



Roadmap to Effective Government Program Outreach

This roadmap builds cohesive bridges from
Web 2.0 - Enterprise 2.0 - Government 2.0 solutions
to enhance program outreach

Web 2.0

Blogs / Wikis
Chat / IM
Podcasting
Mash-ups
Social Networking
Videoconference



Enterprise. 2.0

Internally Hosted Apps
Security
Policy
Governance
Accountability
Reporting



Government 2.0

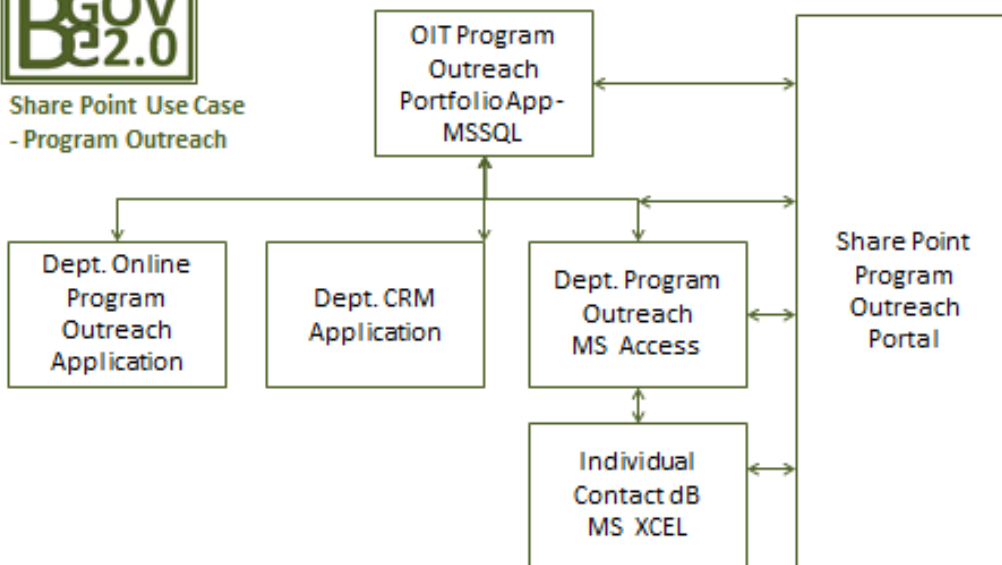
Government Specific Apps
Open Government
eGov - G2C / G2G / G2B
Transparency
Sustainability
Shared Services Model

We provide an affordable and cohesive solution for government entities
to build and bridge this 2.0 continuum to enable more effective program outreach
Our solutions are rolled out to mirror these (3) defined phases to allow for the most
effective program understanding, scope, implementation, maintenance and cost.

Program Outreach Collaboration Platform



Share Point Use Case
- Program Outreach



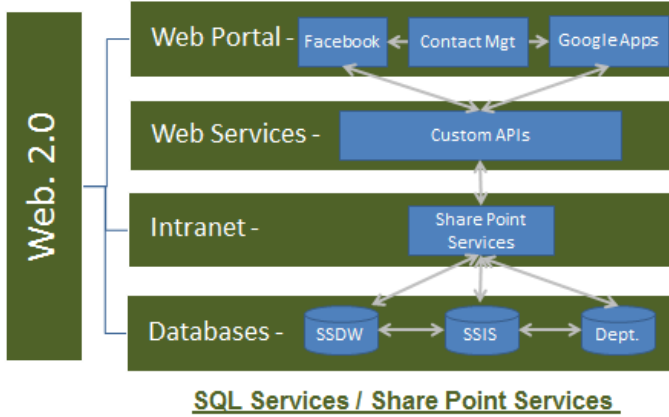
Share Point can be an effective aggregator and presenter of disparate data. Using a program outreach as an example, Program outreach data can be managed differently at the Dept. and Division levels as well as in different manners and using different tools / applications . i.e. MS CRM, MS SQL, Salesforce, ACT!, XCEL etc.. Share Point most unique use is when a data element in XCEL can be compared seamlessly to a data element in MS SQL i.e. Goal data stored in MS SQL against with a specific project tracked in XCEL. Additionally, that program v goal data Salesforce can be compared to another program v goal data tracked in MS CRM.

Value –

- Limited change - Leverage current practices and behaviors
- Enhanced Productivity - Reduced manual data aggregation and errors
- Integration - Automate the process of pulling disparate data together
- Visibility - Common approach brought to various outreach data sources
- Knowledge Base - Capture information for more effective re-use and learning



Collaboration – Web. 2.0

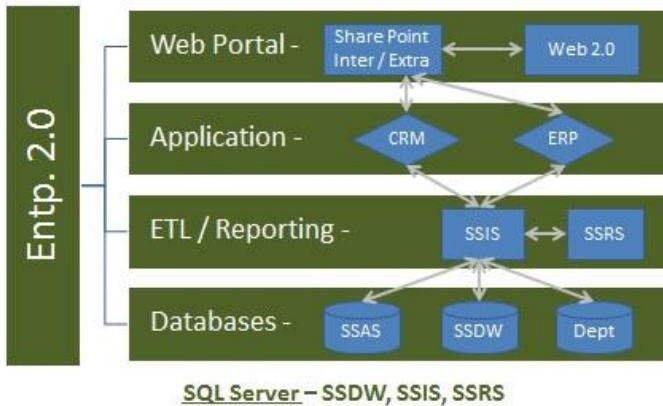


Web 2.0 –

- Hosted 3rd Party Apps: Google Docs, Contact Mgt
- APIs pull in unstructured outreach data
- Unstructured data tagged in Share Point
- Share Point Lists create semi structured data
- Data integrated and shared with internal data



Enterprise Collaboration – Entp. 2.0

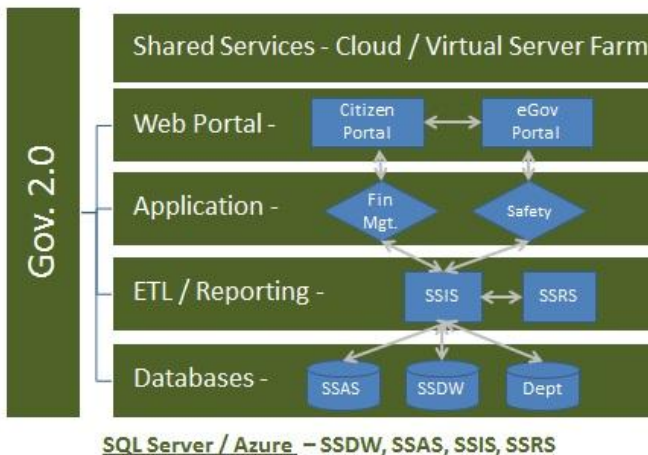


Enterprise 2.0 –

- Hosted Apps integrated with Share Point
- Share Point Lists create structured outreach data
- Data integrated and shared with internal apps
- Data integrated and shared with internal data



Government Collaboration – Gov. 2.0



Government 2.0 –

- Hosted Apps integrated with Share Point
- Share Point Lists create structured outreach data
- Integrated and shared with internal apps / data
- Integrated and shared with external apps / data