Promote government transparency
- Holistic data access and analysis
- Operational improvements
- Human capital planning

Mayor's Dashboard



Platform

The ‘Cost’ of Deploying Multiple Tools

Top platform needs include:

- Intuitive
- Robust
- Flexible
- Engaging
- Modern

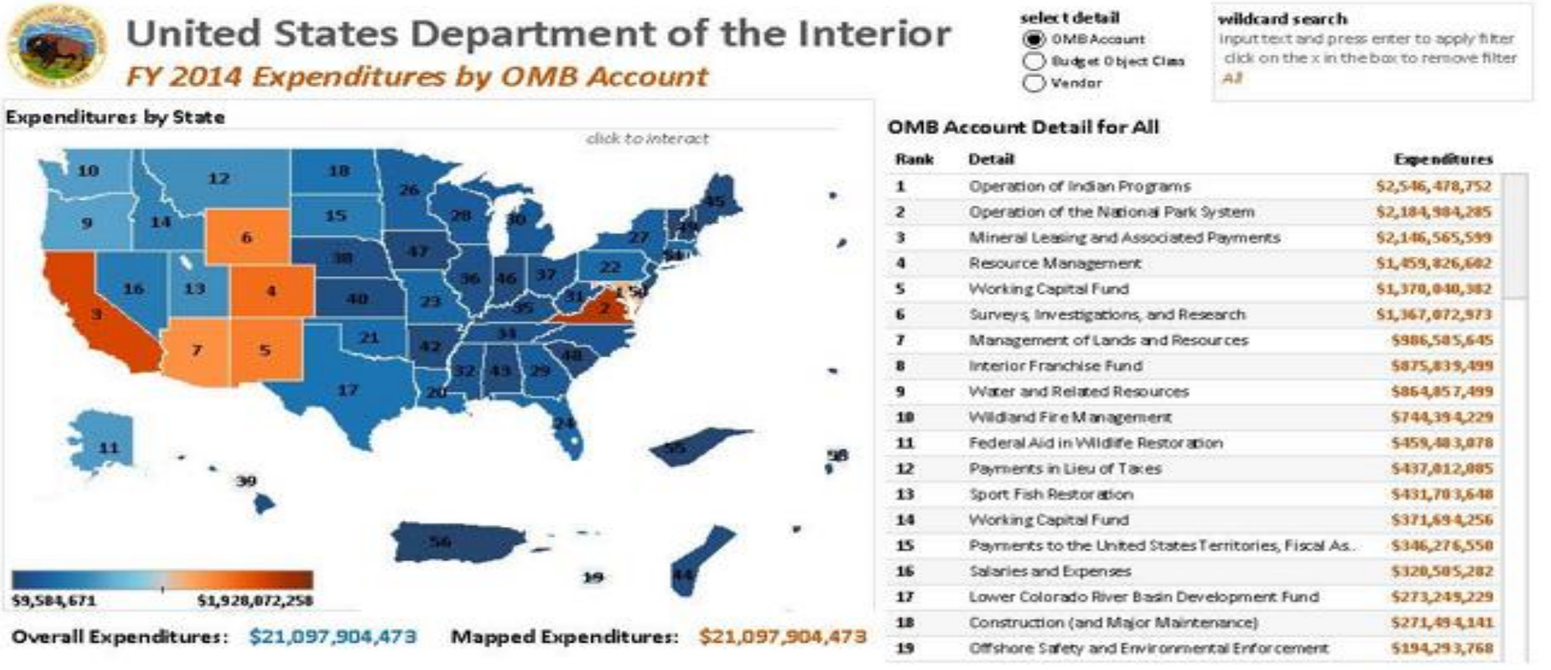
N=200

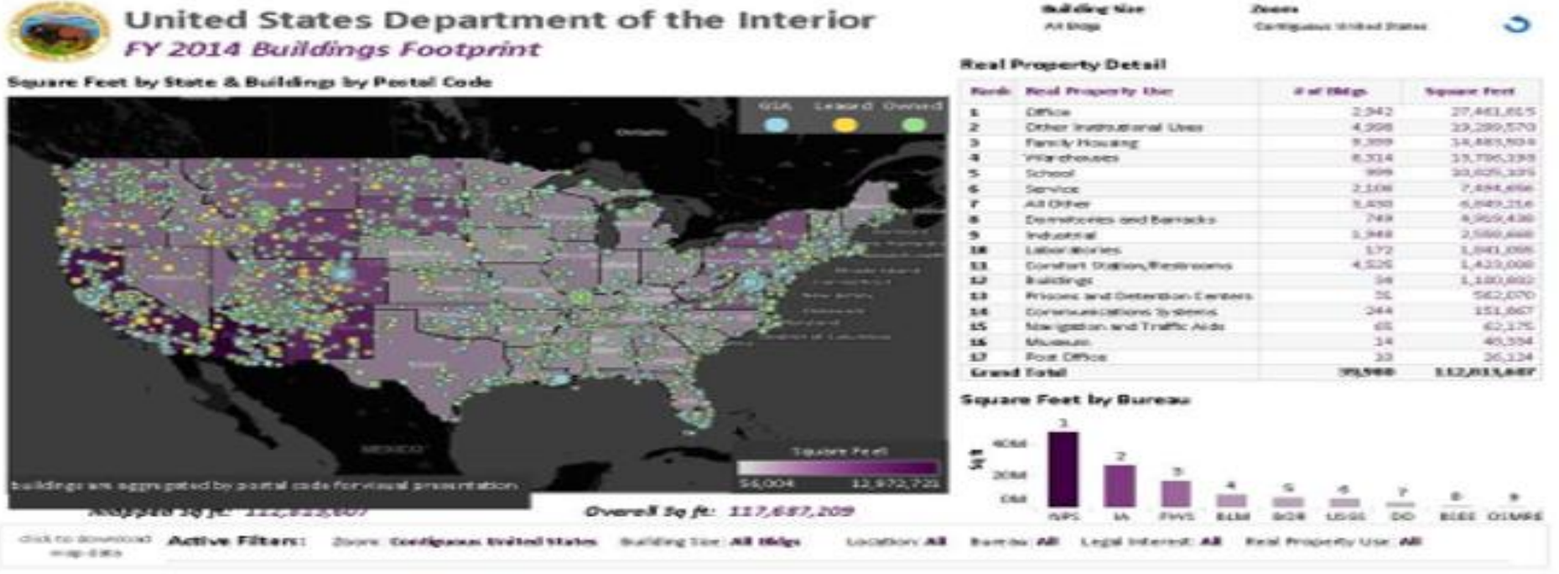
Q *Top drawbacks of using multiple data analytic technologies?*

U.S. Department of the Interior

Statement of Net Cost
for the years ended September 30, 2012 and September 30, 2011

(dollars in thousands)	FY 2012	FY 2011
Provide Natural and Cultural Resource Protection		
Gross Costs	$ 8,525,594	$ 8,537,412
Less: Earned Revenue	914,622	810,047
Net Cost	7,610,972	7,727,365
Manage Energy, Water & Natural Resources		
Gross Costs	5,613,721	4,996,796
Less: Earned Revenue	1,846,803	1,938,482
Net Cost	3,766,918	3,058,314
Advance Government to Government Relationships		
Gross Costs	4,806,140	7,915,007
Less: Earned Revenue	341,386	391,431
Net Cost	4,464,754	7,523,576
Provide a Scientific Foundation for Decision Making		
Gross Costs	1,582,292	1,586,986
Less: Earned Revenue	387,155	374,231
Net Cost	1,195,137	1,212,755
Building a 21st Century Department of the Interior		
Gross Costs	421,437	339,416
Less: Earned Revenue	2,892	3,499
Net Cost	418,545	335,917
Reimbursable Activity and Other		
Gross Costs	3,649,155	3,500,722
Less: Earned Revenue	1,872,634	1,808,753
Net Cost	1,776,521	1,691,969
TOTAL		
Gross Costs	24,598,339	26,876,339
Less: Earned Revenue	5,365,492	5,326,443
Net Cost of Operations (Notes 17 and 19)	$ 19,232,847	$ 21,549,896





- New Expenditure Map
- Real Property Map
- Data collections down from 6 mos. to 45 days
- $1M savings in time
- Information is now engaging & consumable

University of Notre Dame

"Tableau is the friendliest way for our business to explore data. When you're lost in a sea of data, a visualization can act as a sort of information map. We can now explore this information map at the speed of thought and move from data to information to a decision 10 times faster"
Business Intelligence Manager, Notre Dame

Financials	Enrollment Management	Student Success

Challenge

- Dependency on IT
- Emergence of shadow IT
- Delays in decision making

Benefits

- Promote transparency
- Holistic data access and analysis
- Centralized data governance
- Single version of the truth

Parting Thoughts…

- Foster Public/Private Sector Collaboration
- Seek Feedback - Are You Providing What Your Customers Want?
- Embrace Change, Creativity, & Curiosity
- Don’t Let Perfection Stand in the Way of Progress

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