

GOVERNING IN THE CLOUD: WHAT'S ALL THE BUZZ ABOUT?

Tom co-founded Granicus, Inc. as Chairman and CEO in 1999. Under Tom's direction, Granicus has risen to the top of the cloud-platform industry for government. Nearly 1,000 agencies use it to increase transparency, efficiency, and citizen participation. In Q2 2011 Granicus achieved 340% sales growth, indicating a growing trend towards cloud-based applications in government.

Thumbnail-cloud-granicus What's fueling governments' need to run their applications in the cloud? How is the cloud being used in government? Today we released a white paper on *Governing in the Cloud™* to help government agencies answer these questions and assess whether a cloud strategy is good for their organization.

Over the past six months, there has been a lot of buzz about this topic—in USA Today, Forbes, Computerworld, and the New York Times. During this time, our cloud platform for government has experienced significant growth (340%). We wanted to examine this trend more deeply. After surveying our customers and analyzing their usage of the cloud, we compiled a succinct report examining some of the leading reasons why governments are increasingly adopting cloud-based applications. Not only were we able to identify the Top 5 Reasons, we quickly recognized how these goals were easily

accomplished on a government-only cloud, shared only between government agencies.

As citizen expectations and demands for online services and information from government continue to rise, agencies are trying to find the best ways to meet these demands. They want to scale their resources to reach their constituency faster with rich, high quality government data. The government-only cloud model is growing in popularity as a low cost, high efficiency and high reliability approach.

What is a Government-Only Cloud?

The concept is pretty simple. It's the ability for government agencies to quickly and easily leverage a pool of shared resources — hosting, storage, and cloud services—to flawlessly run their web-based data and services from a cloud platform only being shared between government agencies.

Why use a Government-Only Cloud?

Security, speed, and cost-efficiency are just a few of the reasons why so many agencies are considering a government-only cloud —particularly when it comes to deploying and hosting public-facing data and citizen services.

security-granicusAs government agencies start to transition their applications to the web, they not only want their information and systems to pass stringent regulatory standards, they feel more confident having their applications and resources shared only between agencies that they trust. This gives them the assurance of having their information hosted by government-certified data centers and managed by processes, tools, and workflows that are designed-for-government.

As a result, your data and processes are tested to work within local, state, and federal regulations including public access, transparency, and Freedom of Information laws.

Also, using a cloud platform, your data is redundantly stored—copies of your data are backed up to multiple locations in compliance with your records retention schedules. You can also deliver applications to your citizens faster. Utilize a cloud-based infrastructure to deliver applications instantly without investing tremendous amounts of money and staff resources on security, hardware, and upkeep.

Going Beyond Virtualization

Many agencies are starting to virtualize or consolidate their servers to reduce operating costs. This resource-pooling is a great first step to moving to a cloud-like environment. In fact, one of our clients, Loudoun County, just released a very compelling video on how they are moving their IT infrastructure to a virtual environment to save on energy costs and improve the delivery of applications to staff. They've been able to reduce costs by 83% — from \$630 per year for an individual server down to down to \$109 per year.

Migrating your applications to the cloud takes your efficiencies one step further. You can reduce overall IT expenses even more by offloading all hardware, support, labor, maintenance, and energy costs onto your cloud-provider for a low, subscription-based price. With a shared-platform, you pay for only what you need but you're fully protected by a pool of shared resources should something unforeseen occur.

Additionally, staff time savings are worth the effort. By moving to a cloud environment Granicus customers are experiencing significant ROI's. The City of Long Beach saved \$3.1 million in cost-savings. Even communities with small populations like Sitka, Alaska are realizing the benefits. They are funneling 76%-99% of all constituent inquiries through their website as opposed to by email, phone, or in-person.

ABOUT GRANICUS

Granicus provides technology that empowers government organizations to create better lives for the people they serve. By offering the industry's leading cloud-based solutions for communications, meeting and agenda management, and digital services to more than 3,000 public sector organizations, Granicus helps turn government missions into quantifiable realities. Granicus products connect more than 150 million people, creating a powerful network to enhance government transparency and citizen engagement. By optimizing decision-making processes, Granicus strives to help government realize better outcomes and have a greater impact for the citizens they serve. For more information on Granicus, visit www.granicus.com.