ACQUIA
EXPERIENCE DIGITAL FREEDOM

HOW LEADERS WITHIN UK GOVERNMENT ORGANISATIONS CAN UPGRADE THE DIGITAL EXPERIENCE FOR THE PUBLIC THEY SERVE

There's an urgent need to deliver a better, citizen-centric digital experience for your constituents. Here are some ways to achieve that.

Consumers expect fast-performing digital services that can be accessed from any device and any location, at any time – and leaders within public sector organisations need to transform their digital services in order to meet these expectations. These include:

- **Improving the digital presence of government departments and agencies.**

- **Streamlining the management of multiple websites and applications/forms.**

- **Overhauling ageing websites to provide personalised web experiences and online services.**

WITH COUNTLESS ROADBLOCKS FACING LOCAL AND CENTRAL ORGANISATIONS, HOW CAN YOU DELIVER A BETTER CITIZEN-CENTRIC DIGITAL EXPERIENCE FOR THE PUBLIC YOU SERVE?

- More than half of government departments feel hampered by a lack of "skills, expertise and vision" in executing their digital transformation projects

- Uncertainty surrounding Brexit means some digitisation projects are already being scaled back or delayed, whilst others are being fast tracked

- A prolonged procurement process, constrained budgets, multiple layers of approval, and other factors add risk to the efforts of IT departments within the public sector

"The digital world has to connect to the real world, so we have to think about all aspects of a service, and make sure they add up to something that meets user needs."

the Government Digital Service (GDS)

DELIVER ON DIGITAL TRANSFORMATION EFFORTS TO IMPROVE CITIZEN SERVICES

As part of this transformation you must listen to staff, communicate the need for change, and equip employees with modern technology – which includes harnessing the power of open collaboration. It is important to leverage open standards, interoperable technology, shared platforms and reusable business capabilities to deliver up end-to-end services. Acquia's Drupal-based platform empowers organisations to build, manage, and provide these services and deliver ambitious digital experiences at scale. These include government departments worldwide which are putting the user at the heart of their digital innovation.

LOOK FOR CLOUD-BASED, OPEN-SOURCE PLATFORM SOLUTIONS

Acquia is committed to the UK's public sector. An approved vendor on the government's G-Cloud procurement platform, we offer the infrastructure, people, skills or expertise and support to help solve the digital challenges that central and local government leaders face.

Acquia's cloud-based Drupal architecture now enables UK government agencies to manage multiple sites simultaneously and respond to citizen or team requirements rapidly with new features or services.

- **Simple:** Spend less time building, and lower your development and maintenance costs

- **Scalable:** Grow to meet demand, increase efficiency, secure your data, and streamline your workflows for developers and marketers

- **Intelligent:** More accurate data and automated insights to personalize customer journeys

How can Acquia help?

The best public sector IT leaders aren't asking IF they need to modernise their services. They're figuring out what level of investment they need to put into capabilities such as digital marketing platforms, personalisation tools, and better methods of engaging with citizens. They seek an increasingly intuitive, fully personalised digital experience that drives a self-service culture. Acquia can help build those experiences and relationships. Our web content management and customer journey orchestration have empowered government agencies to create great digital experiences for their constituents. We'll help you establish the more intuitive, personalised digital experiences citizens expect – using open-source technology, with all the required security.

To learn more about how Acquia can help transform your own organization's customer experience, contact us today.

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