

## GOVERNMENT

# Powering Robust, Real-Time Citizen Engagements for Government Agencies

Government organizations recognize that responsive, personalized, and efficient government services are not only increasingly expected by citizens, they also result in better mission success, improved cost effectiveness, and increased citizen trust.

*Citizen-facing agencies understand that this requires that they effectively harness numerous, disparate data sources, yet many agencies struggle with this. How can they deliver robust, modern citizen services that stretch across all service channels, comparable to those of leading private-sector organizations?*

## Enriching citizen engagement with real-time data streaming

Today, many citizen-facing agencies overcome these challenges with the Confluent event-streaming platform, built upon open-source Apache Kafka. Confluent uniquely addresses the data management challenges agencies face by helping them unlock and fully leverage their data whether it is historical data, static or streaming. Clients can tap the data from their websites, mobile apps, email exchanges and other systems, combining them in new ways that offer each citizen a highly personalized and well-informed experience no matter the channel of interaction.

For example, when a citizen enrolls for benefits during the annual sign-up period, the system can enrich the data he or she enters on the fly. Things such as the beneficiary's change in marital or family status, increased number of claims entered the prior year, or a decreased income level from the prior year can be used to offer tailored recommendations in real time. These data points could have been collected from the claimant themselves or from systems containing electronic health records associated with their medical care, tax returns or from telephone calls they made to a call center. Confluent can combine all these data sources and draw on them in the moment to provide the most relevant information and options to this claimant, creating greater levels of service and satisfaction.

This pattern can be applied to nearly any citizen service, becoming increasingly powerful when government agencies find the need to use the same data sources across multiple applications. Further examples include permit applications, financial aid, pensions, medical claims, assistance, immigration processing, tax filings and many more.



## What sets us apart

Designed by the creators of Apache Kafka to meet the demands of government agencies and businesses, Confluent extends Kafka's event-streaming platform with enterprise capabilities making it easier to develop, deploy, secure and operate. Confluent can connect to any data source, whether mainframe or other legacy systems, cloud-based storage and applications, or even real time data streams. This can be within the agency enterprise or beyond, on-premise or in the cloud. Once Confluent connects to a data source, it can be reused and recombined with other sources to rapidly create new applications and user experiences. With this decoupling of sources and targets, Confluent relieves agencies of the time- and resource-intensive chore of building point-to-point integrations every time they build a new application. It makes Confluent a natural part of any DevSecOps or microservices initiative. Because of this, customers are able to react to changing real world circumstances and create new applications at high velocity, offering new digital experiences to citizens.

### Specifically, Confluent helps create government-citizen engagements that are more:

**Robust and holistic.** Agencies can access, analyze, and respond to all relevant data from past and present interactions in real time to build a complete 360-degree, contextualized picture of each individual and his or her needs. Interactions become deeper and more personalized, leaving citizens more satisfied and a more favorable opinion of government.

**Repeatable.** Agencies can tap into a data source just once and then reuse and recombine it with other data sources to create as many new applications as necessary.

**Responsive.** Because Confluent is an event-driven data streaming architecture, it enables agencies to respond in real-time to citizen inputs and actions, regardless of the channel.

**Interoperable.** Exchanging data within an agency or between agencies can be challenging. Confluent decouples sources and targets and is able to persist data, acting as an important buffer against outages and interruptions in connectivity. This greatly simplifies intra-agency and inter-agency data sharing.

Confluent knows Apache Kafka better than anybody. In fact, the original creators of Apache Kafka went on to create Confluent as a way to extend Apache Kafka's event streaming capabilities to meet the more demanding enterprise needs of government agencies and businesses to develop, deploy, operate, and secure modern data-driven applications.

Deploy new systems rapidly with more than 100 connectors to sources and sinks. Democratize the use of the platform with ksqlDB, an interface that analysts will find immediately familiar and useful to create new event streams. Ensure resiliency with powerful data replication, essential for many geographically distributed operations. Conform to security requirements with Role Based Access Control, FIPS 140-2 compliance and data encryption. Scale up and scale down the infrastructure based on workload demands. Monitor system health and diagnose performance issues with Confluent Command Center. These and other capabilities, combined with Confluent's unmatched support (and US Citizen Support for those customers that require it) make us the right choice for Government customers.

**Ready to get started? Contact a Confluent expert today**

Email us at [publicsector@confluent.io](mailto:publicsector@confluent.io) | Or visit [www.confluent.io/government/](http://www.confluent.io/government/) for more details

**About Confluent** Confluent is pioneering a fundamentally new category of data infrastructure focused on data in motion. Confluent's cloud-native offering is the foundational platform for data in motion—designed to be the intelligent connective tissue enabling real-time data, from multiple sources, to constantly stream across the organization. With Confluent, organizations can meet the new business imperative of delivering rich, digital front-end customer experiences and transitioning to sophisticated, real-time, software-driven backend operations.

To learn more, please visit [www.confluent.io](http://www.confluent.io).