DATA ALONE IS NOT ENOUGH
Use Insights to Create Better Experiences, Not just Reporting
Today, many organizations and departments are using digital analytics to count page views, low value metrics, or simply as a data collection dump. Others are collecting some data and creating reports, but they aren't doing anything with the data.

To help create better experiences through the use of insights ask yourself the following question: How actionable is your website and mobile data? Looking at data in a report is vastly different than understanding the digital body language of your customer base through granular data aided by machine learning and artificial intelligence – especially given that free analytics tools will only provide you with sampled data and no access to the underlying data. Consider the following in your evaluation:

- **Experience optimization** – Ask yourself what you actually need to do with the data. Most often, you should be aiming to change or personalize the citizen experience. How does the analytics data connect to your digital experience technology? Does this happen out-of-the-box and in real time? If not, then consider the effort, latency and integration cost as overhead.

- **Data sampling** – If you are using a free analytics tool, then it is almost certain that the data is sampled in order to keep the vendor’s costs low. This can lead to inaccuracies in your reports as much of the data becomes inferred rather than explicit. Always avoid a solution that samples the data.

- **Data extracts and API's** – How can you get data in and out of the analytics solution? In today’s environment, you will want to track more than just web and mobile properties. For example, can you pass data to a non-web device such as a digital screen or an Amazon Echo in real time? Similarly, can the solution provide you with raw or partially-processed data in real time? This is critical for passing digital events and behaviors into citizen communication systems such as notifications, call center agents and back office systems.

- **Take action now, not tomorrow!**
  Citizens expect answers and resolutions instantly but remember that you are only able to move as fast as your slowest system or process. Design for speed and architect for real time, not daily or weekly.

Don’t forget: Analytics is a means to an end — the goal is to obtain actions or insights.
INSIGHT, NOT MEASUREMENT

Anyone who is remotely health conscious will remember a time when we relied on simple electronic devices to count our steps and provide a gauge of how many calories we were burning each day. Fast forward to today, our watches not only track our energy consumption and heart rate, but take phone calls, play music, and provide personalized recommendations to reach our fitness goals – we’ve moved from basic measurement to something much more capable and intelligent.

In other words, measuring something is not the same as analyzing it. When we speak to government and business, many people still do not differentiate basic measurement from true analytics. Worse still, too much emphasis is placed on creating and maintaining descriptive reports that are neither insightful nor actually accessed by the wider workforce (perhaps as a result of the first point). A lack of digital analyst talent compounds this further.

Two key features differentiate analytics from measurement technologies:

1. AI-Powered Assistant enables you to answer questions

The Virtual Analyst enables you to answer questions you didn’t think to ask. Think of the Virtual Analyst as the expert who never leaves the office, continuously analyzes data and uses predictive algorithms and machine learning to deliver valuable personalized alerts and insights into unknown anomalies impacting your citizens.

“We had a customer that found a deactivated campaign code that was costing them nearly $2 million a day with anomaly detection,” says Nate Smith, Group Product Marketing Manager for Adobe Analytics Cloud. “They were able to run contribution analysis and fix it. That analysis took less than 30 minutes. Those are not just time-savers, that’s a real return on investment.”
2. Insights, as you like them

Historically, analytics has been the function of specialists. It has generally been an expert's tool and highly centralized. Today, data and analytics should be part of every employee's role, however you shouldn't need a PhD in Data Science to understand it.

Insights must be accessible in a range of formats to suit such a diverse workforce. That's why Adobe Analytics offers Analysis Workspace for data-savvy users as well as Intelligent Alerts and simple dashboards that are ideal for less advanced generalists. Integrations with existing, more broadly used tools like Microsoft Excel, Tableau and PowerBI further increases accessibility to insights ensuring they get into the right hands to drive action.
A FOUNDATION OF TRUST:
DATA SECURITY & PRIVACY

Trust is at the core of everything in our lives: people, business, government and, increasingly, technology. With regard to technology and data, trust applies to how data is collected, stored, treated and shared.

To help Government build trust, harden security, and safeguard Government analytics data, three areas of focus for evaluation are:

1. **Data encryption:** as standard, this should be available both at rest and in transit.

2. **User Access:** analytics solutions should have robust Role Based Access Controls, including user permissions, user groups, data partitioning and automatic user expiry. For example, how do you ensure that a contractor has their access automatically expired every 6 or 12 months?

3. **Digital Identity:** Single Sign-On should be supported by the analytics provider so that user access can be managed centrally by your department's IT division, not linked to a personal email account which is often the case.