

# Government Takes to the Cloud

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**The future of  
government is here.**



# Cloud Computing is Not the Bleeding Edge

- 40% of IT executives have been using cloud computing for more than three years.
- Multinational companies, international financial institutions, and governments around the world have been using salesforce.com cloud solutions for years.
- Salesforce.com implemented its first cloud application for the U.S. Federal government in 2004. Since then, numerous Federal, state and local government agencies have deployed salesforce.com.
- During the 2008 elections, 3 presidential candidates and both national conventions used salesforce.com cloud applications.
- 37% of firms are replacing on-premise software systems with software as a service cloud solutions.



# Cloud Computing Offers Proven Benefits for Government



Faster Time to Value



Lower Costs



Reduced Risk



Fast and Easy to Customize



Continuous Innovation

# Numerous Federal Agencies Are Successfully Using Salesforce.com Cloud Solutions Today



*Department of  
Commerce*



*Department of  
Defense*



*Department of Health  
& Human Services*



*Department of  
Justice*



*Department of  
State*



*Department of The  
Interior*



*Department of  
Homeland Security*



*General Services  
Administration*



*Obama Transition  
Team*



*National Aeronautics &  
Space Administration*

# Salesforce.com Cloud Solutions Span all Levels and Segments of Government

**General Government**

United States<sup>™</sup>  
**Census 2010**

**GSA**

DEPARTMENT OF STATE  
UNITED STATES OF AMERICA

iDA  
SINGAPORE

**JP NETWORK 郵便局**

Singapore  
**POST**

**Economic Development**

positively  
Department of Employment and Economic Development  
*Minnesota*

経済産業省  
Ministry of Economy, Trade and Industry

sentosa

NOVA SCOTIA

Wyoming  
BUSINESS COUNCIL

NORTH CAROLINA  
the state of minds

**Transportation**

NJ TRANSIT  
The Way To Go.

SHA

METROLINK

**Science & Environment**

NASA

UNITED STATES AGENCIES  
ENVIRONMENTAL PROTECTION

**Political Campaigns**

MARK R. WARNER  
U.S. Senator from the Commonwealth of Virginia

MITT ROMNEY

Ron Paul 2008  
HOPE FOR AMERICA

Twenty-First Century Democrats

THE INDIANA REPUBLICAN PARTY

**Defense & Public Safety**

U.S. ARMY

AAFES  
Army and Air Force Exchange Service

U.S. DEPARTMENT OF HOMELAND SECURITY

**Health & Human Services**

FSA  
San Francisco

U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES

NYC Health

CHANGE.  
CHICAGO HOUSING AUTHORITY

**Culture & Education**

SINGAPORE

NLB

UTAH arts COUNCIL

USC  
UNIVERSITY OF SOUTHERN CALIFORNIA

UTAH STATE UNIVERSITY



# Government Agencies are Deploying a Wide Range of Applications

## Grants & Financial Management



## Human Resources:



## Case & Records Management



## Call Centers & E-gov Portals



## Program & Project Management



## Campaign & Constituent Mgmt



## Shared Service Providers



## Marketing & Outreach



## Asset Management



## Vendor & Partner Management



## Compliance



## CRM & Contact Management



# State Department Builds Custom App to Track Nuclear Disarmament



Financial Tracking, Grants  
and Program Management

## Nonproliferation and Disarmament Fund (NDF)

Tracks progress of weapons disarmament projects  
**anytime, anywhere, via any web browser.**

Program management and financial tracking  
**across all time zones.**

**360° visibility** into budgets and program progress  
with integration to **legacy financial app.**

“Building on Force.com saved the State Department many months of development time.”

Director  
NDF



# State Department Saves \$1.6 Million Annually



August 2009

Document 065

## ROI CASE STUDY SALESFORCE.COM STATE DEPARTMENT

### THE BOTTOM LINE

The State Department's Nonproliferation and Disarmament used Salesforce.com's Force.com platform to create a custom application to provide program managers around the world with ready-to-date budget information. This increased productivity within NDF to better manage contractor costs.

**ROI: 216%**

**Payback: 8 months**

**Average annual benefit: \$1,625,066**

ANNUAL BENEFITS	Pre-start	Year 1	Year 2	Year 3
Direct	0	\$445,066	\$445,066	\$445,066
Indirect	0	\$1,180,000	\$1,180,000	\$1,180,000
<b>Total</b>	<b>0</b>	<b>\$1,625,066</b>	<b>\$1,625,066</b>	<b>\$1,625,066</b>

EXPENSED COSTS	Pre-start	Year 1	Year 2	Year 3
Software	44,250	44,250	44,250	0
Hardware	0	0	0	0
Consulting	550,000	550,000	0	0
Personnel	35,000	55,606	51,668	51,668
Training	0	0	0	0
<b>Total</b>	<b>\$629,250</b>	<b>\$649,856</b>	<b>\$95,918</b>	<b>\$51,668</b>

FINANCIAL ANALYSIS	Pre-start	Year 1	Year 2	Year 3
Net Cash flow before taxes	(629,250)	975,210	1,529,149	1,573,399
<b>Annual ROI – direct and indirect benefits</b>				<b>216%</b>
Annual ROI – direct benefits only				28%
Net present value (NPV)				1,204,775
<b>Payback (years)</b>				<b>.65</b>
Average annual cost of ownership				475,564
3-year IRR				176%



# Family Service Agency Builds HIPAA-compliant EHR



**50% reduction** in time spent on paperwork, reporting and reimbursement

**Eliminated 2-month wait** for County reports

**Real-time tracking** of individual client outcomes (treatments adjusted accordingly)

**Self-audits** and tracking of clinician, program, and division productivity

**Automated reimbursement** process through auto-population of funder forms

“For the first time we have visibility into the effectiveness of our client programs.”

Bob Bennett  
CEO



# NYC Health Manages Grants and Encourages Electronic Health Records in the Cloud



## Primary Care Information Project (PCIP)

Promoting and supporting the use of **Electronic Health Records (EHRs)** through physician recruiting, referrals and information tracking

## Healthcare Emergency Preparedness Program (HEPP) & Bureau of Emergency Management (BEM)

**Managing grants and contracts** to hospitals and local government agencies to prepare for mass casualty events

“**They’re not in the technology business. They didn’t go to med school to implement an electronic health record.**”

Dr. Farzad Mostashari  
Office of the National Coordinator for Health IT  
Former Assistant Commissioner, NYC DHMH



# HHS Runs Health IT and Shared Services in the Cloud



## Office of the National Coordinator (ONC)

ONC encouraging the **adoption of Health IT** and the promotion of a **nationwide HIE (Health Information Exchange)** in the cloud

## Program Support Center (PSC)

Program Support Center (PSC) provides **fee-for-service shared services** across the federal government

Consolidated systems for managing **customer interactions, federal opportunities** and **contracts**



# Census Increasing Response Rates for 2010

United States™  
**Census  
2010**

**Record, track and manage** contacts and activities between census staff and external partners

Deployed a custom app in **three months**

App **scaled up** as decennial census approached

Managing **2,700 temporary workers** geographically dispersed across 13 offices



Census Partners mobilize constituents to help achieve a complete count



# Army Transforms Recruiting at new AEC



## Army Experience Centers (AEC)

Deployed a custom application **in four months**.

App includes **Facebook integration** and **Google Maps mash-ups**.

Salesforce CRM is used to **track all core recruiting functions** at each AEC station.

Recruiters track visitor participation in AEC activities in **real time**.

“In about four months we were able to take an off-the-shelf solution, configure it, and deploy it...for almost inconsequential cost and in almost no time.”

U.S. Army



# NASA Manages Public/Private Technology Partnerships

## Innovative Partnerships Program (IPP)

IPP provides essential technology for NASA programs through **investments and partnerships with Industry, Academia**, Government Agencies and National Labs.

**Eliminated months** of development time

Centralized repository for IPP' data, providing a **360-degree-view** for IPP's managers and execs.



# Salesforce Helps NJ Transit Keep Rolling



**150 Customer Service Agents**

**600%** More Inquiries Handled

**0** New Agents Required

**36%** Improved Response Time

“With the Service Cloud, we’re handling **600% more** throughput with the same headcount.”

Tim  
Wierzbicki,  
Manager



# New Jersey Transit Wins InfoWorld 100 Award



Incident Mgmt  
Correspondence Tracking  
Complaint Tracking  
Undercover Field Investigations  
Call Center  
Customer Service Portal

Marketing & Outreach  
Performance Reviews  
Training Classes  
Lost and Found  
Group Sales – Force.com Sites  
Ideas Portal

## 2008 InfoWorld 100 Awards

New Jersey Transit [www.njtransit.com](http://www.njtransit.com)

On-Demand Customer Service Platform

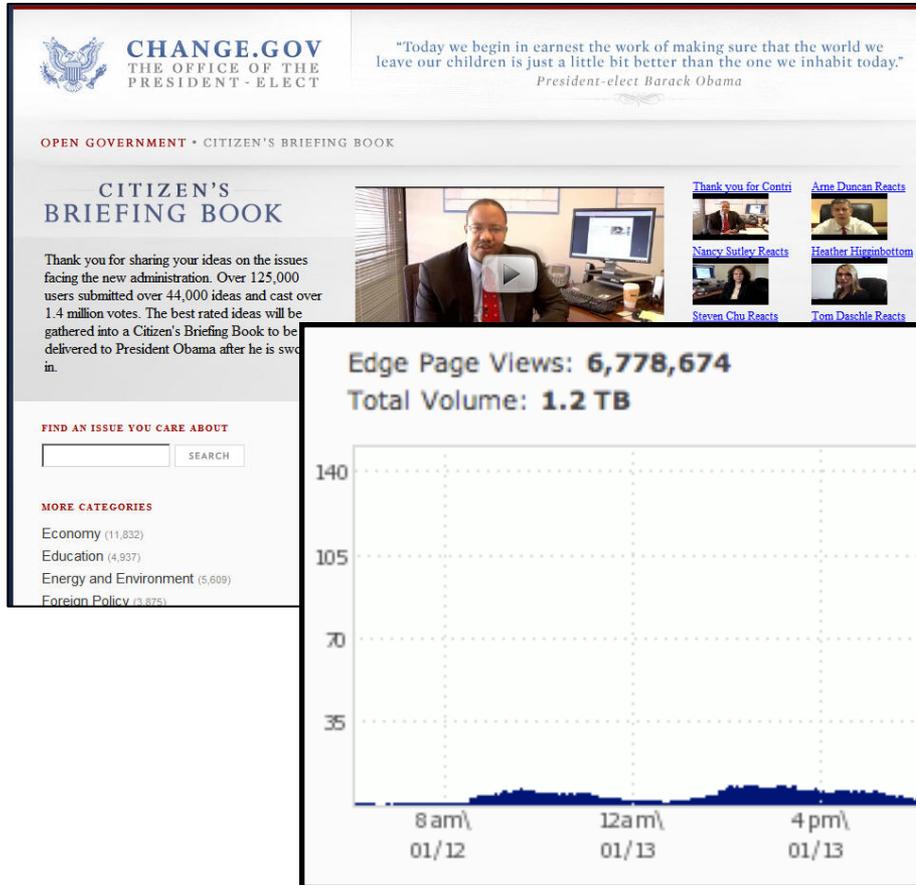
*Project lead:* Dennis Martin, Senior Director of Customer Service

*Project description:* New Jersey Transit tapped Force.com to customize its Salesforce-based customer service platform, building several custom applications, including field-investigation tools for undercover agents and a correspondence management system for customer complaints.



# Citizen's Briefing Book Scaled Instantly

*Concept to Live in Three Weeks – Zero to Peak in an Hour*



- 134,077 Registered Users
- 1.4 M Votes
- 52,015 Ideas
- 10M Page views
- 1.8TB Volume
- 39.3M Hits



# Japan Post Delivers with Massive Scale on Force.com



Force.com Compliance Application:

**40,000** Post Office Employees

**24,000** Locations

Feedback from **127 Million Customers**

“**Force.com has proven to work well for the Japan Post.**”

**Gartner**

Akira Iwasaki  
CIO



# Japan Post Sees 511% ROI over Three Years



EXPERTROI™

## IDC ExpertROI SPOTLIGHT

The Japan Post Network Saves over \$10 Million in Infrastructure Costs and Gains a Competitive Advantage with Cloud Computing

December 2009

Sponsored by [salesforce.com](http://www.salesforce.com)

### Business Value Snapshot

**Organization:** A Tokyo-based postal services provider

**Operational challenge:** Company needed to integrate and streamline new processes for selling financial services products in a newly privatized market.

**Solution:** Built multiple applications on Force.com

### Benefits:

- Avoided \$10M in infrastructure hardware/software costs
- 4x faster than Java or .NET
- 2–3x less expensive than on-premise development
- Increased uptime and reliability
- Experienced 91% fewer bugs

**ROI:** 511% over 3 years



# Minnesota DEED Promotes Collaboration and Improves Service



Deployed with the Minnesota Chamber of Commerce to **160 users in four weeks**

Enables **collaboration across multiple business units and external partners.**

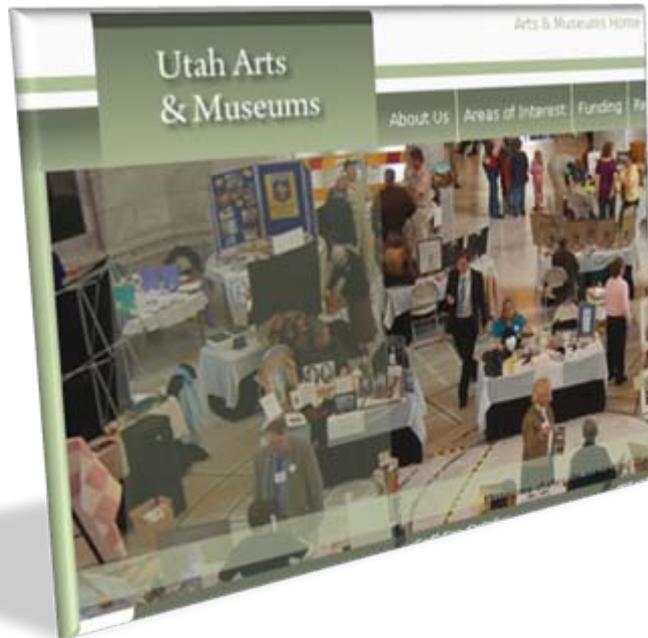
With no DBA or programming required, Salesforce **costs a fraction** of the alternatives

**Improved reporting and visibility** allows service to be tailored to where it's needed most

“We can now effectively direct our visits with improved customer service.”



# Utah Arts Saves over 800 Hours per Year in Reporting with Salesforce



Deployed in **two weeks** without help from outside consultants

Users can generate their own reports **saving the division between \$16,000 and \$20,000** per year

Provides an interface that **eliminates the double data entry procedure** for Federal and State reports

“Salesforce will be crucial to the success of state and local government organizations.”



A large, light blue, cloud-like shape with a soft gradient, centered on a dark blue background. The cloud has several rounded lobes and a slightly irregular, organic form. The text is centered within the cloud.

**The key is to get on the experience curve**

# Thank You

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