

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
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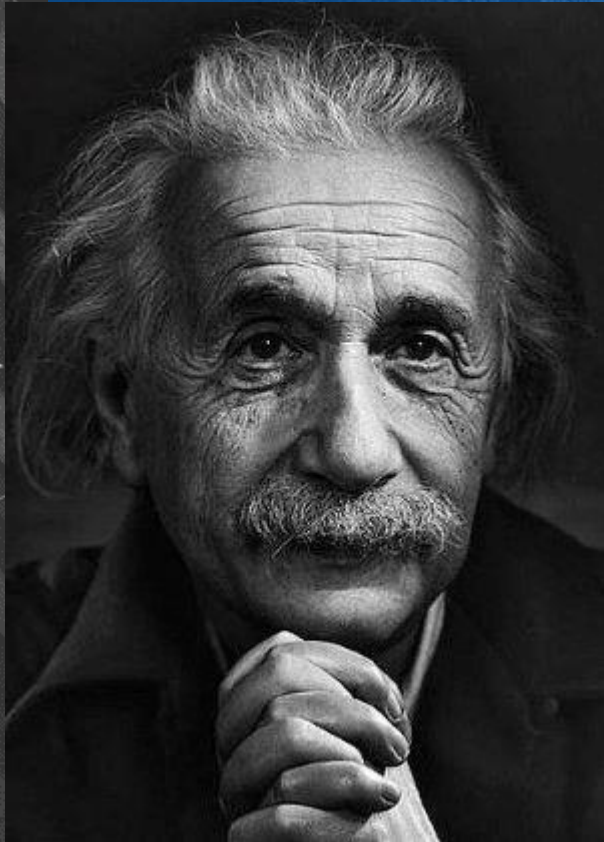
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SENSE
CORP



- 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.



“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”

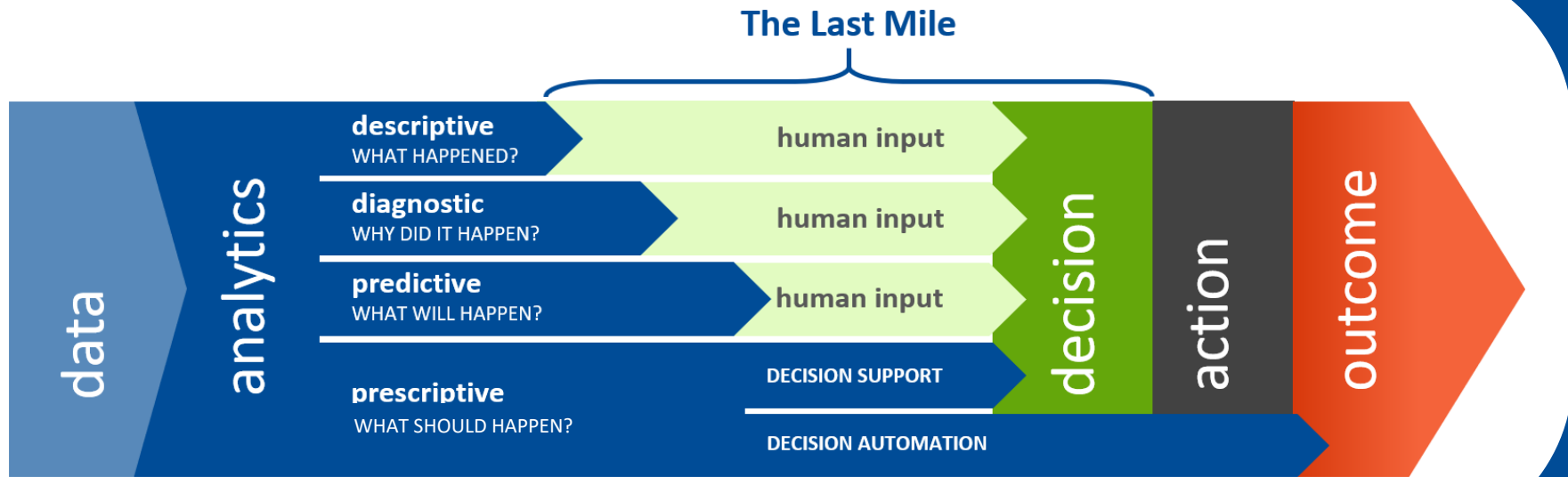
Four Levels of Data Analytics

→ DESCRIPTIVE

→ DIAGNOSTIC

→ PREDICTIVE

→ PRESCRIPTIVE



Adapted from Gartner

The background is a grayscale image of a spiral-bound notebook. A crumpled piece of paper is in the center. Below it, a hand-drawn diagram shows a circle with arrows pointing outwards. One arrow points to the left, another to the bottom-left, and a third to the right. The text "What?!" is written in the bottom right corner of the diagram.

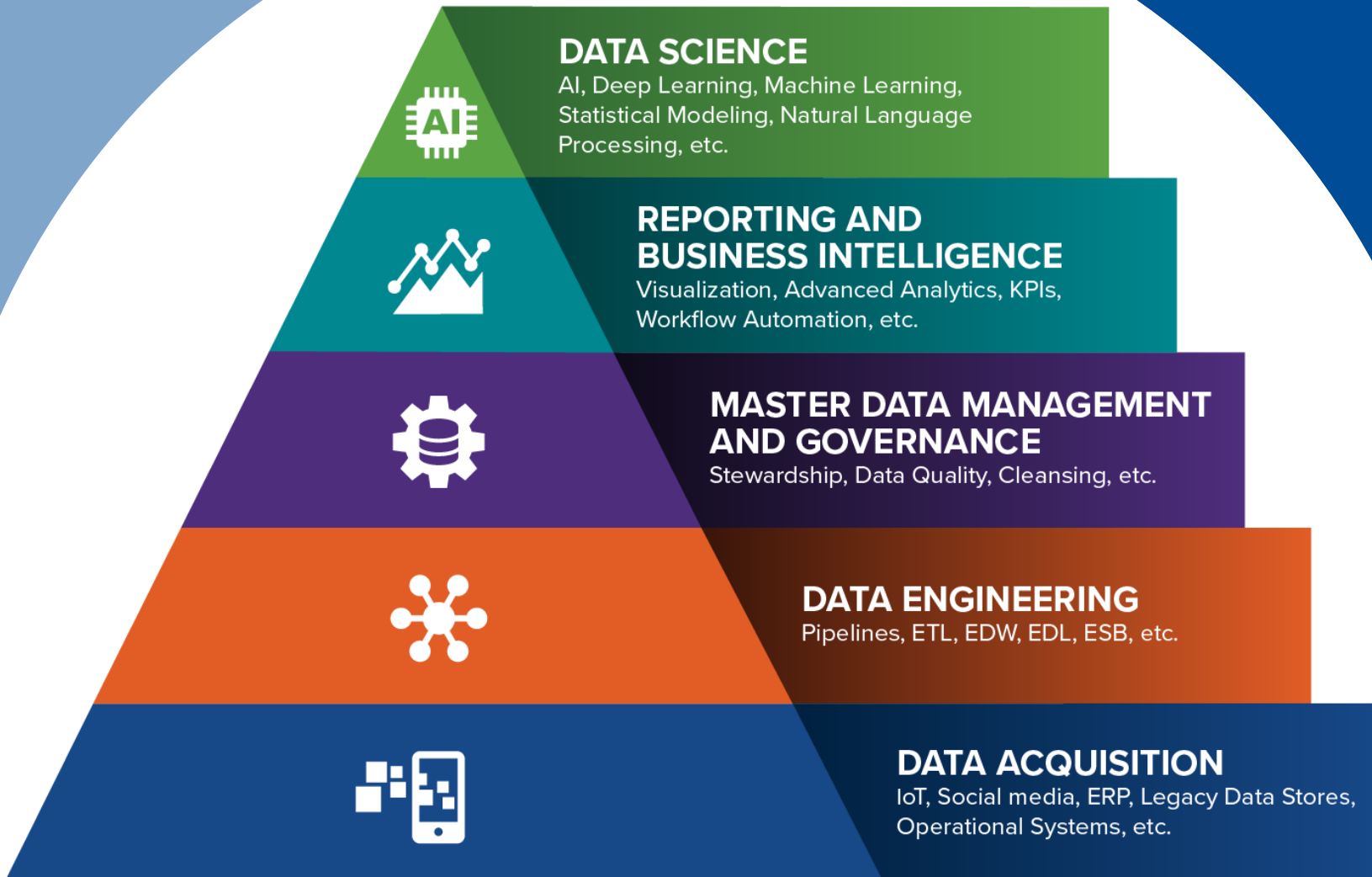
Data as a Strategic Asset

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Identifying the Potential

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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



The background is a grayscale image of a spiral-bound notebook. A crumpled piece of paper is in the center. Below it, a hand-drawn diagram shows a circle with several arrows pointing outwards in different directions. One arrow points towards the bottom right, where the handwritten text "What?!" is visible. Another arrow points towards the bottom left. A third arrow points towards the top right. There is also a small star-like symbol on the left side.

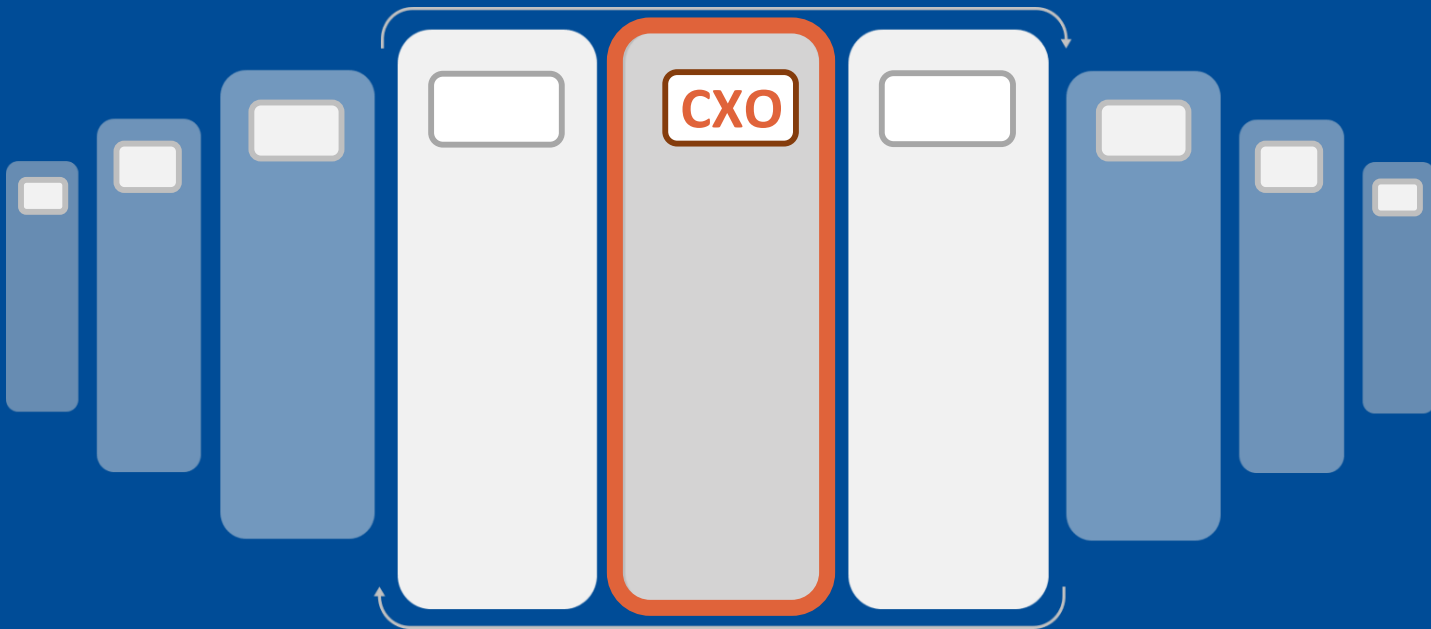
{ 2 Commitment as Leadership }

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.

The background is a grayscale image of a spiral-bound notebook. A solid blue horizontal band is overlaid across the middle. In the background, there is a faint sketch of a globe with latitude and longitude lines. Below the blue band, there are some hand-drawn arrows and the text "What?!" in a sketchy font.

Clear The Way

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Connect Silos and Break Barriers

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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**

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The Case for Citizen Data

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Transparency in Usage

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

Citizens trust delivered value.



**Complete
Datasets**

**Privacy
Protection**

**More
Data**

**Better
agency
outcomes**

**Personalized,
inclusive citizen
services**

**Single
citizen
record**

**Increased
trust of
government
data use**

**More efficient
use of existing
agency data**

**This reality is neither far
away nor unattainable.**



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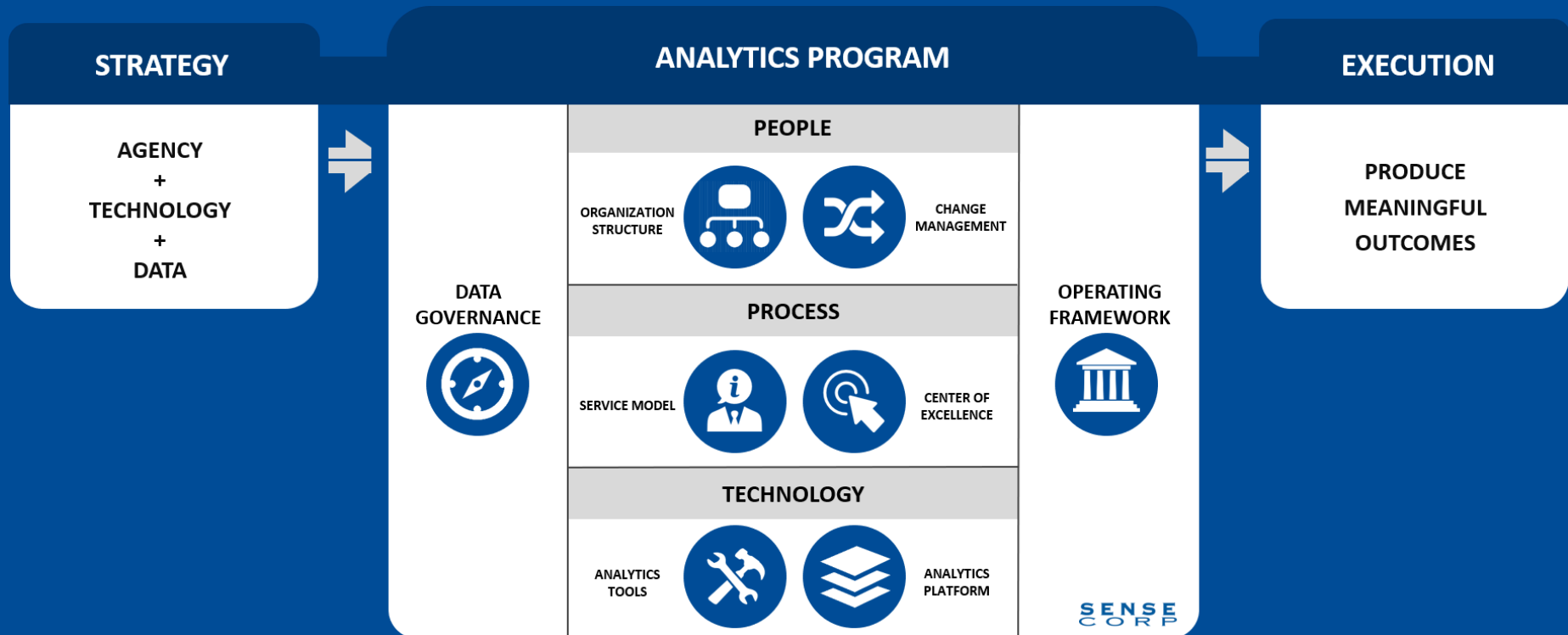
Framework Components

Strategy - Implementation

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Analytics Program Framework

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





Exploratory Projects

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Use Discovery to Prove Value

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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

The background is a grayscale image of a spiral-bound notebook. A crumpled piece of paper is in the center. Below it, a hand-drawn diagram shows a circle with arrows pointing outwards. One arrow points down and left, another points down and right, and a third points up and right. The text "What?!" is written in the bottom right corner of the diagram.

Operationalizing Analytics

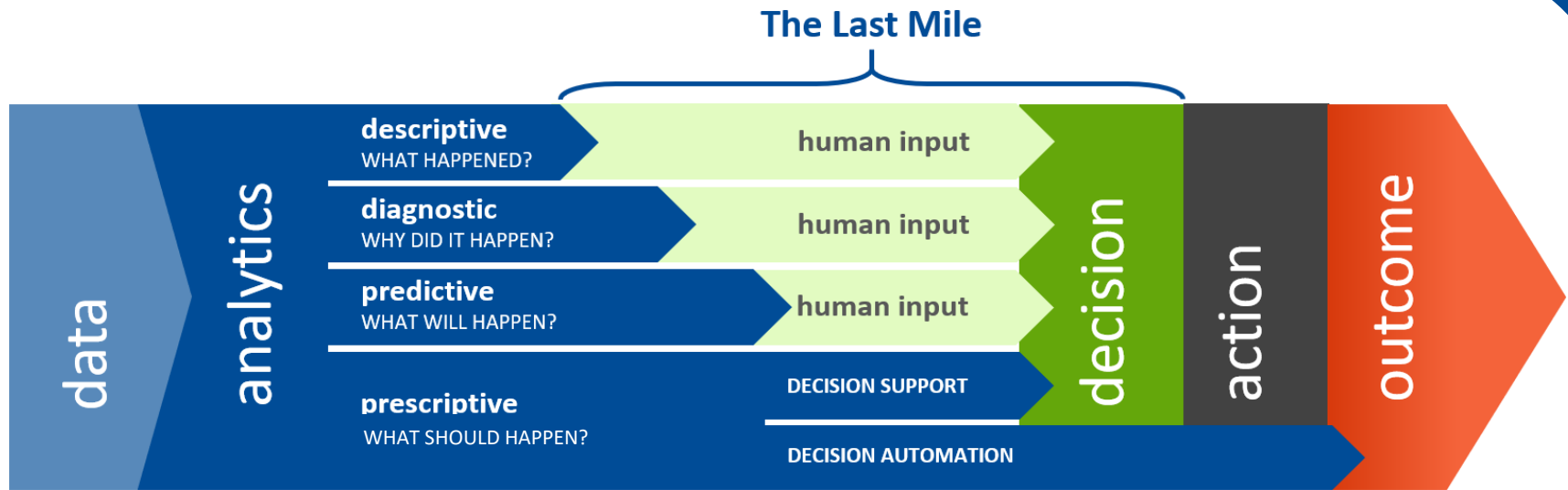
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Closing the “Last Mile”

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!

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Powering Insight-Driven Organizations