



## The Problem

State and local governments are consistently challenged to find ways to disseminate information to the public, while creating a collaborative working environment for its employees. eGovernment solutions need to address a host of citizen concerns ranging from the ability to pay for traffic tickets online, to finding more about community developments, to learning about parks and recreation resources, to finding and applying for employment, and much more. The abundance of news, services, and activities that needs to be published also creates challenges for the multiple departments involved. Ensuring relevant content for state and local constituents means providing the tools so that employees can effectively collaborate and deliver that content directly to the its intended audience.

## The Potential

An integrated portal that offers collaboration and content management capabilities can garner true productivity from government employees, while engaging the citizen in the most up-to-date information available. The potential would allow government organizations to:

- Increase productivity for employees involved in posting information—such as press releases or other news; community bulletins; leisure and business resources; motor vehicle or tax information; and forms and employment postings
- Ensure the content approval process is followed through intuitive workflow cycles that send content and documents to the right people to review, approve and publish
- Eliminate IT bottlenecks and deliver fresh, timely information by empowering department personnel to enter and publish content
- Ensure that approved content is published to the right pages and sub-categories at the right time, based on defined publishing workflows which are mapped to the overall portal structure
- Allow employees from different departments to communicate and collaborate via calendars, document management, and integrated workspaces—all on the user's desktop
- Reduce the administrative burden and associated costs involved in fielding calls from citizens who can't find the information they need
- Create a foundation for adding more departments, content and tools over time—at incrementally less cost

## The Solution

The Public Information Portal (PIP) from Enterpulse brings together the best of content management and portal technology. Leveraging Interwoven's WorkSite for team collaboration and document management, along with TeamSite for content management, PIP creates an integrated desktop powered by BEA Portal.

The solution:

- Allows the government organization's content to be organized by "communities" such as residential, business, leisure, or others
- Provides intuitive templates that map to the business and page-level requirements to allow non-technical content contributors from many different departments to easily enter new content
- Offers security authentication to define different user types and grant appropriate permissions with the content access, approval, and publish process
- Allows for specific content types to auto-publish, while providing "flex" templates that allow users to specify different types of content and locations within the portal
- Offers the ability define workflow tasks to manage approvals and automate deployment
- Provides different departments with the ability to engage in collaboration of content in an online team environment; authorized users can create integrated workspaces for document management, posting of review notifications, posting of events to calendars, discussions and more
- Takes advantage of the flexibility of a portal to scale as additional applications and functionality are implemented

Enterpulse recently implemented a Public Information Portal for the City of Raleigh. The City's content contributors from different departments are now empowered to author content and use the workflow process to ensure adherence to the City's approval and publishing requirements. The citizens are enjoying up-to-date information in an intuitively accessible portal environment organized by communities that target their needs.

### ***What does this mean for you?***

With PIP, state and local governments can:

- Create an encompassing Web portal that segments content using "communities", which benefits the citizen by finding what they need, and benefits the organization through repeatability
- Give their departmental employees the ability to log in and access to the specific content areas that pertain to them, while collaborating with other team members
- Offer these non-technical employees easy-to-use templates or "forms" that have predefined fields in which to enter content for a Web page—ensuring consistency across departments and the site as a whole
- Adhere to the specific approval processes by initiating "workflows" that notify each employee in the flow when to review, approve, and publish content—ensuring the government's message to the public is consistent and meets any regulatory requirements
- Continue to provide the best service possible to the citizens it governs

### **Contact Enterpulse**

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