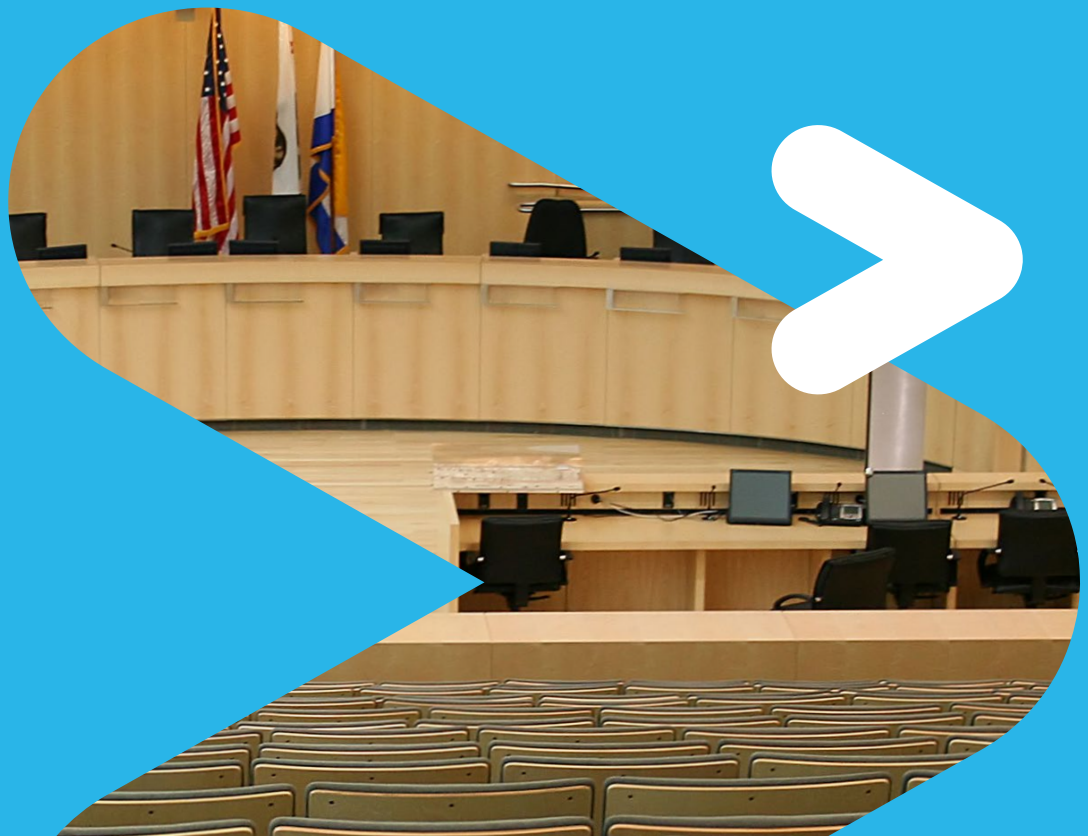
snowflake®

5 WAYS STATE AND LOCAL GOVERNMENTS DELIVER SUPERIOR SERVICES AND INSIGHTS WITH SNOWFLAKE



PUBLIC SECTOR
SUCCESS GUIDE

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GUIDING GOVERNMENT INTO THE MODERN ERA

To deliver on their mission to provide high-quality public service, state and local governments (SLGs) must strengthen their use of data to make better informed decisions. Data-driven decision-making can improve citizen and resident services and increase operational efficiencies. Progress has been made on this front; in a recent survey of local government leaders, 69% said they have improved data and insights that matter to stakeholders and the community.[1]

But SLGs still face tough challenges in sharing and generating value from data. Legacy IT infrastructure and the institutional status quo often cause technical problems and delay data insights. Agencies have a hard time sharing information that can better inform leaders and help fight fraud, waste, and abuse. And siloed data combined with inadequate analytics capabilities prevent fiscal transparency, which is essential to developing superior services and an informed electorate.

To unlock value from data, SLGs need a protected, scalable, and flexible modern data infrastructure to centralize, govern, and securely share mission-critical data. State, county, and municipal leaders are moving more of their data to the cloud to gain modern data capabilities. In doing so, they are better serving and understanding residents, managing budgets and expenditures, and mitigating risk.

SLGS, IT'S TIME TO BECOME TRULY DATA DRIVEN

The Snowflake Data Cloud is a global data network that connects your state or local government with partners, data providers, and other Snowflake customers to enable you to share data sets almost instantly through a simple and secure federation architecture without moving or copying data. Snowflake is a **Fedramp-certified solution**, which ensures that it has implemented a robust cybersecurity and data protection program that is rigorously and independently evaluated for its ability to protect government data. In addition, Snowflake meets StateRAMP authorized, SOC1 Type 2, SOC2 Type 2, ISO 27001, FISMA Moderate, FIPS 140-2, ARS 3.1, and PCI DSS compliance, and supports HIPAA compliance.

Snowflake's platform supports the Data Cloud by consolidating silos across organizations and clouds, improving access to fresh and relevant data, and eliminating the cost and delays of old platforms so leaders can gain critical insights to improve public service delivery.

With the Snowflake Data Cloud, SLGs can modernize their data platform to use data as a strategic asset. They can accelerate data collaboration to improve emergency services, tackle cybersecurity, and provide better online resident services. Creating a 360-degree view of citizens helps them better understand and serve their needs while building a single source of truth and using advanced analytics helps combat fraud, waste, and abuse. And they can deliver the financial transparency that informed citizens demand.

Through the Snowflake Marketplace, departments or agencies can access third-party data sources to further their mission. For example, the state of California is using Snowflake to drive public health responses to COVID-19 by providing statewide data access to county officials, state agencies, and residents while serving the public's interest by providing data to those who need it most.

This ebook explores five of the many ways our public sector state and local government customers are securely unlocking the value of data to improve service delivery and operational efficiency with Snowflake.

1. OPTIMIZE DATA PLATFORM MODERNIZATION

THE CHALLENGE

SLGs are often hampered by legacy IT systems that create data silos and thwart their ability to extract value from data. In a recent survey of SLG decision-makers, 87% said legacy applications prevent their organization from delivering modern services,[2] and creating a better online experience for residents was the number-one driver for expanding digital services in a 2021 State CIO survey.[3] Conventional data warehouses and big data platforms have not delivered on their promise to make it easier to collect, analyze, and leverage data. Isolated cloud implementations offer limited benefits. Faced with tight budgets, SLGs must optimize their digital transformation projects to deliver better online services and use data as a strategic asset while showing ROI. An optimal modern data platform can enhance data performance, with near-unlimited scalability and concurrency, and leverage analytics and data science to support decision-making.

SNOWFLAKE'S SOLUTION

Snowflake's single, unified, cloud-built platform is the very definition of "modern." It enables SLGs to consolidate data warehouses, data marts, and data lakes into a single source of truth with Snowflake's multi-cluster shared data architecture. The Data Cloud implements advanced analytics and data science to deliver insights to leaders in a timely, easy-to-use fashion. At the same time, it minimizes system configuration costs, ongoing maintenance chores, and continual tweaking for performance improvements. The Data Cloud easily loads, integrates, and analyzes all types of structured and semi-structured data inside a unified repository that seamlessly operates within and across agencies. It also provides a solid, unified data foundation that organizations can use to build online services. With Snowflake's self-managing modern Data Cloud as the bedrock, IT can shift its focus from managing a sprawl of disparate infrastructure to deriving actionable data insights for decision-makers and residents.

CUSTOMER SPOTLIGHT

NEBRASKA
DEPT. OF HEALTH AND HUMAN SERVICES

The Nebraska Department of Health and Human Services (DHHS) embarked on a digital transformation project with Snowflake to create a "Data Nexus"—a one-stop data experience where users could find all the data they needed. In addition to unifying its data assets, the DHHS gained self-service analytics capabilities. Now, data analysts can quickly and easily create their own analytics reports. The Snowflake Data Cloud also delivers a scalable cloud-first infrastructure that can scale to address business needs and meet consumption rates, as opposed to the DHHS' previous rigid on-premises system. Snowflake also integrates with external systems such as Salesforce to provide easier data collaboration.

Learn More

2. ACCELERATE DATA SHARING AND COLLABORATION

THE CHALLENGE

Improving collaboration among agencies and departments is a top priority for state governments according to Govtech.com's Digital States Survey 2022.[4] In a recent survey of local government leaders, 57% of respondents said the greatest opportunity for collaboration across departments is adopting technology that brings together data across sources.[5] Governmental leaders want to collaborate on efforts such as improving emergency services, tackling cybersecurity, and providing online resident services. But data is often siloed in legacy systems in different agencies' self-selected cloud applications. Sensitive data is also difficult to share securely when it needs to be copied and moved into another system. The delay in data sharing also hampers the timely delivery of service and insights.

SNOWFLAKE'S SOLUTION

The Snowflake Data Cloud allows SLGs to facilitate their own data exchange to easily and securely collaborate using live, governed data. Agencies can access data from various sources in various formats and unify it into a single, governed, scalable repository. They can then share that data internally between departments and across agencies, or externally with partners, vendors, and residents in real-time. Data owners can retain total control of their data and can select data sets to share without the need for copying or moving. SLGs can also source external data from Snowflake Data Marketplace easily and securely.

CUSTOMER SPOTLIGHT

HDIS
Homeless Data Integration System

California's Homeless Data Integration System (HDIS) enables the state to better account for and track the homeless population, and to measure and analyze local and statewide efforts to address homelessness. The HDIS is helping California improve services for the unhoused and make data-informed policy decisions in its efforts to combat homelessness. Snowflake's Data Cloud enables HDIS to securely centralize, combine, collaborate on, and analyze data from multiple sources. By gathering data on homelessness into Snowflake's single data repository, HDIS offers a comprehensive picture of efforts to address homelessness statewide. HDIS also facilitates coordination across the state by identifying patterns of homelessness and services used across geographic regions and enables efforts to identify and address racial and other inequalities among people experiencing homelessness. Data from 44 different continuums of care (CoCs) in the state will eventually be consolidated in the Snowflake Data Cloud, creating one source of truth from which data can be shared and analyzed.

Learn More

3. DRIVE CITIZEN 360

THE CHALLENGE

Businesses and healthcare institutions often create master records that aggregate all data about specific customers or patients into one location to better serve their needs—known as Customer 360 or Patient 360. Similarly, to better understand and meet citizens' needs regarding governmental services, SLGs are pursuing Citizen 360. For example, California is creating a centralized data system that connects educational, workforce, and social services data on citizens to identify successful government initiatives and advance equitable outcomes, as well as lower educational barriers.[6] But creating 360-degree views of citizens is challenging because data is scattered across various agencies and information must be compiled in compliance with privacy regulations and strict security standards.

SNOWFLAKE'S SOLUTION

The Snowflake Data Cloud centralizes data from various sources and formats into a single source of truth. Snowflake enables a consistent, integrated view of intra-agency and cross-agency structured and semi-structured data and supports the delivery of data as a service. Government agencies can protect data from unauthorized access with Snowflake's data security and governance controls. For instance, owners can use dynamic data masking to anonymize sections of data using a predefined masking strategy and decide how much sensitive data to reveal to users. End-to-end encryption prevents third parties from reading data while at rest or in transit to and from Snowflake. Snowflake also offers data clean room capabilities that allow organizations to collaborate without exposing underlying citizen data. Snowflake's government deployments also adhere to **strict security standards**.

CUSTOMER SPOTLIGHT

California Department of PublicHealth

California Department of Technology
STRATEGY INNOVATION DELIVERY

In 2021, the California Department of Public Health and the California Department of Technology introduced the Digital COVID-19 Vaccine Record portal, a voluntary system that gives every vaccinated Californian the option of secure, shareable digital proof of vaccination. Two weeks after the launch, California delivered close to one million digital vaccine records to residents who requested them. Snowflake is the data backbone of California's Digital COVID-19 Vaccine Record system. With Snowflake's unique, near-instant elasticity and multi-cluster shared data architecture, the portal delivers secure digital vaccine records to Californians within seconds of a request, and it's capable of delivering millions of records per day. Today, California is using Snowflake's Data Cloud to store and analyze a number of data sets to help leaders better respond to outbreaks and plan for the future.

Learn More

4. COMBAT FRAUD, WASTE, AND ABUSE WITH PAYMENT INTEGRITY

THE CHALLENGE

According to the U.S. House Committee and Oversight and Reform, there has been a rapid increase in improper payments over the past several years, reaching a whopping $281 billion in the fiscal year 2021.[7] Improper payments, which include any payment made by the government in the incorrect amount or to the wrong person, can be a sign of fraud, waste, and abuse. Root causes of these erroneous payments include a lack of documentation, insufficient documentation, and incorrect coding. One of the most effective ways to combat fraud, waste, and abuse is to avoid improper payments when processing submitted claims. This requires a single source of truth to identify fraudulent claims immediately and advanced analytics in the claims processing system, such as AI and machine learning, to detect and prevent unwarranted applications—whether due to honest mistakes or intentional fraudulent behavior. However, many SLGs lack the modern IT infrastructure and capabilities to perform such proactive practices.

SNOWFLAKE'S SOLUTION

The Snowflake Data Cloud enables SLGs to develop a single source of truth and advanced analytics capabilities to track and respond to improper payments quickly. Agencies can securely deploy AI and fraud detection utilizing all kinds of data—including public, proprietary, and agency data—to flag claims and applications immediately. AI and machine learning can also help reduce waste wherever payments occur. And governed, real-time data sharing reduces unnecessary data exports while delivering data for analysis and risk scoring. Snowflake's powerful platform enables the performance, scale, elasticity, and security required to process enormous volumes of data and perform advanced analytics.

CUSTOMER SPOTLIGHT

DEEPLABS

Snowflake has partnered with Deep Labs, a leading AI platform company, to help federal agencies prevent and mitigate fraud, waste, and abuse. Deep Labs' persona-based intelligence uses data to create an advanced understanding of how both good and bad actors behave over time based on multi-dimensional and contextual relationship signals. Personas honed in the private sector can now be customized and applied to public sector challenges, preventing fraud before it occurs. Insights from those personas improve with faster access to more data. Deep Labs' artificial intelligence analytical layer, paired with Snowflake's secure data-sharing technology and scalability, empower government clients to identify and eliminate fraud, waste, and abuse in ways they never have before. Together, Snowflake Data Cloud and Deep Labs can help the government make effective use of their own data, in combination with external data to better combat fraud, waste, abuse, and mismanagement.

Learn More

5. BOOST TRANSPARENCY WITH FINANCIAL ANALYTICS

THE CHALLENGE

Transparency is a critical element of effective public financial management. Citizens who have a window into budgets and expenditures can hold leaders accountable and, in turn, improve services. Local laws may also require local governments' increased transparency in areas such as operating funds and debt. But siloed data presents a major challenge to getting the financial analytics needed to provide transparency. Databases and reports get stuck in the systems of individual departments, making it difficult to combine data for efficient reporting. Reports in the form of spreadsheets make data analysis laborious and time-consuming. SLGs often lack the modern data infrastructure and data analytics to provide the fiscal transparency that citizens demand.

SNOWFLAKE'S SOLUTION

With the Snowflake Data Cloud, SLGs can pull data from multiple locations into one secure repository and use public data sources from Snowflake Marketplace to complement internal data such as billing, applications, and utility usage. From there, they can analyze all of the data together, build reports and visualizations, and share relevant information with the public for greater transparency. Snowflake's built-in scale and flexibility make it easy to add or reduce users, data, and workloads as needed. Snowflake's consistent availability and performance at scale lead to minimal downtime and effortless productivity and efficiency as the data and scope grow. In addition, security is baked into Snowflake. Snowflake meets NIST 800-171 requirements, is StateRAMP authorized and is also FedRAMP Authorized (Moderate).

CUSTOMER SPOTLIGHT

City of Tacoma
WASHINGTON

The City of Tacoma chose Snowflake as the backbone of its city-wide data analytics program. This new centralized data platform enables business leaders real-time decision-making capabilities. The budget office created a single source of truth that all departments agreed on and can pull enterprise reports showing the budget to actuals. **Public Tableau dashboard reports** are published monthly so citizens have greater visibility into water and electricity services and can see how their budget is tracking to actuals. This transparency builds public trust and helps citizens understand their usage patterns over time. The city leveraged data from multiple sources through Snowflake for analysis, including metered data and customer billing information, then combined it with public data sources. When the data sets from each department were consolidated, the result was more than 10 billion rows of Snowflake data. Hundreds of users across the city's departments leverage this data in Tableau visualizations to look at impacts on citizens in real time.

Learn More

UNLOCK THE POWER OF DATA IN STATE AND LOCAL GOVERNMENTT

SLGs are recognizing the unique opportunity to reap the rewards of optimizing their data platform modernization; 92% of SLGs planned new cloud investments for 2022, They can bring their data infrastructure and information systems up to speed and build data exchanges that enhance collaboration by making it easy to share governed data more securely. SLGs can also provide comprehensive views of public sector analytics, empowering leaders to make data-driven decisions based on real-time insights. And they can utilize advanced analytics and tools, with Snowflake's Data Cloud as a flexible and scalable foundation, to deliver superior services for citizens.

To learn how your state or local government department or agency can unlock the power of data with Snowflake, visit Snowflake for Public Sector.

ABOUT SNOWFLAKE

Snowflake for the public sector makes it easy to modernize and accelerate cloud migration, share data securely and seamlessly, and ensure data governance for improved resiliency and enhanced mission outcomes. Snowflake's Data Cloud enables public sector organizations to spend more time on what matters most: enabling a data-informed government.

Learn more at **snowflake.com/public-sector**

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