



Jumpstart Your Digital Transformation With a Digital Experience Platform

MARKET TRENDS REPORT



LIFERAY

Introduction

Digital transformation has become the next step for government agencies as they seek to stay relevant and provide citizens the services they need. Agencies are looking for technology that can unite citizens' experiences across digital devices and manage channels of interaction.

But today's government digital transformation isn't just about the end experience that citizens see. New technology allows agencies to modernize their internal processes, leading to lower paper costs, fewer mistakes, easier onboarding of new employees, and better communication between departments.

Agencies today still struggle, however, with a unified digital experience for citizens, due to multiple websites filled with duplicated or out-of-date content, poor functionality, lack of usability or mobility and more. But the challenge is more than simply creating better websites, intranets or portals. Government needs to simplify the transformation of services and drive affordable and efficient change to jumpstart the rest of its digital journey.

Turning to digital experience platforms is one approach to overcome these challenges.

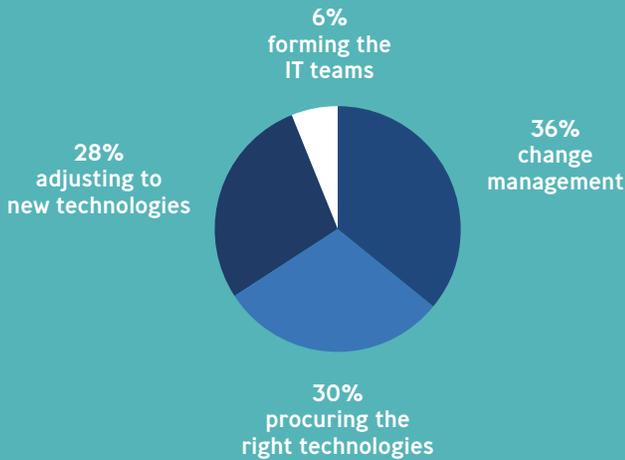
In this market trends report, GovLoop partnered with Liferay, a company that offers digital experience software tailored to the public sector's needs. In the following pages, we'll better understand the challenges facing digital and IT transformation in government; discuss what digital experience platforms are and how they can address these challenges; gain insight from Brett Swartz, Director of Public Sector at Liferay; and share best practices for you and your agency to move to a digital experience platform.

“The number one technical challenge facing digital experience leaders is inadequate integration with back-end systems.”

2016 Forrester report, “Vendor Landscape for Digital Experience Portals.”

BY THE NUMBERS

What aspect of digital transformation is most challenging for your agency?



Private- and public-sector organizations can realize significant performance gains following digital transformations



Most significant obstacles encountered when using digital government services



Federal agencies account for five of the 10 worst customer service providers across 21 leading industries in the United States

Federal Government Citizen Satisfaction Drivers



THE CHALLENGE

Outdated Portal Technology Hinders the Citizen Experience

Today, citizens want to interact with government through mobile devices and across social media, and they expect helpful, personalized results, delivered efficiently.

One way agencies have aimed to do this is by internal and external portal systems. A digital portal is a landing page that brings together and links to multiple sources of information in one place.

The concept is important and well-intentioned, but in government, portals have often proved complicated to execute. Agencies may struggle with backend systems integration to support digital experiences, especially those that demand complex access to multiple systems and applications. Proprietary technology can lock in portals and make them difficult to update. And without dedicated resources, the content and information on the portal can quickly turn out-of-date.

Additionally, government portals and digital efforts struggle with all of the usual public-sector challenges: legacy systems, siloed data, inefficient systems, delayed deployment, budget pressures and more. And unlike the commercial world, government agencies have far more rules and regulations to follow when it comes to protecting citizen data.

But portal technologies are still relevant, these portals simply must evolve to match the changing technology expectations of the modern citizen.

“As the demand for personalized, connected experiences rises among today’s citizens, so too does the need for better portals and platforms,” said Brett Swartz, Director of Public Sector at Liferay. “Agencies need technology that can unite customers’ experiences across digital devices and manage the many channels of interaction.”

THE SOLUTION

Digital Experience Platforms

To solve these challenges, agencies must jumpstart their digital transformation journeys by focusing on a system that ties all of their digital content and experiences together: the

digital experience platform. The digital experience platform helps agencies minimize or eliminate silos in their users’ experiences so that mobile, conventional web, legacy and all other content are tied together in a single repository and can be distributed consistently and intelligently across all touchpoints. Ultimately, digital experience platforms should empower agencies to deliver exceptional experiences to their increasingly connected citizens.

So what is a digital experience platform, or DXP? A DXP is an emerging category of enterprise software seeking to meet the needs of agencies undergoing digital transformation, with the ultimate goal of providing better customer experiences. DXPs can be a single product, but are often a suite of products that work together. They provide an architecture for agencies to digitize business operations, deliver connected citizen experiences and gather actionable data and insights.

“Instead of having siloed systems that do not interact and do not share content with each other, a DXP can become a centralized landing place for all communications within and outside of an organization,” said Swartz. “A DXP will allow agency employees to have a centralized depository for all their content and away to easily find information that they may be searching for.”

In this manner, a DXP can create efficiencies by removing the silos that exist in data and back-end processes, and providing a modern, unified platform to deliver digital services externally and internally.

“Additionally, the ability for a website to retain information about the citizen will lead to not having to duplicate previous interactions, and can guide the citizen to information that they are interested in,” Swartz said.

Finally, but not least importantly, another adjacent benefit of digital transformation through a DXP is gaining access to a wider pool of potential employees. The millennial generation wants to work in agencies that use innovative technology, rather than wrestling with outdated legacy systems. If the new technology that agencies choose to implement is built on today’s popular frameworks and languages, then they also increase their pool of potential developers and engineers, giving them more flexibility in hiring necessary technical expertise, rather than having to work with limited pools of developers familiar with legacy systems.

BEST PRACTICES

Best Practices for a DXP



1. Use open source technology

By making your DXP open source, you gain several benefits; flexibility for improvements, lower costs of use, a community of developers that is always refining the product and freedom from vendor lock-in.



2. Go omnichannel

An exceptional digital experience must follow the principle of omnichannel engagement, meaning offering a single user-friendly platform experience to citizens with continuity of their past actions and information as they move from computer to tablet to any other touchpoint. By providing omnichannel access to your agency, you also have the opportunity to capture data at each point, which can be analyzed for deeper insight into processes.



3. Make it mobile-friendly

More citizens than ever before are accessing government services and websites through their phones. Your portal must function just as well on a smartphone as on a desktop browser, otherwise you will be turning off a large section of citizens who need to access your information.



4. Design it right

The interface of your DXP should have the same look and feel throughout the site, whether it is on the parent agency site or a sub agency. Make sure your design is consistent throughout platforms and wherever it lives for branding and recognition purposes.



5. Consider ease-of-use for all government employees

IT shouldn't need to be a core expertise for most government workers. That is, a program director who is an expert at coordinating housing services in Los Angeles shouldn't need to waste her time figuring out how to update the website. It should be so intuitive that she can do whatever needs to be done quickly.



6. Update content and information regularly

For any website, information should be well-organized and not duplicated, which can lead to confusion. Check your portal and site regularly for broken URLs, outdated content and poor functionality.

CASE STUDIES

Grants.gov

Grants.gov, an E-Government Initiative, was chartered in 2002 to deliver a single system that allows people to find and apply for federal funding opportunities online. Today, the Grants.gov system houses information on over 1,000 grant programs for federal grant-making agencies.

The team at Grants.gov aimed to make Liferay the standard architecture for the site as it integrated 17 legacy solutions in a single user platform. After extensive research, Grants.gov chose Liferay as its new platform solution, in part because its open source nature would reduce operating costs by allowing for more customized solutions than a proprietary vendor would.

A key goal throughout the process was to enhance the user experience for everyone who interacts with Grants.gov. For business users, this meant using Liferay's out-of-the-box content management system to maintain documents and web pages. Employees used to hire professional services whenever an update or change needed to be made. This new system gave them the flexibility to update content as they saw fit, and provided cost savings in licensing fees and labor.

The new modern portal design enhanced user experience all around, both for citizens and employees. Once the

requirements were determined, the development cycle of the entire site took six months from start to finish. The new site experience caused web traffic to jump, making Grants.gov the fourth most-visited site in the government space.

A Military Health Site

One military site built on Liferay allows members to manage their own health information. Through an incorporated identity authentication process, qualified users can access data from the electronic health record and communicate electronically with their healthcare team using secure messaging.

The site now enables patients to refill and track prescriptions online, track their health status, and with an upgraded account, access portions of information, along with the ability to communicate electronically through secure messaging with their health care teams – anywhere and anytime.

Nearly 70 percent of users say the site has improved their health, and about half of users access the site at least once a month. With this solution, the agency has been able to focus on its primary group of users and ensure their experience is tailored to their unique health and security concerns.

HOW LIFERAY HELPS

Liferay accelerates agency digital transformation with best-in-class open source, enterprise-grade service portals, intranets and websites.

“Our Digital Experience platform is an open source solution that allows the government to transform their existing intranet and extranet into a better user experience with a true omnichannel (mobile device, tablets, etc.) experience,” said Swartz.

In 2017, Liferay was named a leader in the Gartner Magic Quadrant for Digital Experience Platforms, and previously was a leader for seven years in the Gartner Magic Quadrant for Horizontal Portals.

“We have a short uptime for deployment, the ability to integrate with legacy systems and are a fully integrated solution with a history of industry leadership,” Swartz said.

Ultimately, Liferay's model is not simply about fixing a website. It's about bringing in IT expertise and champions who can choose technology that is reusable across the many touchpoints government has to manage. It's also easy to integrate with other agencies that may be using their own systems.

To learn more visit [liferay.com](https://www.liferay.com)

Conclusion

As citizens continue to make their demands for personalized, connected experiences known, digital experience platforms can help the public sector rise to the occasion. Federal agencies can deploy this solution to unite citizens' experiences across digital devices and manage the many channels of interaction an agency must make use of. Ultimately, digital experience platforms will empower government to deliver exceptional experiences to its increasingly connected citizens and employees, paving the road to improved digital services and mission performance. Eventually, these digital experience platforms will be the first step for agencies along their transformation journeys as they evolve into high-functioning digital enterprises.

ABOUT LIFERAY

Liferay makes software that helps organizations create digital experiences on web, mobile and connected devices. The Liferay platform is open source, which makes it more reliable, innovative and secure. Public agencies such as the Navy, Army, Air Force, General Services Administration, National Institute of Health, the Department of the Interior and the Department of Justice use Liferay.

Learn more at liferay.com.



ABOUT GOVLOOP

GovLoop's mission is to "connect government to improve government." We aim to inspire public-sector professionals by serving as the knowledge network for government. GovLoop connects more than 270,000 members, fostering cross-government collaboration, solving common problems and advancing government careers. GovLoop is headquartered in Washington, D.C., with a team of dedicated professionals who share a commitment to connect and improve government.

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