Software as a Service
The Key to Modernizing Government

ORACLE®
Industry Perspective
Executive Summary

On all levels of government, public sector agencies are looking to the cloud to re-imagine their business processes and power new innovations. Through effective cloud deployment and management, organizations can reduce costs, deploy services with agility, and identify new ways to accomplish the complex missions of the public sector.

With the cloud, organizations have gained new ways to access data, software and computing power, all of which have disrupted the traditional notions of IT service delivery.

In a three-part series, GovLoop will highlight the power of the Oracle cloud and explore how Oracle is helping government agencies transform the way they deliver services. Oracle offers both private and public cloud offerings for infrastructure, platform and applications solutions to public sector customers. In part one of our series, we explore Oracle’s Software-as-a-Service (SaaS) offerings.

“[SaaS] is transforming the way governments are able to deploy capabilities, because it not only gives them quick time to value, but also a way to drive innovation in ways they couldn’t do otherwise,” said Sarah Jackson, Vice President, Sales Engineering at Oracle.

Rather than having employees install and maintain expensive software locally, SaaS allows agencies to share applications via the cloud, and quickly deliver modern and powerful computing resources to users. One example of success with SaaS comes from the City of Chicago.

The city deployed the Oracle cloud to improve recruitment capability. Chicago reviews more than 200,000 applications annually, and like many governments, it has strict hiring regulations and union protocols. Today, the city has not only automated much of the hiring process, but officials have also expanded their talent repository, so they can attract top talent as positions open. As a result, with Oracle’s help, Chicago has been able to hire top candidates 75 percent more quickly than before. This process improvement comes at a time when many current employees are becoming eligible for retirement, and the city must be able to attract, retain and recruit top talent.

Chicago is certainly not alone; Jackson shared an additional use case from the U.S. Air Force, one of Oracle’s largest service cloud customers. “They consolidated multiple websites into a single personal services website,” Jackson said. “Because their users can find the answers they need on a self service site, service call frequency has declined and customer satisfaction has gone up. This was all done using our service cloud, which provides embedded knowledge and self learning within the environment.”

Customer service and recruiting are just two examples of business solutions available in the Oracle cloud. Public sector agencies are also turning to SaaS when they need to drive new efficiencies across a range of important business processes. These include improving procurement processes, scaling a learning management system, or modernizing budgeting cycles. Agencies are also looking to leverage the power of social media properties for communication and outreach or to simply improve core human resources and financial management processes.

“We’re seeing customers explore SaaS in many different ways,” said Jackson. “Some are considering enterprise-wide services; others are looking to the cloud for point solutions. The value proposition of cloud is clear. How and when customers transition to the cloud depends on their unique needs and current pains. What’s important is that they understand their options and develop the right roadmap for their future.”

With so many different options, the next section explores how leaders should start thinking about SaaS in your agency.
Like any kind of IT initiative, SaaS will require leadership, vision and a clear understanding of a business problem. But as Jackson noted, SaaS also requires something else for agencies: a lifestyle change.

When getting started it is essential to understand the benefits of a cloud deployment and how it differs from an on-premise deployment. “With cloud applications, new capabilities are delivered through several updates each year. Instead of planning for large, costly upgrades every three to seven years, customers must be ready to take advantage of these incremental innovations and think differently about the rate and agility in which they can react to their internal and external customer needs. Organizations will now have a much more empowered platform from which they can serve employees and customers,” said Jackson.

Transitioning to the cloud will not only free up infrastructure, but also distribute ownership across IT and business users. The lifestyle of the end user has also changed and continues to evolve with higher expectations for services, access and information. Oracle delivers a set of modern best practices focused on digital engagement with social, mobile, analytics and big data as part of the core process. Business users gain quicker access to functionality and improved user experience, while IT teams benefit from reliability, scalability and consistency.

The SaaS Lifestyle
The Road to Modern

In the early days of cloud adoption, organizations typically considered SaaS for niche solution areas. These first-generation cloud vendors promised decreased operating costs and increased innovation, adoption and productivity. And while there were indeed functional and usability improvements, the customer’s burden shifted to filling reporting and integration gaps. Today’s cloud customers demand more. The Oracle cloud represents the most modern of clouds.

An example is the state of Illinois, who used an Oracle SaaS solution to make life easier for their taxpayers. “Our main objective is to make it easier for taxpayers to comply with tax code provisions,” said Bart Rodgers, Tax Specialist, Illinois Department of Revenue. “Oracle Service Cloud enables us to use the Internet to maximum advantage, so we can better serve the taxpaying public. The system we put in place makes everyone’s lives easier, and it paid for itself within six months.”

“Oracle offers choice to our customers – not just niche plays – but truly end-to-end enterprise-wide solutions,” explained Jackson. “We offer the broadest set of capabilities in the cloud on the market. We have learned from the first generation of cloud vendors and we empower our cloud customers with choice and functionality – customers should not have to sacrifice their requirements when moving to SaaS.” Personalization and branding, upgrade flexibility and data isolation are examples of how Oracle’s cloud offering differs from others.

SaaS services available in the Oracle Cloud include:

- **HCM Cloud**
  Provides a talent-centric and consumer based strategy that leverages technology to provide a collaborative, insightful, engaging and mobile HR, employee and executive experience.

- **ERP Cloud**
  Empowers modern finance, procurement and project management with built-in Public Sector industry capabilities.

- **Enterprise Performance Management Cloud**
  Enables world-class planning and reporting with the simplicity of the cloud.

- **Service Cloud**
  Offers modern citizen services through unified web, social and contact center experiences.

- **Sales Cloud**
  Delivers mobile, collaborative, and intuitive tools to reach appropriate audiences to deliver on your mission.

- **Marketing Cloud**
  Personalizes every experience to increase efficiency, accuracy and service levels using cross-channel, content, and social marketing solutions with integrated data management and activation.

- **Social Cloud**
  Enables Public Sector organizations to provide a better understanding and engagement with citizens and stronger collaboration and efficiencies within the workforce.
The Oracle Difference

The breadth of the Oracle Cloud described here provides customers with the capability they need to run the business of any agency with consistency across reporting and analytics, end-to-end business processes, user experiences, extensibility tools, security frameworks and integration platforms. Each one of these features is critically important for customers to consider when going to the cloud so that they don’t trade one set of challenges for another. And not only does Oracle provide SaaS, but also PaaS and IaaS, allowing organizations to create even more efficiencies across their IT environments.

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“Oracle has more than 30 years experience serving public sector organizations, and that knowledge base is a tremendous asset when delivering cloud solutions,” said Jackson. Oracle offers a range of public sector-specific functional requirements, such as complex policy automation, encumbrance accounting, commitment control and grants accounting. These are all delivered through SaaS services, with numerous additional features on Oracle’s product roadmap.

“Oracle has also invested millions to deliver a set of dedicated data centers to satisfy U.S. and Canadian government and defense guidelines,” said Jackson. These products meet key security and operational requirements common to government agencies, including NIST 800-53 and the Federal Risk and Authorization Management (FedRAMP) program, as well as the International Organization for Standardization (ISO) and the relevant provisions of the International Traffic in Arms Regulation (ITAR).

In addition to the breadth of its public sector-focused product features, Oracle offers a unique approach to help customers through their transition to the cloud. Oracle offers programs and assistance designed to educate government agencies on how to navigate their move to the cloud and create the most appropriate roadmap to modernize their organization. The Oracle Customer 2 Cloud Program helps remove barriers for cloud adoption. Flexible financial models, rapid implementation services and packaged integration services help ease the transition and accelerate adoption for customers.
About Oracle

Oracle (NASDAQ: ORCL) is the world’s most complete, open, and integrated business software and hardware systems company. With more than 370,000 customers—including 100 of the Fortune 100—in more than 145 countries around the globe, Oracle is the only vendor able to offer a complete technology stack in which every layer is engineered to work together as a single system. Oracle’s industry-leading public sector solutions give organizations unmatched benefits including unbreakable security, high availability, scalability, energy efficiency, powerful performance, and low total cost of ownership.

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 150,000 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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