



# Positive Change for Communities

**How to bring your community  
into the digital age**

Explore the top tech trends in government  
and learn how leaders are enhancing  
community and citizen experiences.

LUMEN<sup>®</sup>

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# Digital transformation in government today

Digital transformation is essential for agencies to build thriving communities in today's world. Technological advancements, including artificial intelligence (AI), offer opportunities to accelerate digital transformation and achieve missions more efficiently.

According to a recent IDC survey, an average of **67% of government leaders** identified digital transformation as an overall IT goal.<sup>1</sup>



# Key benefits of digital transformation

## Enhanced community experience

Innovations such as AI and digital tools allow agencies to create personalized, seamless interactions with their communities designed to lead to higher citizen satisfaction, trust and community engagement.

## Agility

Digital transformation allows agencies to adapt quickly to new mandates and laws, to help keep communities informed and connected to leaders and their community.

## Employee empowerment

Digital transformation enhances collaboration, knowledge sharing and productivity with digital tools. Access to information, training and remote-work capabilities helps motivate workforces to better serve their community.

## Cost efficiency

Digital transformation enables organizations to streamline processes, automate tasks and reduce operational costs. By leveraging technology, agencies can optimize budget allocation and minimize waste.

## Data-driven decision making

By analyzing vast amounts of data in real time, agencies gain insights into community needs and demands, enabling them to make informed decisions to improve services and experiences.

### Did you know?

Agencies that adopt cloud solutions as part of digital transformation average a 59% improvement in application performance and availability and 48% in citizen satisfaction.<sup>1</sup>



# Top tech trends for today's communities

## Artificial intelligence and machine learning (ML)

AI and ML technologies are increasingly being adopted to enhance agencies' processes to improve service to their communities. Organizations are exploring generative AI tools to streamline tasks, improve efficiency and engage citizenry.

## Security into everything

As agencies rely more on cloud-based platforms and expand their tech stacks, the need to increase security and implement Zero Trust measures increases. Organizations must ensure they and their citizens are protected from potential vulnerabilities and security risks across all digital initiatives.

## Personalized citizen experiences

Agencies are focusing on creating personal experiences for their citizens. Data-driven insights enable the development of personalized content to improve citizen engagement, connection and trust in their government.



## Enhancing employee experiences

Employee satisfaction is crucial for productivity and service quality. Agencies adopting hybrid and remote work strategies not only boost collaboration and productivity but also enhance employee well-being and morale, which can positively influence the services provided to their communities.

## Sustainability

As governments and citizens focus on more sustainable communities, agencies are increasingly incorporating social responsibility into their strategies. AI and ML can provide innovative solutions to help optimize energy consumption, predict and mitigate environmental impacts and enable transparent and secure transactions.

## Resiliency

Government leaders recognize the importance of planning for the unexpected to avoid downtime and disruptions that can impact their communities, services and trust. Disaster recovery strategies must be in place and ready to implement when needed.

### Did you know?

AI plays a critical role in government. An average of 63% of federal and public sector agencies have integrated AI into customer engagement solutions. That number jumps to 74% for agencies with more than 5,000 employees.<sup>1</sup>

# Offering new capabilities and improved experiences

## Streamlined experiences

Enhancing citizen engagement portals with apps powered by AI and ML can help you anticipate what your constituents expect and create seamless experiences that instill confidence and trust in your community.



- Leverage AI and ML to process and gain insights from large data to better understand what your communities are demanding to make smarter choices and recommendations for new technology.
- Create and run intuitive digital applications to help reduce frustration, increase community satisfaction and improve trust with every interaction.
- Deliver the experiences citizens expect by leveraging cloud-based solutions to scale the applications powering citizen engagement portals, enhance experiences, help build trust and strengthen tax-revenue streams.

### Andy

Chief Digital Officer of a U.S. state

#### Top priorities

Creating a strong digital ecosystem to support seamless experiences, improve efficiency and equip the workforce with digital tools to improve citizen and employee experiences alike.

### Did you know?

Government leaders cite their top digital transformation priorities as securing applications and data, maximizing application performance and availability, and using managed and professional services to handle implementation and operational management.<sup>1</sup>

# Safeguarding your communities, citizens and staff.

## Secure and streamlined community interactions

Simplify citizen interactions and provide a consistent experience across agencies by prioritizing data protection, authentication, compliance with mandates, and proactive monitoring to create a safe community environment.



- Implement cybersecurity compliance best practices to promote and protect regulatory requirements and mandates.
- Mitigate risks and implement strategies like Zero Trust that can stop bad actors before they strike.
- Protect communities and agencies by proactively examining, assessing and verifying your network applications.



### Sandra

Chief Information and Security Officer  
of a federal agency

#### Top priorities

Oversees and maintains a security-aware culture to protect critical and confidential community assets, infrastructure and data; responds to security breaches; and implements strategies and technologies that prevent and mitigate security risks while supporting regulatory compliance, including Zero Trust mandates.

### Did you know?

80% of government entities cite cost and budget concerns as their top barriers to implementing Zero Trust, and more than 80% rank improving threat detection as most important when implementing Zero Trust.<sup>2</sup>



## Kenny

Chief Financial Officer of a city government

### Top priorities

Fiscal responsibility for taxpayer funds by maximizing resources, including enhancing existing infrastructure with new technologies and managing financial planning, budgeting, forecasting and negotiations.

# Focus on future experiences and driving efficiency

## Automate and enable change with managed services

Enable agencies to automate workflows, control increasing expenses and scale operations to meet community demand. With technology, agencies can become more agile, flexible and better positioned to meet their missions of supporting their communities.



- Managed services support agencies during digital transformation by providing expertise, bridging skill gaps, driving lower costs, adaptability and agility. They can enable organizations to optimize operations in a changing environment.
- Organizations combine digitalization with environmental responsibility to optimize processes, reduce waste and improve efficiency. By adopting sustainability strategies, agencies can build resilient, efficient and environmentally responsible communities for the benefit of all citizens.

### Did you know?

State and local agencies reported a 10% operational cost savings annually by using managed services from a third-party provider instead of managing their network operations internally.<sup>1</sup>



# Why Lumen?

As a trusted partner to government and education, Lumen can help protect your communities and staff by securing your critical data. IDC has recognized Lumen as a major player in their MarketScape 2024 U.S. National Government Professional Security Services vendor assessment and recommends federal agencies strongly consider Lumen for network security modernization, full SASE implementation, SOC modernization and incident response services.<sup>3</sup>

The Lumen Network is one of the largest, most deeply peered backbones in the world, enabling effective network security through unique insights into emerging cyberthreats. Adhering to standards like NSTAC, ISO and CMMI helps ensure daily security diligence and compliance support with a focus on comprehensive community protection.

## Network & IT benefits of Lumen IP Solutions<sup>4</sup>

**66%**

**increase**  
in available  
bandwidth

**35%**

**reduction**  
in network costs

**19%**

**more efficient**  
network  
management

**24%**

**less time**  
required for network  
performance  
optimization

## Security & network performance benefits of Lumen SD-WAN<sup>5</sup>

**49%**

**more efficient**  
security  
operations team

**36%**

**fewer instances**  
of impactful  
network security  
events per year

**22%**

**less**  
performance  
degradation

**20%**

**lower**  
application latency

# Start your digital transformation

Contact a Lumen specialist



Schedule a  
meeting with us

Follow the links below to explore Lumen products and services designed to support your digital transformation and help you drive agency and community growth.

Lumen® Cybersecurity Solutions

Lumen® Internet On-Demand

Lumen® Edge Cloud Solutions

Lumen® Collaboration Solutions

Lumen Managed Services

<sup>1</sup>IDC, *Lumen Digital Research Survey*, April 2024.

<sup>2</sup>Market Connections, *The State of Zero Trust in the Government*, February 2024.

<sup>3</sup>IDC, *Marketscape: U.S. National Government Professional Security Services 2024 Vendor Assessment*, 2024.

<sup>4</sup>IDC, *Business Value of Lumen IP Solutions*, March 2024.

<sup>5</sup>IDC, *Business Value of Lumen SD-WAN*, February 2024.

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