

Salesforce is the industry-leading customer platform as well as the world's most extensive enterprise cloud ecosystem. The Salesforce platform and ecosystem offer access to thousands of applications and solution opportunities. We would like to continue to leverage Salesforce and its connected applications and technologies to assist our customer agencies in responding to the ever increasing demands from the citizens of Denver. These citizens are continually looking for their Government to adopt technologies, internally and externally, that are mobile, intuitive and make use of connected data. A further expansion of the existing Salesforce platform fits directly into Technology Services Strategic Plan.

Since its inception the Salesforce platform has been used in a number of ways to solve an array of business problems and process improvement opportunities:

### 2015

- Mayor Event Tracking – tracks requests for Mayoral appearances
- OED - case management for applications
- Parks & Rec – contract management
- Peak Academy – tracks class registration and innovations
- Payroll: case management for benefits questions
- DIA Customer Relationship Management
- DHS Customer Relationship Management
- 311 Customer Relationship Management

### 2016

- Computer Telephony Integration for 311: provides caller ID functionality to help agents pick contacts
- SurveyForce – sends surveys for 311 and PMO
- Boards & Commissions – Tracks all open slots for Mayor's B&C
- Accounting: case management for agencies they support
- Golf – tracks all events all golf courses
- Board of Adjustments – case management to track all appeals and hearings
- Go Bond – CRM to track responses to the bond for infrastructure enhancements
- Elections
  - Ballot Tracking
  - Election Judge Tracking
  - SMS to Case

## 2017

- 311: Case Intake 2.0 – streamlining of case intake process for 311, DIA, DHS
- CTI for DHS: provides caller ID functionality to help agents pick contacts
- Audit Remediation: ensure PII data is only viewable to designated resources
- Public Works: Street Maintenance: case and work order mgt system
- National Western – CRM to track interested parties and donators
- Office of Children’s Affairs – CRM to track after school programs
- Controller: case management for agencies they support (to be deployed in May)
- Hearings – tracks employee appeals and mediation cases (deployed (4/5) – users not included in the attached report
- Contact Solution – turn org from public to private and contact clean-up
- TS Contract Mgt – solution to manage contracts within TS

## 2018

- DHS Marcomm
- CCD Marketing Cloud
- DIA Split
- Public Works Field Service for Street Maintenance
- Real Estate Space Management
- Denver Police Department Contact Card
- Arts & Venues Kore
- Elections Ballot Tracking Enhancements
- Public Works Sidewalk Repair
- Department of Human Services Work Orders
- Continued Migration of Applications to the new Salesforce Lightning framework

## Future Opportunities/Projects in progress based upon known requests

- Department of Human Services Contracts Management
- Department of Human Services Case Management
- Department of Human Services Gift Card Management
- DFD Community Event Scheduling: solution to manage fire house and community visit requests
- Sustainability – CRM and potential email solution
- Public Works Field Service Lightning expansion
- P&R – CRM for Partner Management
- 311: Text to Case – allow users to submit cases via SMS

Other opportunities as discovered through the Peak Academy, Technology Services Customer Request Intake, etc...

311 AI - expanded use of AI to respond to and disposition tickets

The opportunities to exploit this platform to meet our business needs is almost unlimited. The State of Colorado has more 70 different applications in their Salesforce footprint for agencies to handle issues from human services and wildlife management to adult protective services.

This program has been and continues to be focused toward the provisioning of technology to our city agencies in a quick and efficient way. We strive to continue utilizing this technology and it's ever expanding capabilities to solve business problems and improve the delivery of services to citizens using modern, mobile and accessible means. This will come to fruition though leveraging new opportunities required to serve Denver's citizen as well as in modernizing, improving and replacing outdated and unsupported technology and applications.

The expansion of this platform will allow agencies to collect better analytics to drive better and more data driven business decisions.