Data Analytics and the New Vision

How to overcome barriers and establish the structure to support analytic growth across agencies and states

Georgia Technology Authority
Technology Summit
May 13, 2019

STU DAVIS

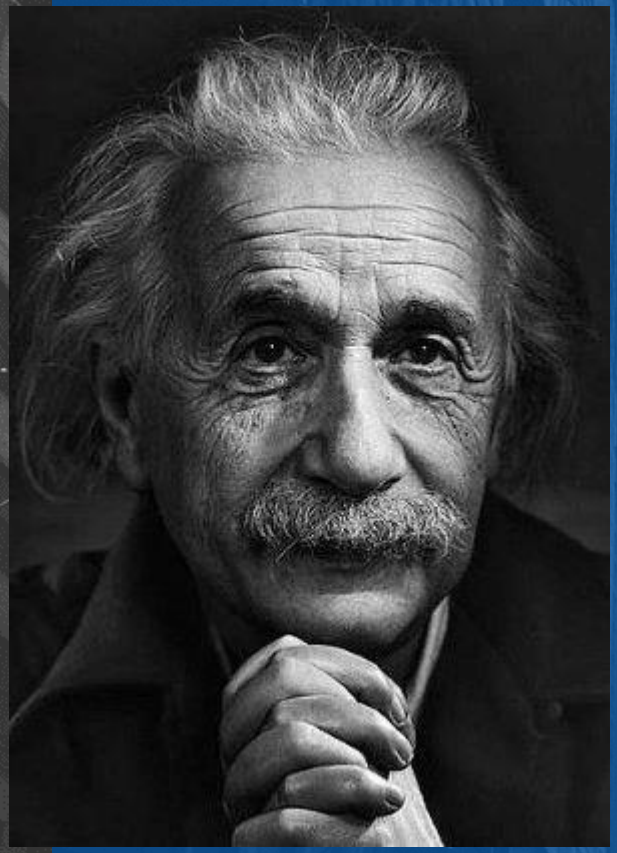
MANAGING DIRECTOR
Public Sector
sdavis@sensecorp.com

SENSE CORP

- **Former State CIO of Ohio**
- **Former NASCIO President**
- **Former NSGIC President**
- **20+ year state public servant**
- **Realized $162M in savings for Ohio**
- **Successfully launched Ohio's statewide analytics program**

Passionate about using data analytics and digital transformation to solve critical business challenges.

Data Analytics and the New Vision



“Insanity: doing the same thing over and over again and expecting different results. ”

“We cannot solve our problems with the same thinking we used when we created them”

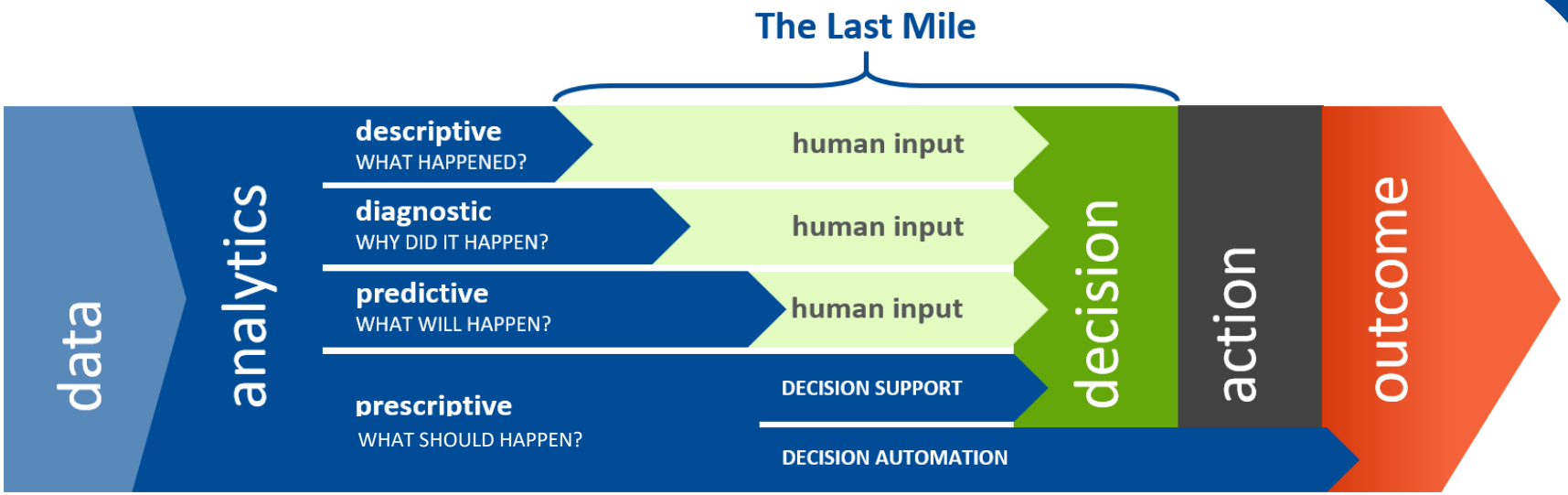
Four Levels of Data Analytics

→ DESCRIPTIVE

→ DIAGNOSTIC

→ PREDICTIVE

→ PRESCRIPTIVE



Adapted from Gartner

1 Data as a Strategic Asset

Identifying the Potential

The Data Analytics Pyramid

States can begin to solve problems when they view data as their most valuable asset.

- Save lives
- Create safer states
- Protect vulnerable citizens
- Provide automated government
- Secure governance and control
- Bolster citizen trust in data collection
- Progressively improve services through insights
- Increase efficiency through intelligence networks
- Optimize fraud detection, mitigation, and prevention

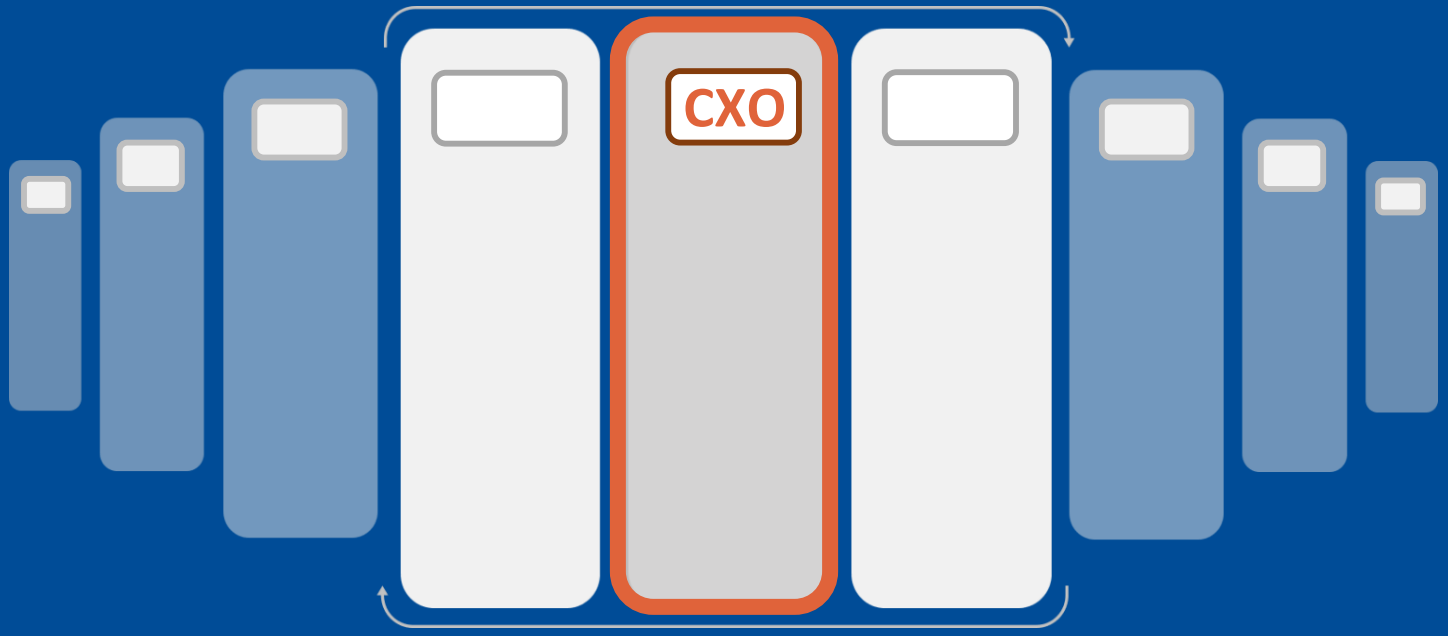
{2 Commitment as Leadership }

Establish the Statewide Vision

1 Foster Communication Across Divisions

2 Establish the Sources of Truth

3 Define Meaningful Metrics



Leaders work together to determine the vision.

{3 Clear The Way }

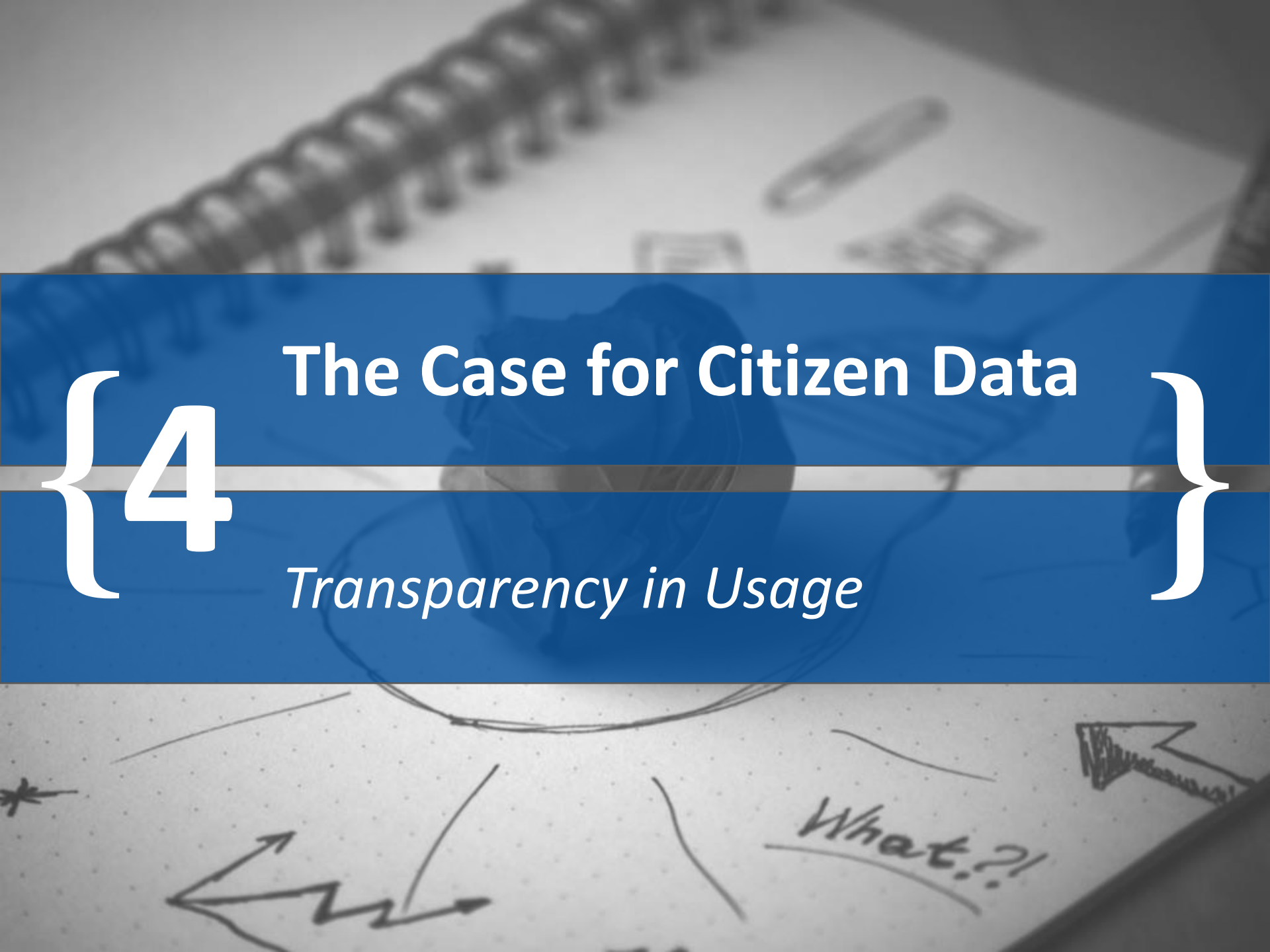
Connect Silos and Break Barriers

How does a leader pave the path for data sharing?

ADOPT GREATER TRANSPARENCY AND COMMUNICATION

LINK EXISTING DATA TO PROVIDE A CLEAR, HIGHER-VALUE SERVICE OFFERING

COMMUNICATE BEST PRACTICES AND SUCCESS STORIES

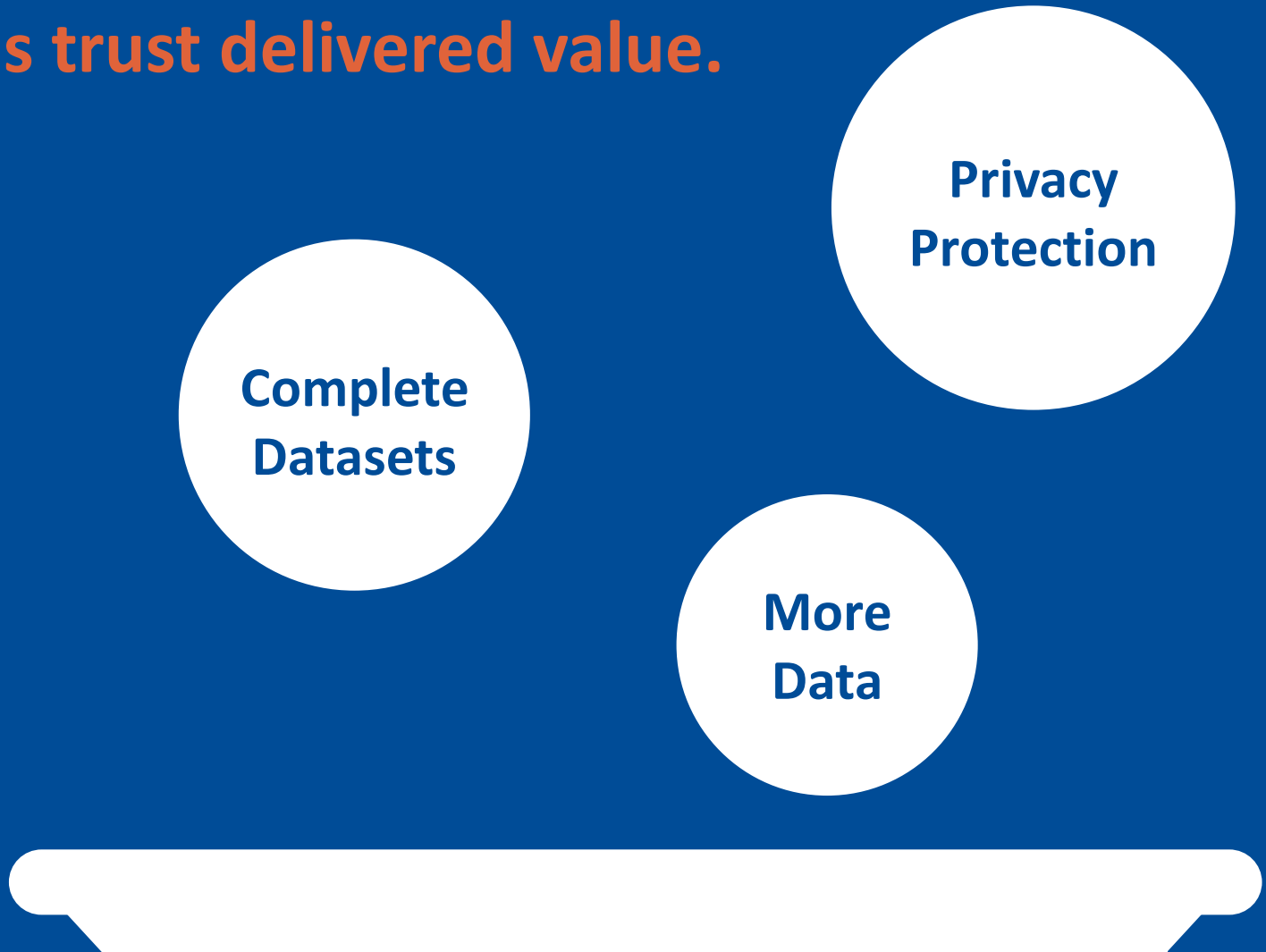


{4 The Case for Citizen Data}

Transparency in Usage

Governments have an opportunity to create more transparent, personalized services.

Citizens trust delivered value.



Better agency outcomes

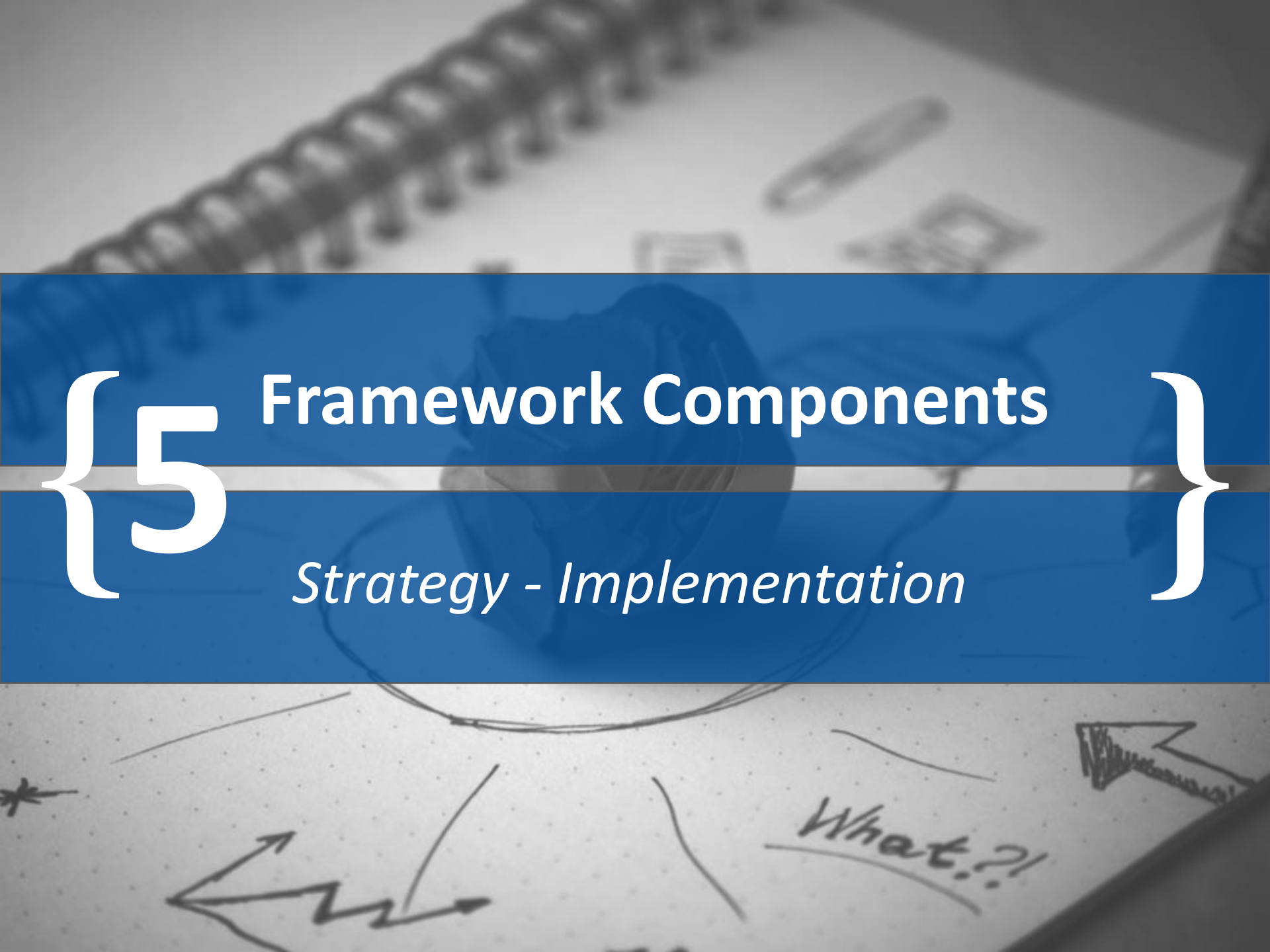
More efficient use of existing agency data

Personalized, inclusive citizen services

Single citizen record

Increased trust of government data use

This reality is neither far away nor unattainable.

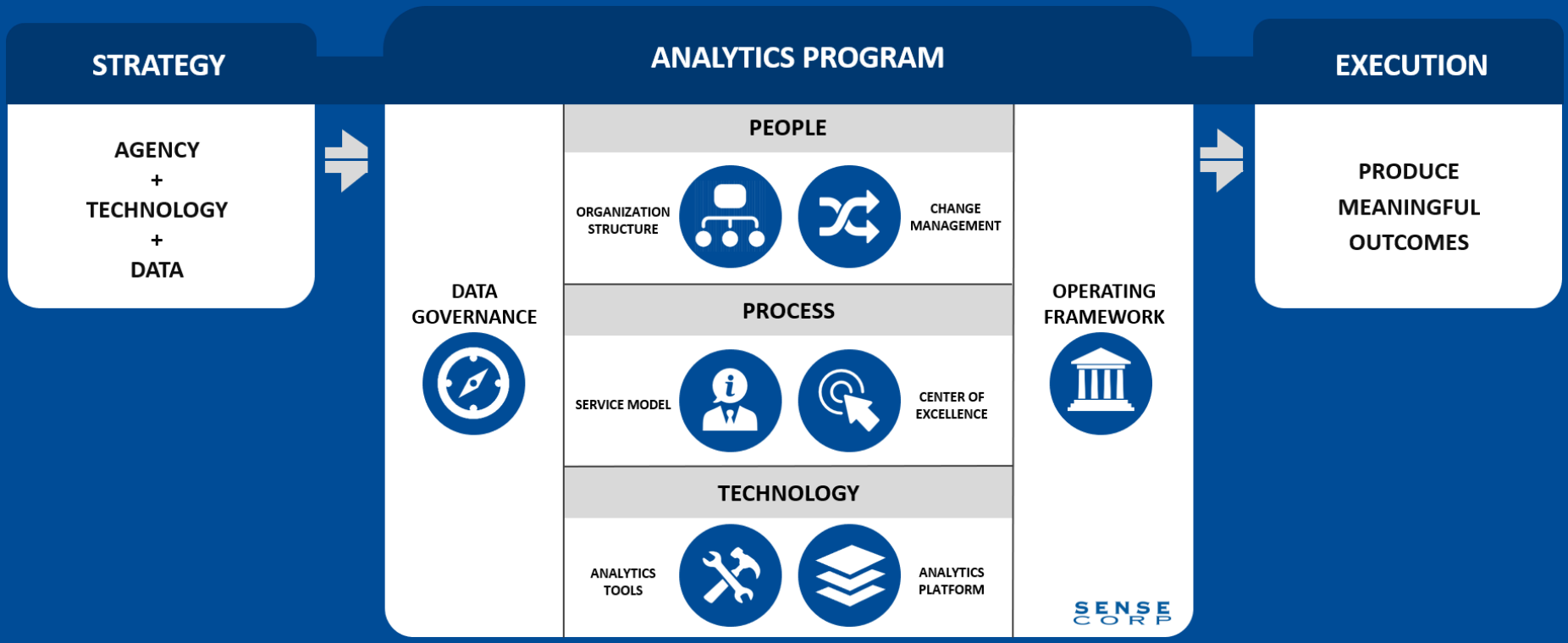


{5 Framework Components}

Strategy - Implementation

Analytics Program Framework

Data discovery is not supported by traditional operating models.
You must make room for it.



{6} Exploratory Projects

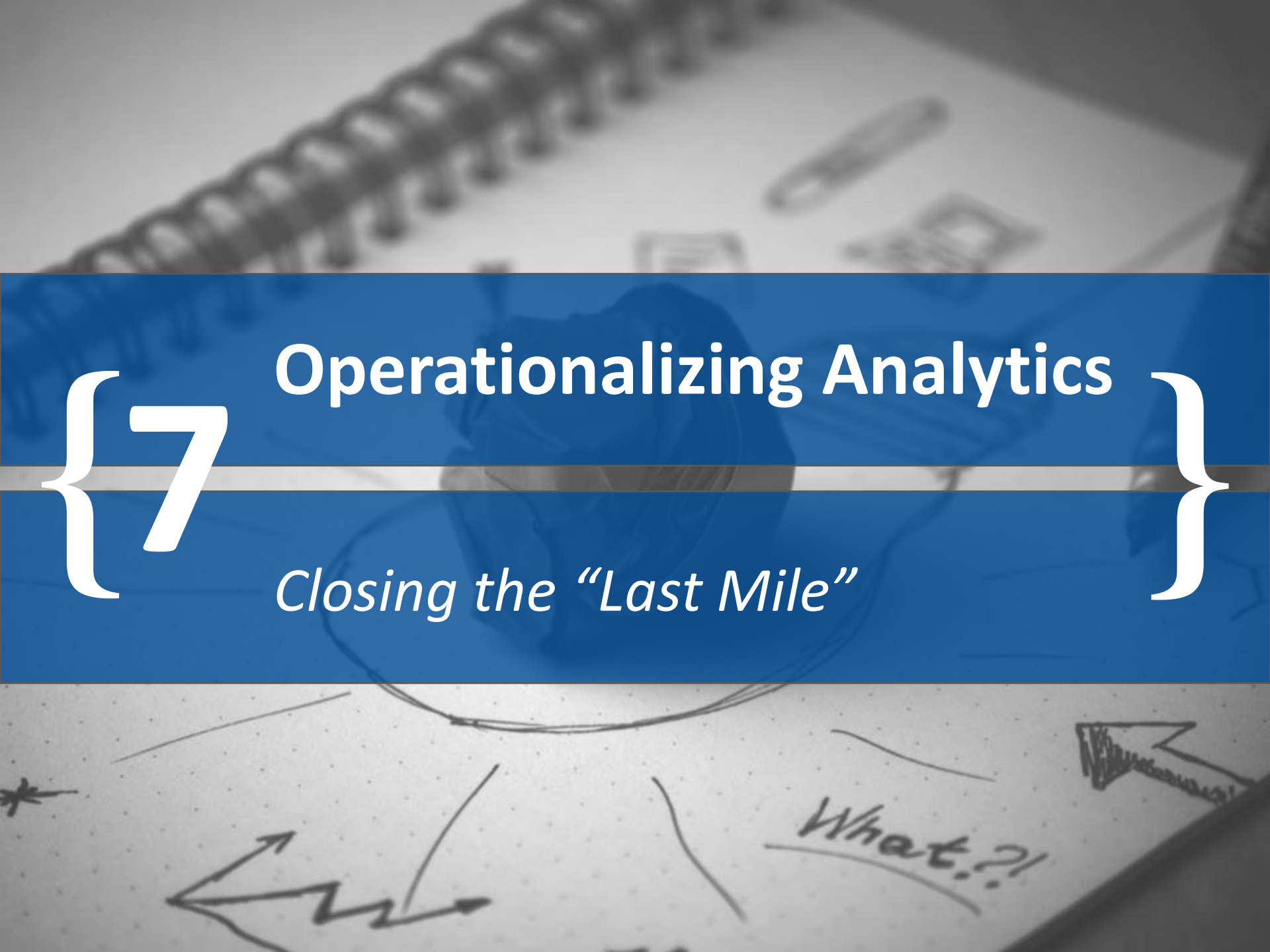
Use Discovery to Prove Value

possible

feasible

Before tackling the Art of the Possible, prove out the Art of the Feasible.

- → **Embed analytics *within* specific functions before doing it cross-functionally**
- → **Leverage modern platforms so you can scale your investments and move quickly**

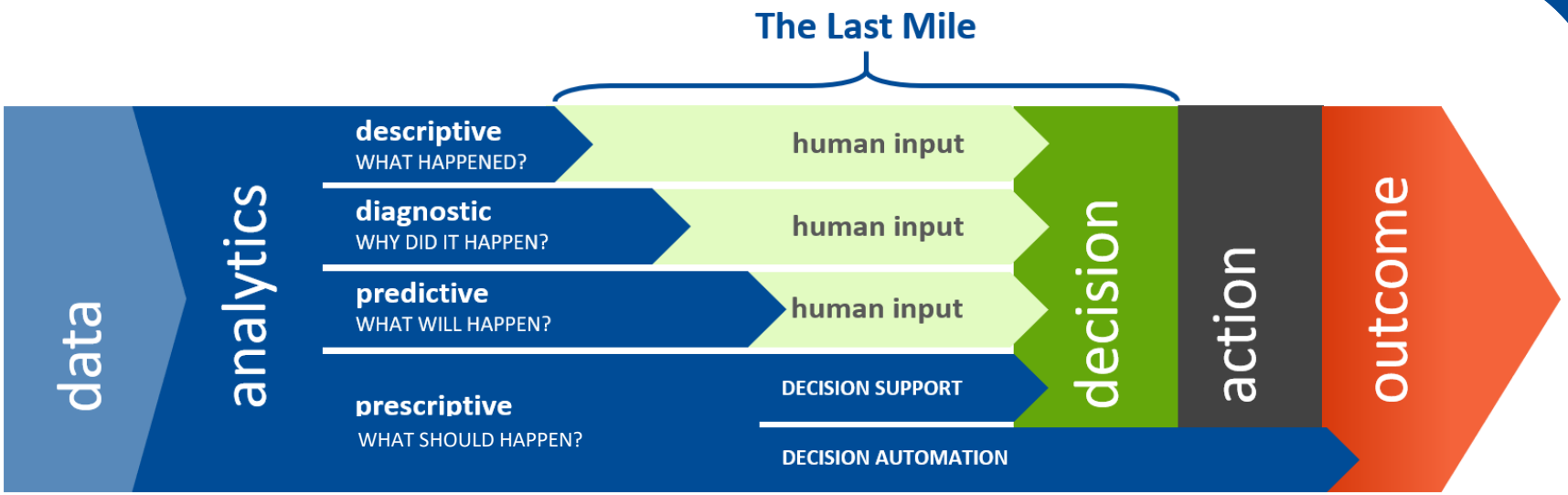


7 Operationalizing Analytics

Closing the "Last Mile"

Identifying the Last Mile Gap

Commitment to statewide analytics must extend through the end of implementations to support current and future processes.



Adapted from Gartner

Thank You!
SENSE
CORP
Powering Insight-Driven Organizations