



Sitecore for Government

Sitecore Capability Overview: achieving digital excellence in citizen & e-Government services.

Presented by:
Your Sitecore Team

20th September 2024



Sitecore For Government: achieving digital excellence in citizen & e-Government services.

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Sitecore Partner Ecosystem &
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A conference table with a dark wood finish and blue square accents. Behind the table, seven flags are displayed on gold poles: the United Arab Emirates, Italy, Qatar, the United Arab Emirates (center), Saudi Arabia, Oman, and Hungary. A circular logo with Arabic text is mounted on the wall behind the flags. The table is set with white chairs and microphones.

1. Sitecore Value Proposition For Public Sector

Aligning to Governmental & public sector priorities

Based on work with existing customers



Enhanced Citizen Engagement & Services



Economic Growth & Diversification

Increased Government Efficiency & Transparency



Evolving Citizen Expectations



Growing Participation Aspirations



Harnessing Economic Dividend



Continuous Public Sector Reform



Amplified Impact Of Social Media



Commitment To Good Governance



Robust digital infrastructure

E-governance transformation

Private sector collaboration

Fostering digital culture

Innovation & entrepreneurship

Promoting cybersecurity



Transforming Public Sector

Digital imperatives & strategy drivers



Strategic Objectives



Leverage data for informed decision-making



Enhance citizen engagement and satisfaction



Streamline government processes and services



Promote transparency and accountability

Digital Experience Objectives

Accessibility & Inclusivity

- Ensure all digital services are accessible to citizens of all abilities and backgrounds.
- Provide multilingual support to cater to GCC's diverse population.
- Utilize responsive design to ensure services are accessible on all devices.

Foster Real-time Citizen Feedback & Interaction

- Implement digital platforms for collecting real-time feedback from citizens.
- Use social media and online forums to engage with citizens and address their concerns.
- Provide live chat support and AI-driven chatbots to assist citizens with inquiries and services.

Streamline & Automate Government Processes

- Implement workflow automation to reduce manual processing times and increase efficiency.
- Use AI and machine learning to analyze data and improve service delivery.
- Integrate digital identity management to streamline citizen authentication and service access.

Promote Data-driven Policy-making

- Leverage data analytics to gain insights into citizen needs and service performance.
- Use predictive analytics to anticipate future needs and allocate resources effectively.
- Ensure data security and compliance with regulations to protect citizen information.

Sitecore's value proposition for Public Sector

Summary overview



Typical Context



Distinct Solutions & Versions



Separate Hosting Agreements



Complex Process & Vendor Management



Underutilisation & Low ROI For Specific Modules



Broad Skillbase To Cover All Platforms

Proposed Strategic Value Pillars

1. Simplify and unify e-government services to reduce costs and enhance efficiency.

2. Implement a unified data strategy to enhance decision-making and deliver personalized citizen services.

3. Modernize the digital infrastructure to support scalable and reliable e-government services.

4. Foster innovation in citizen services through an open and AI-ready digital ecosystem.

Common Deliverables



Centralised Citizen Portal



Personalised Citizen Engagement



Efficient 24/7 Public Service Delivery



Improved Security & Compliance



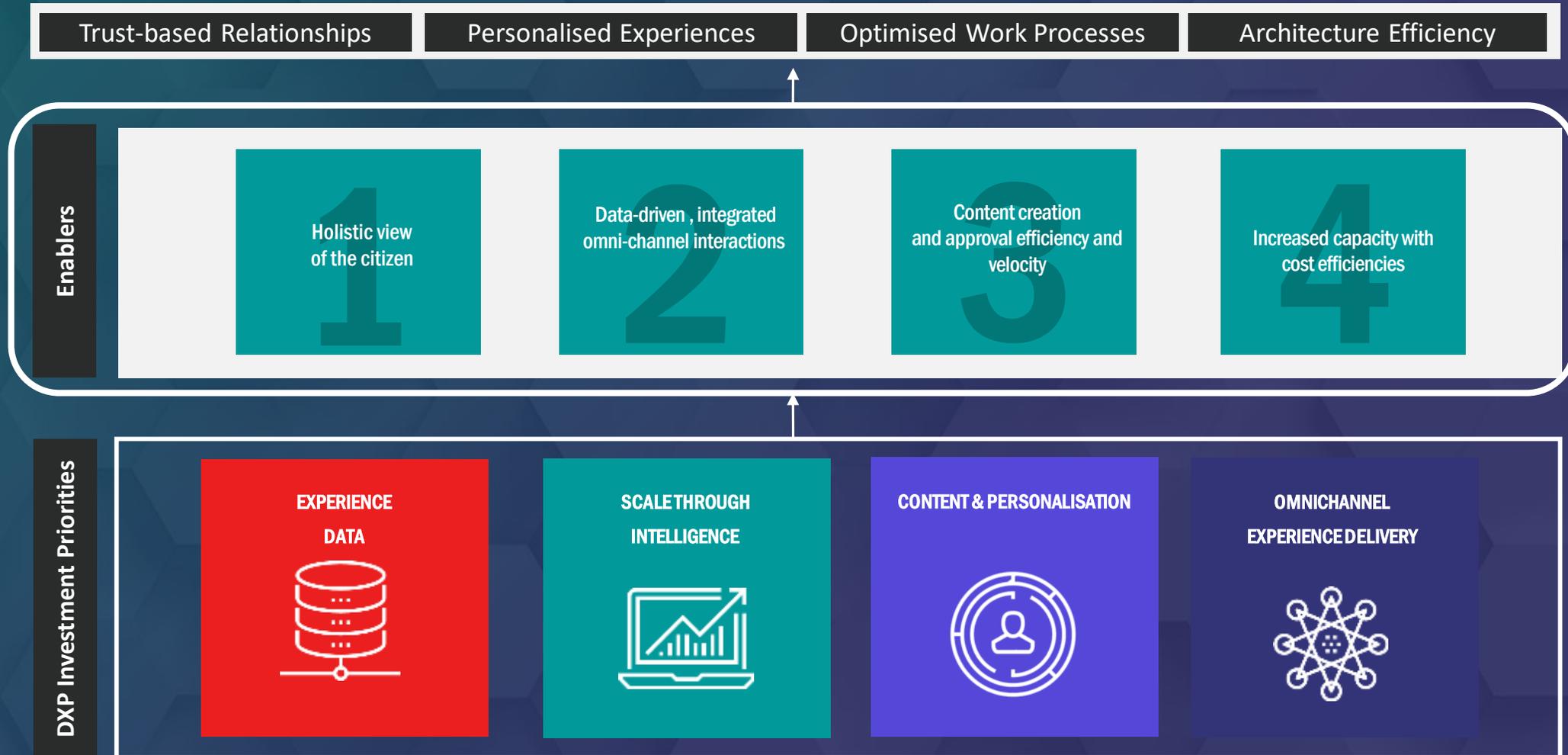
AI & Automation, eGov Innovation

Helping Public Sector achieve improved digital maturity indices

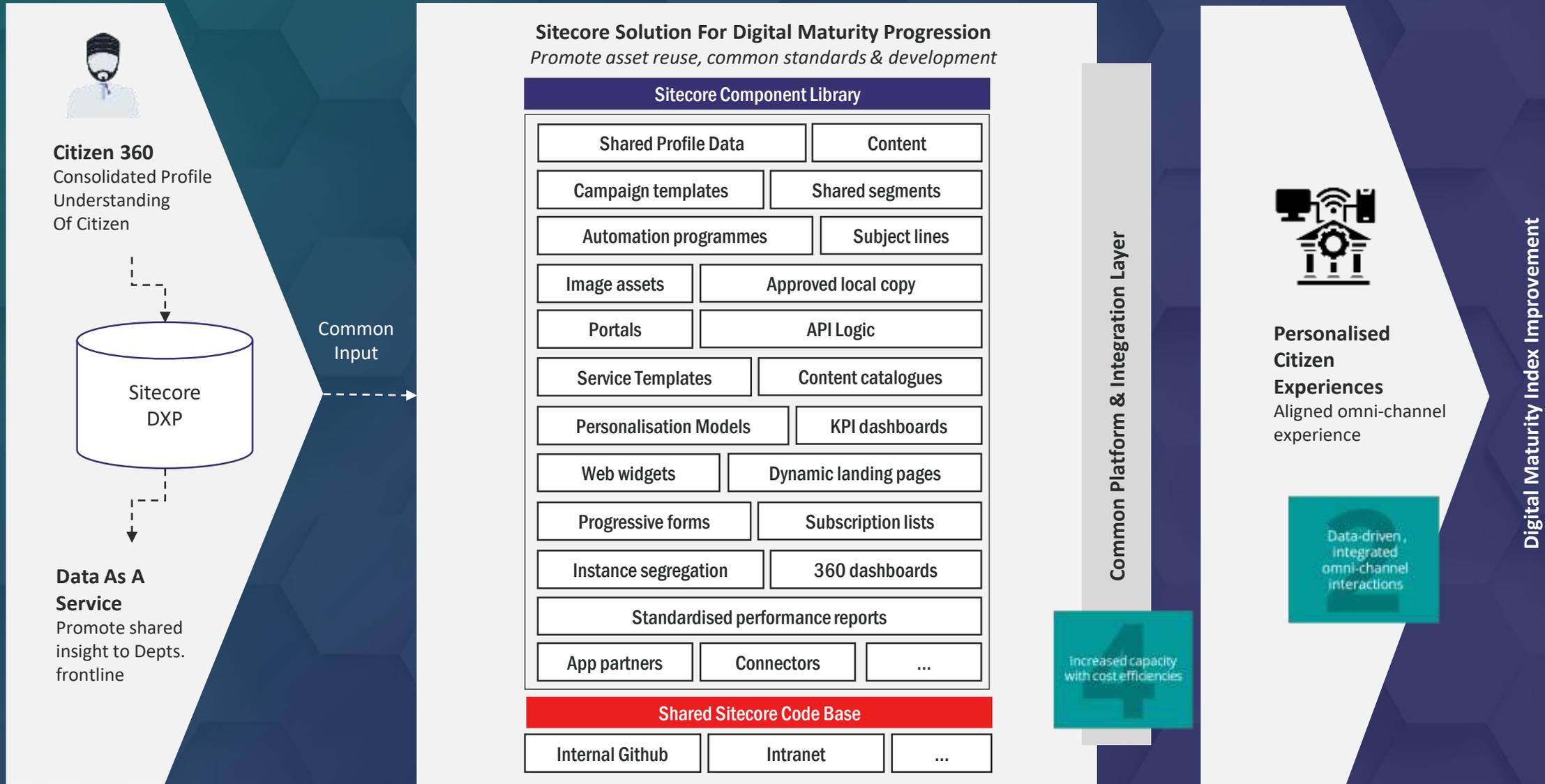
Scaling digital operations whilst maintaining the citizen at the heart of service delivery



eGovernment Maturity & Citizen Services Excellence Foundations



Conceptual illustration: driving eGovernment excellence



A conference table with a dark wood finish and blue decorative panels. Behind the table are seven flags on poles: Oman, Italy, Qatar, a circular logo with 'E' and 'E' and a globe, United Arab Emirates, Saudi Arabia, Oman, and Hungary. The background is a light-colored wall with a subtle pattern.

2. High-level Solution Overview

Empowering global & local brands to deliver best-in-class experiences.



130+ customers across key industry verticals in MEA



+20% growth year on year



Invested in MEA with office investments in UAE & KSA and full operations.



Partnering with leaders in Public Sector, covering the full customer journey



Committed to customer success & innovation with trusted partners



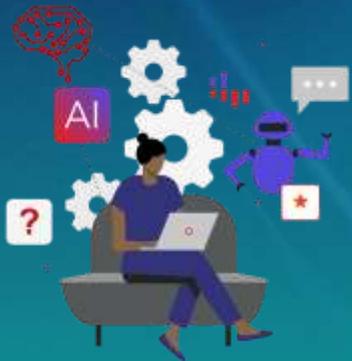
Translating foundations into concrete areas of requirement and transformation needs in Public Sector.



Foundation	What It Means For Public Sector	Sitecore's Ability To Help
1. Enhanced Digital User Experience	Ensure that every interaction with government services is intuitive, accessible, and seamless	Leverage personalized content delivery and adaptive design capabilities to meet the diverse needs of citizens.
2. Personalized Digital Engagement	Tailor the government's digital communications and services to the unique preferences and requirements of each citizen, fostering a deeper connection and satisfaction.	Utilise advanced analytics, AI & personalisation to craft individualized user experiences.
3. Interactive Content & Education	Commitment to engaging and informing citizens through dynamic digital materials & experiences that not only provide information, but also invite active participation and learning.	Create and manage feedback forms, citizen portals, interactive chat experiences, etc.
4. Context-based Citizen Services	Ensure that every individual has access to relevant government services tailored to their unique circumstances, location, and time, providing a more efficient and responsive public sector.	Deliver a service catalogue that dynamically adapts to the context of each user & which spans all ministries, simplifying navigation.
5. Efficient Government DX Processes	Optimise digital channels to deliver government services and information in the most streamlined and cost-effective manner, enhancing productivity and citizen satisfaction.	Offering a centralised platform for content management and delivery across various ministries; facilitating the automation of content workflows and channel distribution.

SITECORE IS A DIGITAL EXPERIENCE PLATFORM (DXP)

A Digital Experience Platform (DXP) is a sophisticated software framework designed to **provide, manage, and optimize digital experiences across a broad range of digital touchpoints**. A DXP integrates and coordinates a variety of technologies to ensure seamless, cohesive, and personalized customer experiences. This platform is typically used by organizations looking to undergo digital transformation or enhance their digital presence across multiple channels, such as web, mobile, IoT, social media & emergent ones.



Content Management System (CMS)

B2X Commerce Management

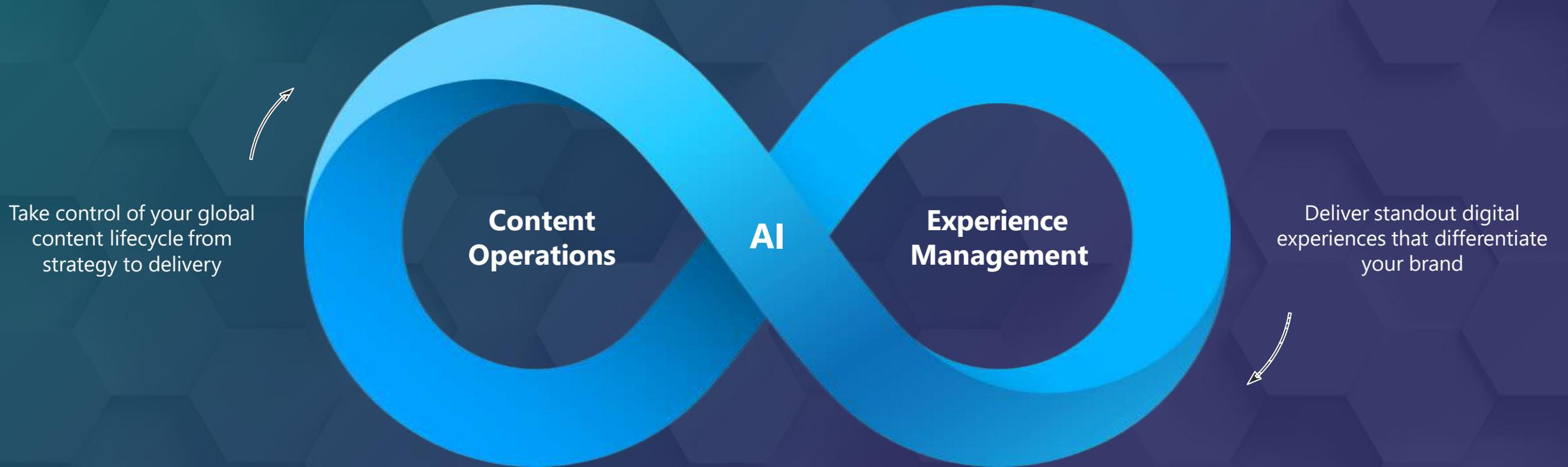
Digital Asset Management (DAM)

Content & Product Search

Personalisation & Testing (P&T)

Profiles & Campaign Management

Sitecore: the experience platform trusted by digital visionaries



**Digital Asset
Management**

**Content
Orchestration**

**Content
Management**

Intelligent Search

**Personalisation
& Testing**

Sitecore Go To Market & Value Propositions

Summary view

Platform
Services



Platform
DXP

Cloud
Services



Composable
DXP

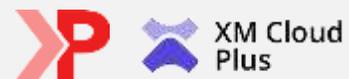
Hybrid
Plays



Sitecore Value Proposition Pillars



Experience
Management



Content
Operations



Limitless
Commerce



Sitecore Portfolio: PaaS & SaaS solutions



PaaS

SaaS

Sitecore Solution Architecture (PaaS)



Sitecore Solution Architecture (Composable SaaS)



Sitecore Composable DXP

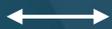
Enterprise Systems



APIs



Connectors



Micro-Services



Webhooks



Files



Other



Integration Layer Capability & Connectors

Content

Customer Data

Products & Finance Data

Digital Asset Mgt.

Assets

Email Marketing

Assets

Content Mgt. System

Next Best Content

Campaigns

Personalisation

Content Indexing

Content Reco's

Content Search

Offers, Products, Pricing, Orders

CDP, Test & Personalise

Product Reco's

B2X Commerce

Catalog For AI Scoring

Product Search & Merch AI

Buying Experience Components

Sitecore Partnerships & Extensions

+

Experience Delivery

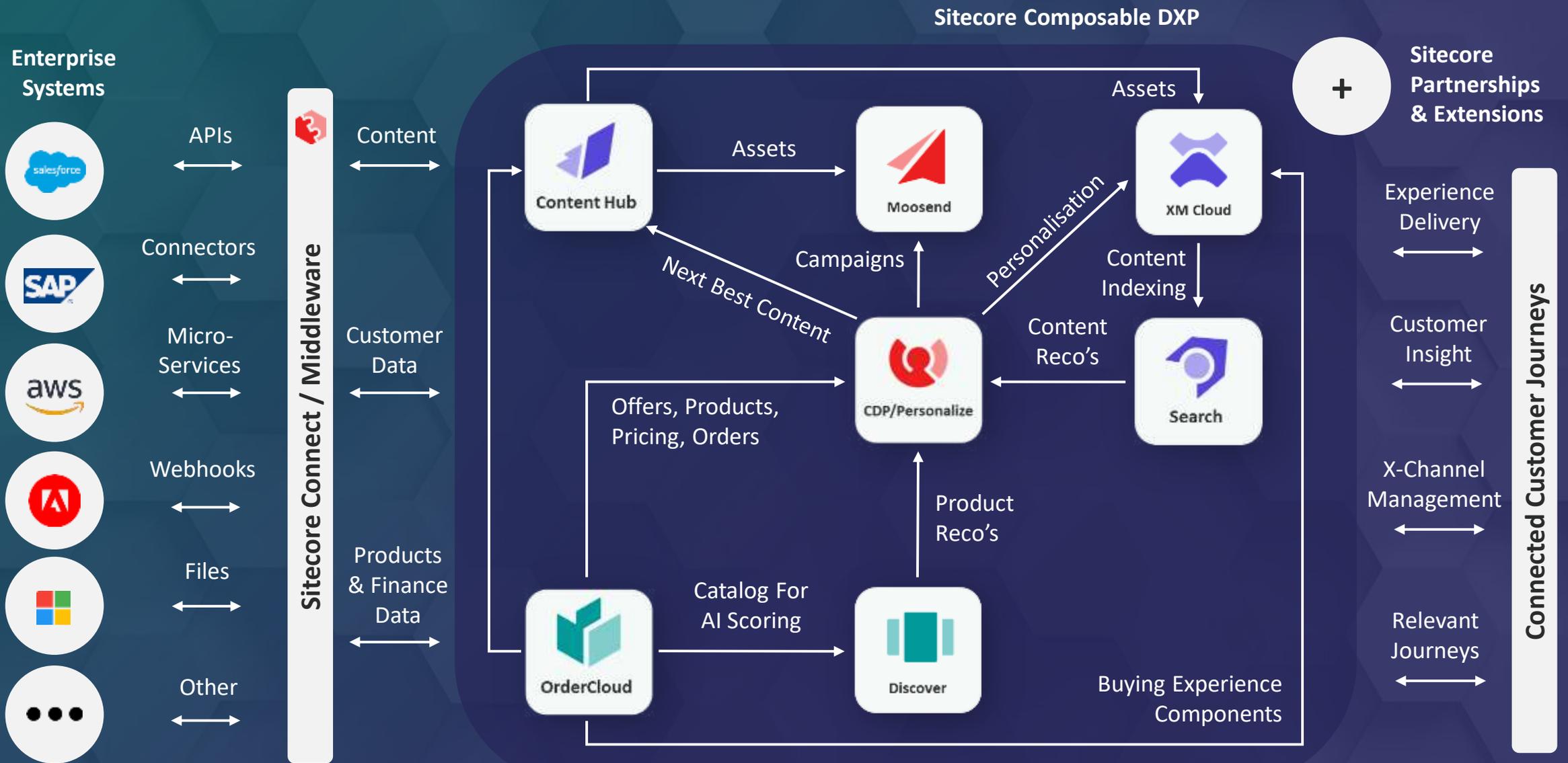
Customer Insight

X-Channel Management

Relevant Journeys

Connected Customer Journeys

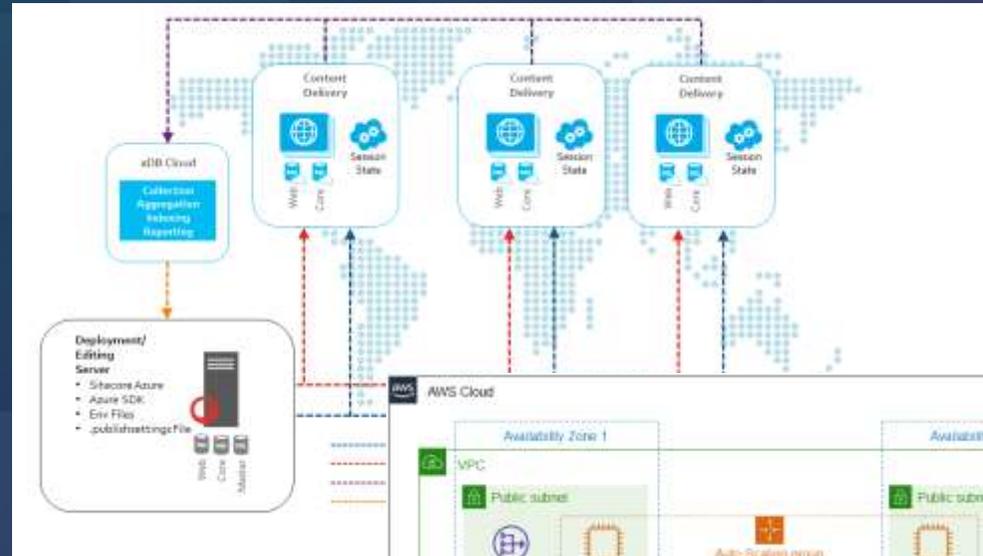
Mapped SaaS DXP Components



Self-hosted/on-prem deployment of Sitecore DXP

Platform DXP (XM or XP)

- **Localized Data Residency:**
Ensure data compliance and residency by hosting Sitecore XP within local infrastructures in country, keeping data within the country.
- **Scalable and Customizable Infrastructure:**
Leverage the scalable and flexible cloud environments of Azure, AWS, GCP or OCI to meet specific performance and compliance needs.
- **Enhanced Security and Performance:**
Utilize robust security features and optimized infrastructure to ensure high availability and protection of Sitecore XP data.
- **Dedicated Local Support:**
Benefit from in-country support for faster issue resolution and increased reliability of Sitecore XP services.



Sitecore XP
on Private Cloud
Azure topology

Sitecore XP
on Private Cloud
AWS topology

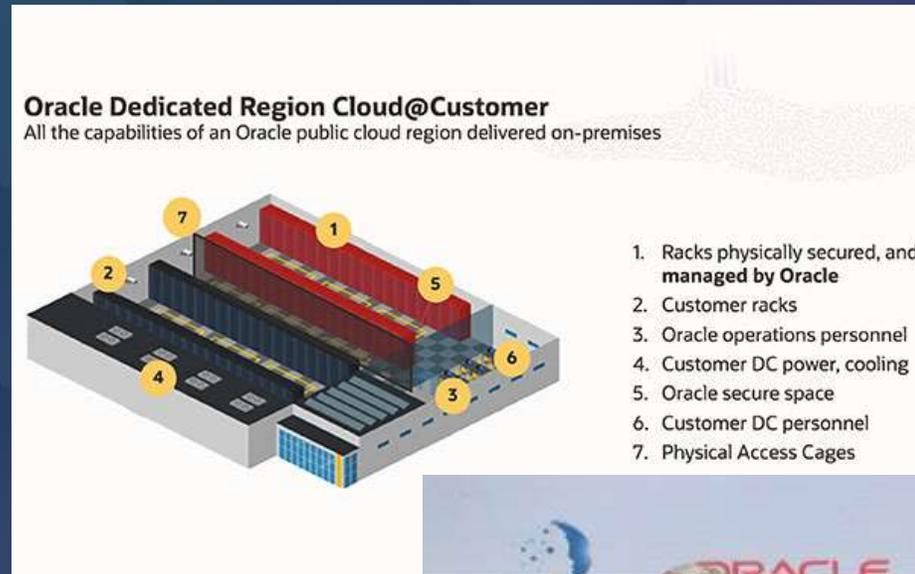


Dedicated Region Cloud@Customer, with Oracle



Leveraged for example by NEOM in KSA

- **Enhanced Data Security:** Hosting Sitecore XP on Dedicated Region Cloud@Customer ensures data remains within local jurisdiction, adhering to local compliance and security standards.
- **Customizable Infrastructure:** Tailor the cloud environment to meet specific performance and scalability needs, ensuring optimal operation of Sitecore XP.
- **Direct Support Access:** Benefit from dedicated support and faster issue resolution with local cloud infrastructure, enhancing the reliability and availability of Sitecore XP services.
- **Optimized Local Performance:** Achieve high performance and low latency, tailored specifically for the Government's digital ecosystem.



A conference table with a dark wood finish and blue square accents. Behind the table, seven flags are displayed on gold poles. From left to right, the flags are: the flag of the United Arab Emirates, the Italian flag, the Qatari flag, the logo of the International Finance Corporation (IFC) in a gold circular frame, the flag of the United Arab Emirates, the Saudi Arabian flag, the flag of the United Arab Emirates, and the flag of the United Arab Emirates. The background wall is light-colored with a subtle pattern.

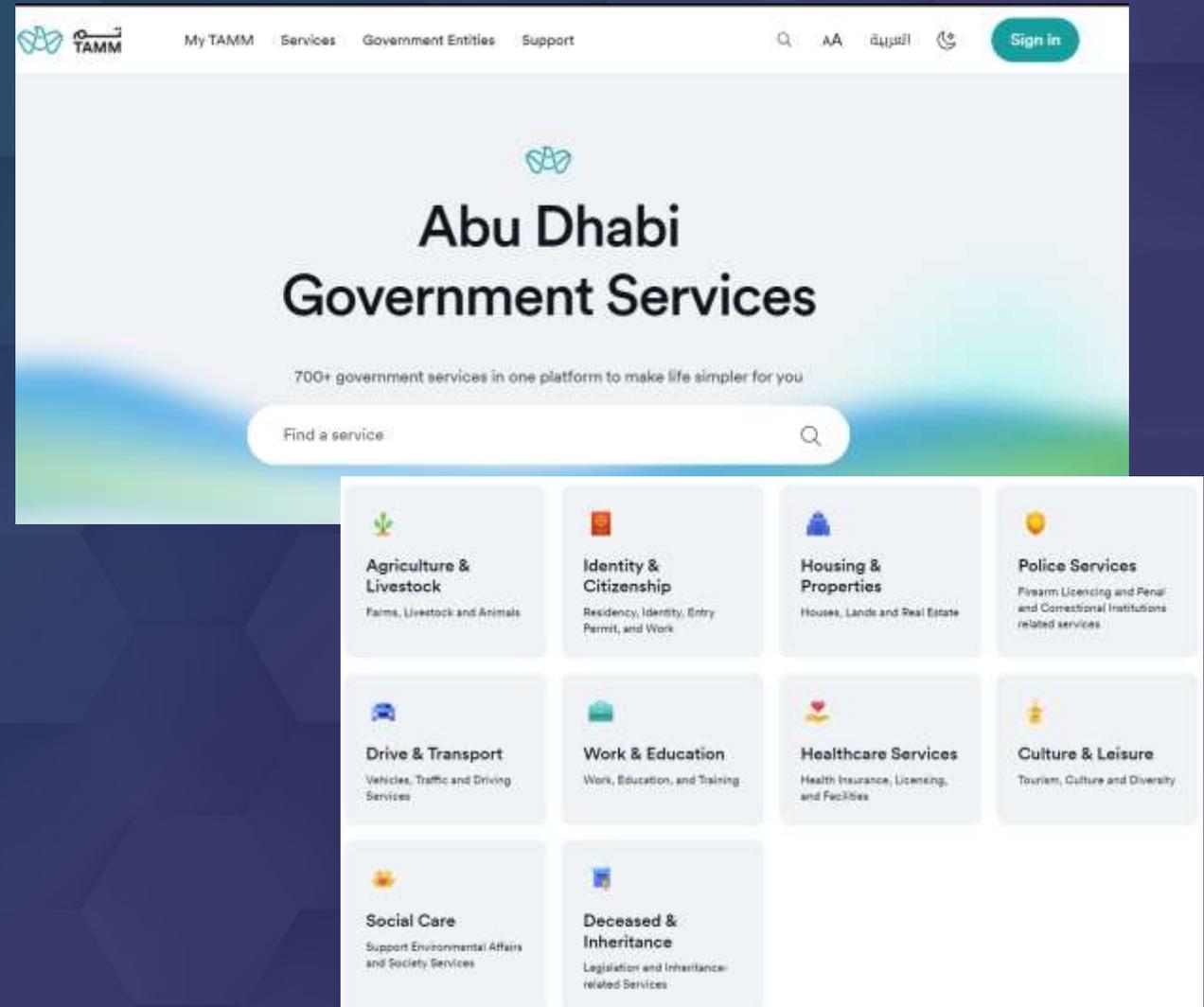
3. Selected Case Studies & Innovation In Public Sector

TAMM – digital factory for unified government services

Abu Dhabi Government



- **Centralized Digital Platform:** Sitecore DXP can unify all government services under a single platform, providing seamless, personalized access for citizens across Abu Dhabi.
- **Personalization & Engagement:** By leveraging Sitecore’s personalization capabilities, TAMM can deliver tailored experiences based on user profiles, ensuring efficient service delivery and enhanced citizen satisfaction.
- **Omnichannel Consistency:** Sitecore enables consistent service delivery across multiple touchpoints (web, mobile, kiosks), ensuring users receive the same experience regardless of how they engage with TAMM.



Recent example of Government services innovation



UAE Government – U.AE (incl. U-ASK)

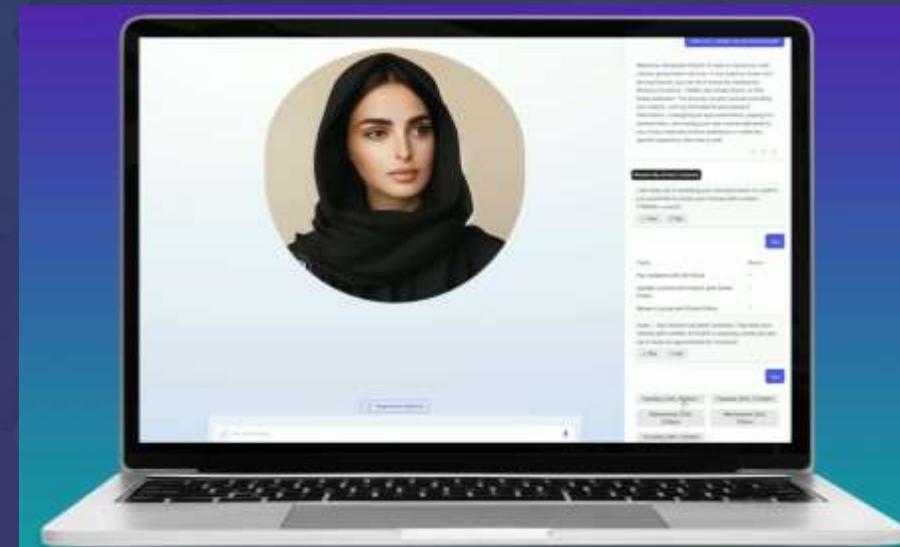


Intuitive Citizen Interaction Portal

- **Challenge:** U.AE required a dynamic platform that streamlined the update and delivery of digital services to citizens in line with ongoing public sector reforms.
- **Solution:** launched "Intuitive Citizen Interaction Portal," enabling real-time updates and service delivery across ministry services. Enhanced the platform with a sophisticated search function, powered by GenAI, to provide instant, accurate information and assistance to citizens navigating through government services.
- **Outcome:** The portal offers an interactive, efficient, and adaptive online experience, increasing government agility and citizen satisfaction. This smart integration directly aligned with U.AE's goals for government efficiency and transformative e-governance.



Phase 1: Citizen Portal



Phase 2: Citizen Voice Bot Service

Environmental Protection Agency (EPA), State of Victoria, Australia



DXP Implications

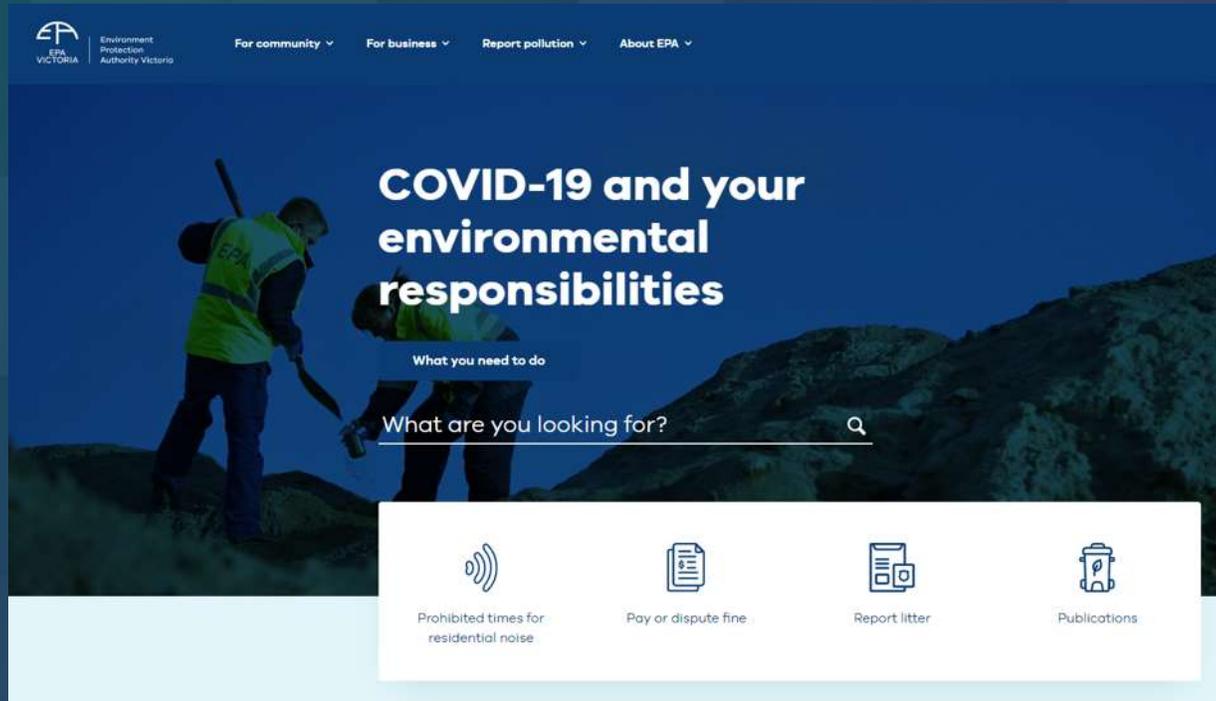


Multilingual multi-site websites

Manage and deliver content across multiple sites, channels and languages through headless delivery

Focus on what matters most

Sitecore delivers Experiences with Purpose – it is these experiences that makes a better government



“Had this incident [2020 bushfire crisis] occurred with our old website, we would not have been able to scale up the site to cope with the traffic, and the website would likely have remained completely off-line all day”.

CHRIS MOON, CIO

- Implemented a new, responsive website with a new insights-driven air quality solution, EPA AirWatch
- Gave citizens a modern, responsive website with real-time environment data and information
- Delivered critical data for bushfire crisis, quickly despite visits / minute skyrocketing, from 97 to 5K
- Received overwhelmingly positive feedback and became a beacon of trust

DXP Implications

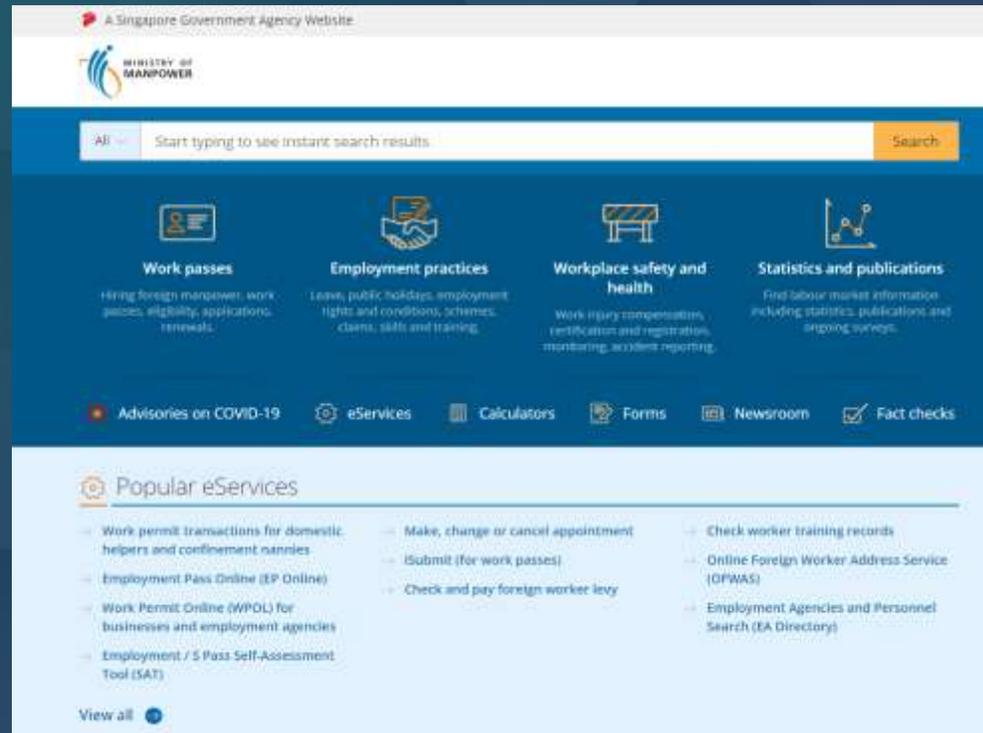


Personalisation At Scale, Ciziten360

Tailor client experience based on personas, profiles, interactions, behaviour and more to provide personalised messages and content

Optimise interactions through self-service channels

Effective and timely content can increase self-service, as customers can find information quickly and more easily.



“Users benefit from a better website that is focused on – and responsive to – their needs, and is continually optimized to improve the user experience.”

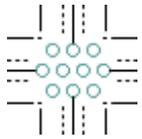
REGINA CHANG, Assistant Director (Web Services),
Customer Responsiveness Department

- Page views up 83%; 65% more new users; 20% customer rating improvement
- Content redesign and readability cut time on site by 21%
- Jargon-heavy site now a self-service resource with needs resolved online up to 70% faster
- Flexibility to constantly and efficiently update content

The California Department of Water Resources, USA



DXP Implications

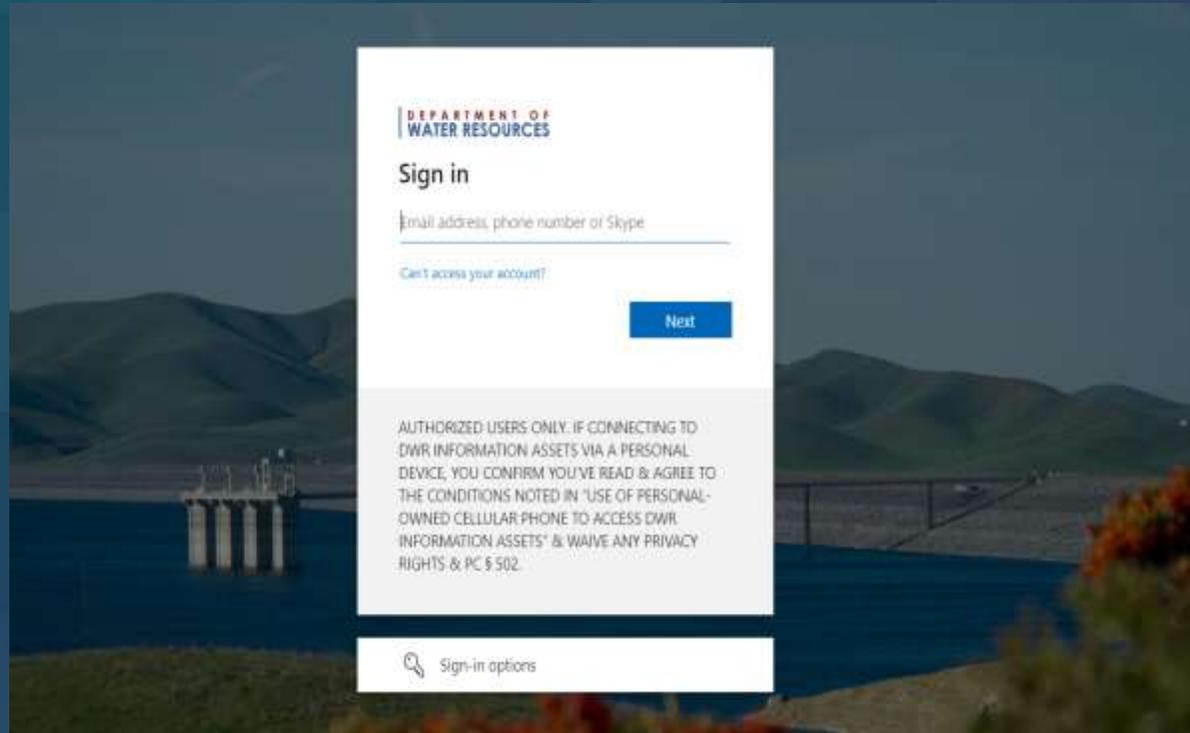


Employee Empowerment

WYSIWYG experience editor and a drag-and-drop interface with SXA in an easy-to-use-platform to empower the marketing team to own content.

Focus on what matters most

Make it easier for employees to internally connect, reutilise content and deliver content updates more quickly.



“The California Department of Water Resources’ Intranet offers employees a way to connect, find colleagues and learn about the goings-on within the organization”.

PROJECT OWNER

- Built a new intranet for all Department employees, with an employee-centric design
- Integrated with existing productivity tooling including Microsoft Teams
- Delivered central asset repository with approved content for all Department communications
- Improved employee engagement and internal data/insight sharing

DXP Implications

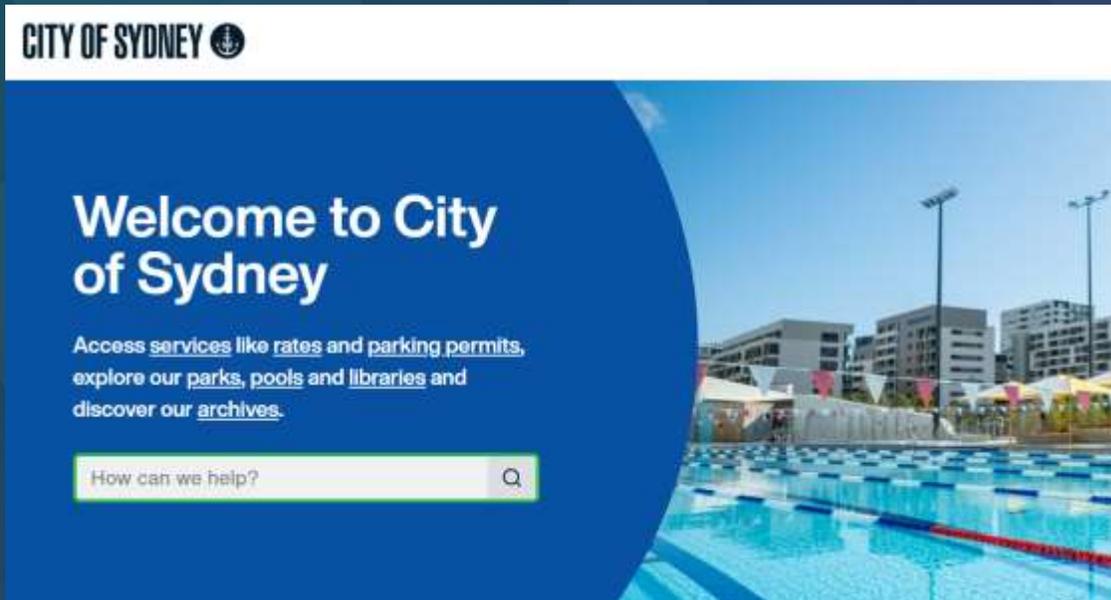


Full & Easy Integration & Consolidation

Easy-to-integrate DXP that connects with the rest of your architecture and core digital technologies

Focus on what matters most

Consolidated all content development practices and streamlined operations with a unified platform, to underpin common delivery & support standardisation



"[Before doing this] users were often unaware of the full breadth of services they could access through the city. Finding the right information from the respective department, completing an appropriate form was a challenge, and as a result, services were being underutilized".

PROJECT OWNER

- 50% improvement in click-through to online services
- 25% approximate improvement in the time and effort it takes users to accomplish tasks
- Component-based experience building rather than page-level thinking
- New Single Page App experience with improved Search and SEO friendly design

A photograph of a conference table with a dark wood finish and blue decorative panels. Behind the table, seven flags are displayed on gold poles: Oman, Italy, Qatar, a circular logo with 'E' and 'F' and a globe, United Arab Emirates, Saudi Arabia, Oman, and Hungary. The background wall is light-colored with a subtle pattern. A semi-transparent white banner is overlaid across the middle of the image.

4. Illustrative Use Case Opportunities

Example use cases for Government (1/3)

Delivering citizen & eGovernment excellence across multi/omni-channel journeys



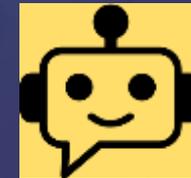
Personalized Citizen Services Portal

- **Objective:** Deliver personalized and efficient e-government services to citizens, improving user experience and satisfaction.
- **Solution:** Utilize Sitecore DXP to create a personalized citizen services portal. Leverage data analytics to track citizen interactions and preferences, and employ AI-driven recommendations to guide users to relevant services and information, ensuring a tailored and intuitive experience.



Multi-lingual Content Management

- **Objective:** Provide inclusive and accessible e-government services by offering content in multiple languages, catering to GCC's diverse population.
- **Solution:** Implement Sitecore DXP's multilingual content management capabilities to create, manage, and distribute content in various languages. Use AI-driven translation services to ensure accurate and contextually appropriate information delivery, enhancing engagement and accessibility.



AI-powered Public Service Chatbot

- **Objective:** Improve efficiency in handling citizen inquiries by automating responses to routine questions, freeing up government resources for more complex tasks.
- **Solution:** Deploy a chatbot powered by Sitecore's AI capabilities to handle routine inquiries and provide instant responses to frequently asked questions. The chatbot can access and leverage the centralized knowledge base within Sitecore DXP to provide accurate and timely information to citizens.

Example use cases for Government (2/3)

Delivering citizen & eGovernment excellence across multi/omni-channel journeys



Government Services Design System

- **Objective:** Improve the efficiency and accessibility of government documents and records across various departments.
- **Solution:** Implement Sitecore DXP to create a centralized asset management system. This system allows for the secure storage, retrieval, and sharing of documents, facilitating better collaboration among government departments and ensuring that all records are up-to-date and easily accessible.



Departmental Workflow Automation

- **Objective:** Streamline internal government processes and reduce manual workload through automation.
- **Solution:** Utilize Sitecore DXP to automate workflows for various government processes such as permit applications, license renewals, and internal approvals. This automation reduces the time and effort required for manual processing, increases accuracy, and ensures that tasks are completed efficiently.



Tourism Promotion & Info Portal

- **Objective:** Boost tourism by providing comprehensive, up-to-date information and engaging content about local attractions, events, and travel services.
- **Solution:** Utilize Sitecore DXP to create a dynamic tourism promotion portal featuring interactive content such as articles, images, videos, and virtual tours of popular destinations. Offer personalized recommendations based on user preferences and browsing history.

Example use cases for Government (3/3)

Delivering citizen & eGovernment excellence across multi/omni-channel journeys



Citizen Feedback & Engagement System

- **Objective:** Enhance citizen involvement in decision-making processes by enabling easy collection of feedback on government services and policies.
- **Solution:** Leverage Sitecore DXP to develop a citizen feedback platform, integrating surveys, polls, and feedback forms to collect citizen input. Data-driven insights allow government agencies to analyze public opinion, improve services, and foster greater civic engagement.



Smart City Initiative Dashboard

- **Objective:** Provide citizens with real-time access to smart city data, enhancing transparency and enabling better city planning.
- **Solution:** Utilize Sitecore DXP to create a centralized smart city dashboard, aggregating data from traffic systems, public services, energy use, and environmental monitoring. This platform offers real-time insights and predictive analytics for citizens and city planners to improve urban management and enhance the quality of life.



Public Health Information Portal

- **Objective:** Provide citizens with real-time access to health-related updates, guidelines, and resources, especially during emergencies or health crises.
- **Solution:** Utilize Sitecore DXP to create a comprehensive public health information portal. The portal can deliver up-to-date health advisories, vaccination information, disease prevention guidelines, and interactive tools to locate nearby healthcare facilities. Personalized notifications and reminders based on user profiles and locations ensure citizens stay informed and safe during public health emergencies.

A conference table with a dark wood finish and four square panels. Behind the table, seven flags are displayed on gold poles. From left to right, the flags are: United Arab Emirates, Italy, Qatar, a circular logo with 'E' and 'F' and a globe, United Arab Emirates, Saudi Arabia, and Hungary. The background is a light-colored wall with a subtle pattern.

5. Sitecore Partner Ecosystem & 360 Assurance Services

Sitecore Partner Ecosystem

Tiered approach to deliver the right service for every need, from implementation to advisory.



Sitecore Partner Network



100s of partners with proud track record of delivering solutions with Sitecore

Dedicated 'metal' tiering (silver/gold/platinum) and specialisation paths.



Partner Solutions Catalogue to extend native functionality of Sitecore platforms

Complemented with Sitecore 360 assurance services, Sitecore's 'skin in the game'



Sitecore360: dedicated assurance services complementary to the partner to maximise success with Sitecore.



CSM

Your champion in Sitecore
Helps you build and execute a Success Plan
Conducts periodic Business Reviews
Helps you get value from the product



Advisory Services

Named consultant assigned
Ongoing relationship and regular meetings
Provides deep technical and business outcome focused expertise



Product Support

Enhanced response times
24x7, 365 support
Out-of-scope support ticket investigation
Expert Q&A



Learning

Essentials eLearning
Development and management eLearning
Instructor led training
Certifications





شكراً
Your Sitecore Team

