# Advancing government experiences
# with AI

The latest technology frees employees to be innovative in delivering agency services

**John Landwehr**
Vice President and Public Sector CTO, Adobe

**W**ITH GOVERNMENT TRANSFORMATION initiatives such as the 21st Century Integrated Digital Experience Act, the impetus has never been greater for agencies to modernize their missions by transforming legacy services and systems. New technologies such as artificial intelligence are enabling government to deliver game-changing citizen and employee experiences. But not all AI is created the same. Agencies must consider some important factors when choosing how to leverage AI in their workflows.

One crucial factor is harmony of the software and hardware in data centers and the cloud. Efficiency gains with AI are limited by the available underlying processing power. When AI-driven applications utilize additional processing power from a graphics processing unit (GPU), agencies can deliver higher-performing AI-fueled services to customers and developers faster and more efficiently. A close hardware/software collaboration also offers expanded AI capabilities for greater innovation and insight.

Equally important in an AI choice is compatibility with existing agency applications and workflows. AI isn't very useful by itself and shouldn't stand in the way of workflow. It must be intelligently woven into the workflow as a part of trusted applications. By fueling existing workflows with an open, extensible and trainable AI architecture, agencies can amplify human creativity and performance in a very intuitive and natural way.

The real power of AI in government lies not in replacing human intelligence but in freeing agency personnel to focus their creative and strategic energies on the mission. By eliminating time-consuming, error-prone and unfulfilling tasks and adding innovation, AI-fueled applications promote great customer experience in three critical ways:

## 1. Content creation

When AI is designed and optimized with content creation in mind, powerful advances can be made. Adobe Sensei, Adobe's AI and machine-learning engine, understands the context of digital content — such as images, videos, animations and illustrations — at a deep level. This helps accelerate the delivery of digital experiences as Adobe Sensei handles basic software functions behind the scenes to present a more efficient screen interface during the creation process.

What's more, because Adobe Sensei is deeply integrated with Adobe Creative Cloud, it also understands deeper concepts such as aesthetic quality, composition, color palette and even emotional concepts. A typical query might be "family on a beach at sunset with waves in the background." With its depth of understanding and gain in speed through GPU utilization, the technology can rapidly search the entire Adobe Stock image library to help find the perfect image in seconds.

## 2. Personalization at scale

Given rapidly changing citizen wants and needs, AI is crucial for delivering the optimal customer experience at the right time and
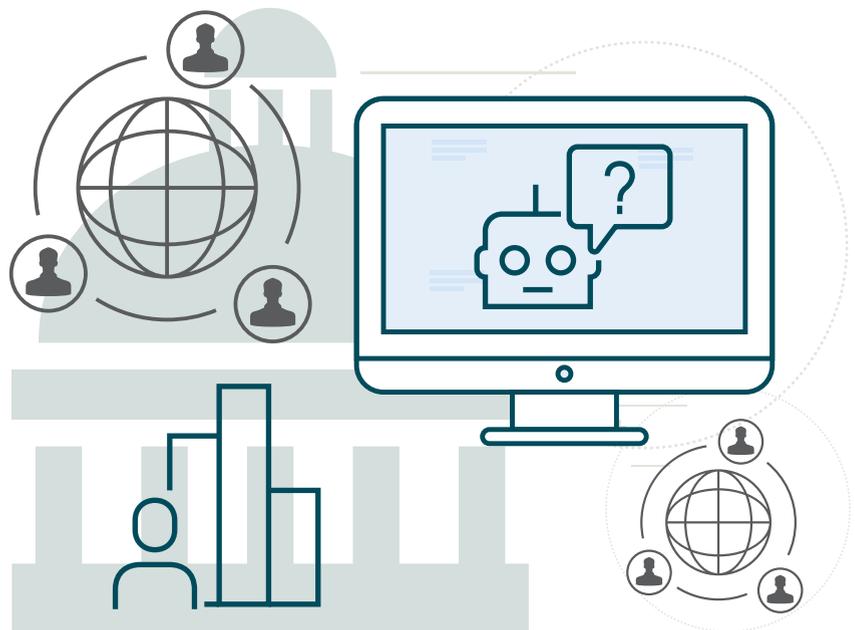


davooda/Shutterstock/FCW Staff

> ❝ AI-fueled applications can identify the different types of citizens being engaged and **understand how they interact** with agency services. ❞

on the right channel. AI-fueled applications can identify the different types of citizens being engaged and understand how they interact with agency services. Beyond that, AI can use those insights to serve relevant and personalized experiences in real time and then anticipate what's needed next. The result is a citizen experience that's highly personalized and deeply intuitive. All of this happens instantly and at scale.

**3. Measurement and improvement**

With advanced analytics techniques such as predictive modeling, anomaly detection and contribution analysis, AI helps agencies by sifting through large quantities of data at great speeds to quickly surface insights and enhance every customer experience. It's like having a data analytics team available 24/7. Agencies also optimize their use of valuable resources

— AI assists with time-consuming data analysis so employees can focus on in-depth decision-making.

It's time to advance government operations and experiences into the 21st century. With AI, the possibilities are endless. ■

**John Landwehr** is vice president and public sector CTO at Adobe.



# Deliver breakthrough citizen experiences with artificial intelligence.

Citizens today want more than great customer service, they expect exceptional experiences. Adobe unites human creativity with artificial intelligence to help government agencies make tedious processes easier and deliver relevant, personalized experiences. All in real-time, optimized for the citizen.

**Reimagine the citizen experience with Adobe Sensei.**
**adobe.com/sensei | 1-800-87 ADOBE**

Bē
arcūs by Rik Oostenbroek