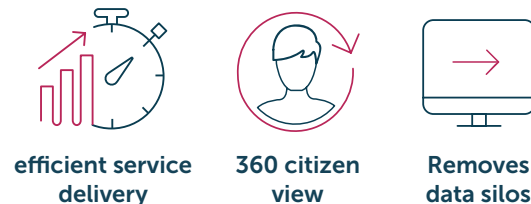


Master Data Management for government

Top six benefits of **Master Data Management (MDM)** and **Master Client Index (MCI)** for state and local services

State and local governments are under more pressure than ever to streamline citizen services and deliver better outcomes at a lower cost. This means making better use of their data: breaking down siloes so different departments and agencies can draw from the same information sources and develop a more holistic view of where improvements – and savings – can be made.



Trusted by state and local governments across the US and worldwide, our Master Data Management (MDM) solution provides a simple and cost-effective way for large organizations to deliver this single view of the citizen and set the stage for future digital transformation efforts – including ambitious CRM and business intelligence projects. Master Data Management provides your government organization with several advantages.

1. Accurate, complete and consistent citizen data across departments and agencies



Many agencies struggle with having separate departments operate in data silos. A complete view of citizen data for streamlined processing and decision-making is key for a 21st century government. MDM enables support for multi-agency (or multi-departmental) working and case coordination, with tracking and alerts for significant information.

2. A holistic view of service consumption for more informed decisions



Understand how citizens interact and engage with government across multiple departments, or agencies. MDM enables agencies to be more proactive and timely in their service delivery and efficiency, as well as their reporting, analytics and monitoring/tracking.

MDM and MCI for state and local government

3. Streamlined services delivered at a lower cost



MDM enables data stewards to quickly and efficiently do their job. It improves user experience, and uptake in citizen experience (in self-service models), making more services available online. MDM allows agencies to eliminate manual, burdensome data entry and improve operational efficiency and strategic planning, ultimately improving data quality while reducing cost and resources.

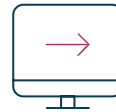
4. A common entry point for front office, back office, and citizen self-service



A single, 360-degree view of enterprise data provides ease of use and consistency of data across all departments and channels. Data is

maintained from a single point of view, communicating from this “golden record” back out to the sources it’s ingested from, so everyone is always on the same page. If the back end has all the correct and matched data, citizens can use the portal to get to what they need on their own, which is more efficient and less costly.

5. A common data backbone for digital transformation



MDM integrates CRM with back-office systems to provide services from a single point of view, with sophisticated search capabilities. It allows users to handle more citizen inquiries the first time, reducing avoidable, unnecessary follow-up contact. Consent and privacy are managed centrally, reducing security risks and improving compliance.

6. Better outcomes—and a better experience—for the citizen



MDM allows for more timely and appropriate interactions to provide better outcomes, both internally and externally. It makes processes faster, more efficient, and enables evolution to more self-service channels. Data quality and consistency is improved across all systems.

“If we can deliver better-coordinated care, we can also reduce costs and be more efficient. We now have an up-to-date and accurate picture of every person served by the department, which means we have a holistic view of the cost of service provision and can ensure that every person receives the best, most joined-up service possible.”

Beth Davidson, Health Information Technology Coordinator, Alaska Department of Health and Social Services

