

**From:** GOVERNING <newsletters@governing.com>  
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**Subject:** New handbook outlines framework for re-envisioning government services

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Kevin,

Rapidly advancing technology and sophisticated retailers that offer convenient and seamless transactions are driving citizen expectations for a more personalized and intuitive digital government experience. In this environment, public agencies must become a platform for innovation where citizen and partner needs can be quickly turned into results, and where new digital services can be rapidly developed, launched and refined.

But too many governments rely on outdated business processes and aging, inflexible technology that hamstring their ability to react quickly to emerging needs and solve new problems. The result is a growing disconnect between what citizens want from government and what agencies can deliver. So how should agencies approach this critical challenge?

Cloud-based application platforms are part of the answer, but governments must also gain a deep understanding of their customers, current and future business priorities, and existing IT environments. This Governing handbook, "A Government for the Digital Age," sponsored by Salesforce, provides a framework that government agencies can use to chart a course toward digital transformation that fits their unique needs and proceeds at their own pace. It also:

- Spotlights government agencies that are successfully navigating digital transformation
- Highlights best practices for those that are just starting or continuing down the path
- Discusses the importance of keeping the customer front and center in any initiative

To learn more, download the handbook [here](#).

Sincerely,

Mark Funkhouser  
Publisher of Governing

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