



The County of San Diego: Digital Government Experience.

Fifth largest U.S. county improves access to services, streamlines business processes using Adobe Experience Manager solutions.



“Giving departments the power to easily update content was important to us, as was giving citizens access to mobile applications. With Adobe Experience Manager, we achieved both goals.”

Susan Green, Assistant Chief Information Officer, the County of San Diego



SOLUTION

Adobe Experience Manager and Adobe Experience Manager forms solutions within Adobe Marketing Cloud

RESULTS



CONVENIENCE

Provided timely access to services anytime and anywhere, including many offered on mobile devices



COST EFFICIENCY

Automated forms-based processes, improving service delivery and boosting taxpayer value



COMPELLING EXPERIENCE

Delivered higher-quality digital experiences for citizens



AUTONOMY

Unlocked value and saved time by enabling county departments to make site updates on their own

San Diego County

Established in 1850

Employees: 17,000

San Diego, California

www.sandiegocounty.gov

HP

www.hp.com

CHALLENGES

- Provide convenient, digital access to government services
- Empower departmental agencies to manage their own sites
- Streamline internal forms-based processes and begin automating citizen-facing processes

Improving service delivery and efficiency

The County of San Diego prides itself on providing superb, cost-effective services and making every citizen interaction convenient, including offering timely access to services through digital and mobile channels. To help achieve its goals for public engagement and efficiency, the county chose deployments of Adobe Experience Manager and Adobe Experience Manager forms on-premise, which are part of Adobe Marketing Cloud.

“With more than three million county residents and limited budgets, we must continually improve customer satisfaction while reducing costs and enhancing efficiency,” says Susan Green, Assistant Chief Information Officer for the County of San Diego. “To modernize our infrastructure for citizen communications and service delivery and streamline many of our internal processes, we adopted Adobe solutions.”

Expedient online services

Digital channels are essential for increasing operational efficiency and maximizing taxpayer value. Recognizing the benefits, the County of San Diego is continuously looking for ways to improve its citizen-facing website. There, county residents can find information about county finances or the Affordable Care Act, request birth or marriage certificates, or seek out details and forms related to child support, property taxes, and more.

The site is intended to provide citizens with expedient online and mobile options, and plays a major cost-reduction role by helping people in the county serve themselves. But after years of operating the website using outdated technology, the county determined that the site was not living up to its full potential. The overall site, a collective of 50 departmental sites with varying requirements, content, and missions, was not as easy to navigate as it could be, nor was it mobile-friendly for citizens on the go.

Quick, cost-effective site updates

Traditionally, county departments relied on an aging web content management system and a third-party IT contractor to handle content maintenance and site changes. Departments had to allot funds that could otherwise be used for more strategic activities to pay the outside contractor. Outsourcing content and site updates had become a bottleneck, with departments needing to wait overnight or longer for the vendor to make changes.

The county wanted to migrate to a new web content management system that would support robust mobile access and give individual departments the autonomy to make updates immediately. Although autonomy was a priority, so was control. IT needed to manage content centrally to promote a uniform look and feel. If the county seal changed, for instance, IT could publish a new version of the seal and have it propagate automatically through all departmental sites to ensure a consistent, high-quality site appearance.

“Eliminating manual, paper-based processes with Adobe Experience Manager forms is a big enabler of business change for the county and a major benefit to the public.”

*Michael Proctor, Chief Technical Architect,
the County of San Diego*

A robust foundation for digital experiences

After evaluating the options for website management and reviewing reports from research firm Gartner, the County of San Diego chose to adopt Adobe Experience Manager, which is part of Adobe Marketing Cloud.

Today, Experience Manager powers the site, provides vital digital asset management capabilities, supports mobile access, and helps the county link into social sites such as Twitter and LinkedIn. Experience Manager also provides the flexibility for departments to publish their sites in multiple languages for citizen convenience. In addition, the solution offers advanced digital rights management features to safeguard confidential documents to help ensure privacy of sensitive county and citizen information.

Green and her team worked with Adobe and HP, the county's IT outsourcing partner, to set up Adobe Experience Manager and transfer 70,000 pages of content from the incumbent web management system to the Adobe solution. In tandem, the team built templates for easy website creation and updates, and custom components for distributing, managing, and sharing digital assets.

“Giving departments the power to easily update content was important to us, as was giving citizens access to mobile applications,” says Green. “With Adobe Experience Manager, we achieved both goals and now provide a cleaner, easier-to-use digital experience.”

Going mobile and social

After rebuilding its original web presence with Adobe solutions, the county is now taking advantage of the rich array of tools in Experience Manager to enhance its website, including social community functionality and the ability to extend content into mobile applications. The mobile functionality in Experience Manager provides the county with a streamlined way to customize and repurpose existing content for optimal display on mobile phones and tablets.

“The county has been a leader in providing mobile services to the public,” says Green. “Now, with Adobe Experience Manager, we can create mobile applications to support services and rest assured that the public will have a better experience accessing them on their preferred devices.”

Efficiencies with digital forms

Adobe solutions are driving efficiency and improving services in other parts of county government as well. Using Adobe Experience Manager forms, the county is streamlining internal forms-based processes. The county chose Adobe Experience Manager forms because it integrates easily with an existing EMC Documentum system and other platforms such as Microsoft SharePoint. The solution also provides workflow capabilities to accelerate processes and supports digital rights management.

“The county is committed to advancing delivery of services, anytime and anywhere. Adobe solutions are pivotal to our ability to continually improve how we serve citizens county-wide.”

Susan Green, Assistant Chief Information Officer, the County of San Diego

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Experience Manager solution. Capabilities include:
 - Sites
 - Assets
 - Communities
 - Forms

For more information

www.adobe.com/solutions/customer-experience/web-experience-management

www.adobe.com/go/aemforms

www.adobe.com/solutions/digital-marketing.html



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Among the first agencies to adopt Adobe Experience Manager forms was the Department of Environmental Health. Previously, the department had to download information for every restaurant licensed to do business in the county and fill in multipage forms by hand—a process that could result in delays and backlogs. Auditors used paper forms and photos to conduct inspections in the field, and then had to manually scan the inspection reports for entry into EMC Documentum.

Today, instead of using clipboards and paper to conduct restaurant inspections, auditors use tablets and electronic forms. The e-forms are automatically pre-filled with relevant information on each restaurant to save up-front time. Inspectors access the forms on tablets while they are in the field, simply checking boxes and taking digital photos. The digital inspection reports can be readily entered into Documentum—without scanning or data re-keying—for easy search, accurate tracking, and reference. Through increased efficiencies, the department’s backlog is shrinking, benefiting restaurant owners and the county.

Health and Human Services is also automating the process of determining citizens’ eligibility for services using Adobe Experience Manager forms. The eligibility case management process is elaborate and complex, requiring hundreds of forms to be filled out at intake centers throughout the county. Today, the eligibility process is fully automated using e-forms, with information pre-populated and automatically entered into back-end systems. Citizens can now receive faster answers to their questions about eligibility and have more expedient access to services.

“Adobe Experience Manager forms is enabling digitization and automation of business processes by eliminating the need to print, sign, and scan paper forms,” says Michael Proctor, Chief Technical Architect for the County of San Diego. “Eliminating manual, paper-based processes with Adobe Experience Manager forms is a big enabler of business change for the county and a major benefit to the public.”

Advancing services and citizen value

Seeing the benefits of using Adobe Experience Manager forms to automate internal business processes, the county plans to apply the Adobe solution to streamline citizen-facing interactions such as applications for permits or requests for birth certificates. Instead of requiring the public to download, print, complete, and then fax or scan completed forms—an arduous process for many citizens—the county will enable applications and other documents to be completed and submitted online.

For the county, Adobe Marketing Cloud solutions are improving service delivery and streamlining business processes, leading to a better experience for citizens and generating more taxpayer value. “The county is committed to advancing delivery of services, anytime and anywhere,” says Green. “Adobe solutions are pivotal to our ability to continually improve how we serve citizens county-wide.”