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Technology Trends



Cathy Cleek | CIO FTB



Purpose of Presentation

- Present top technology trends which I believe have potential to impact or help FTB do our business better.
- Describe the projects that FTB is doing in these areas.



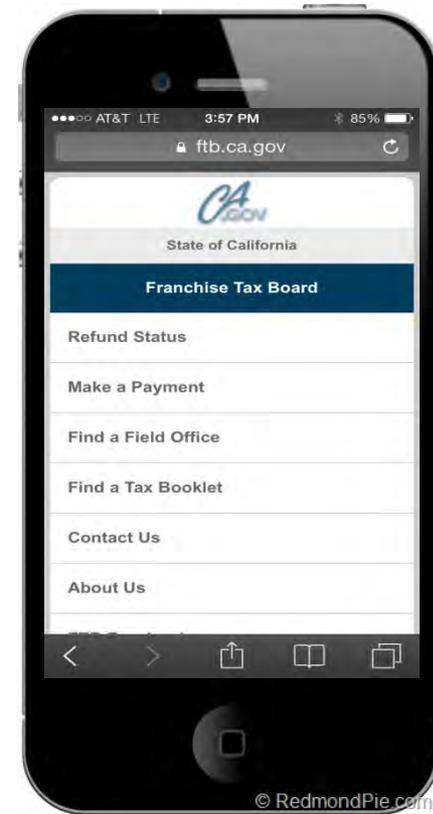
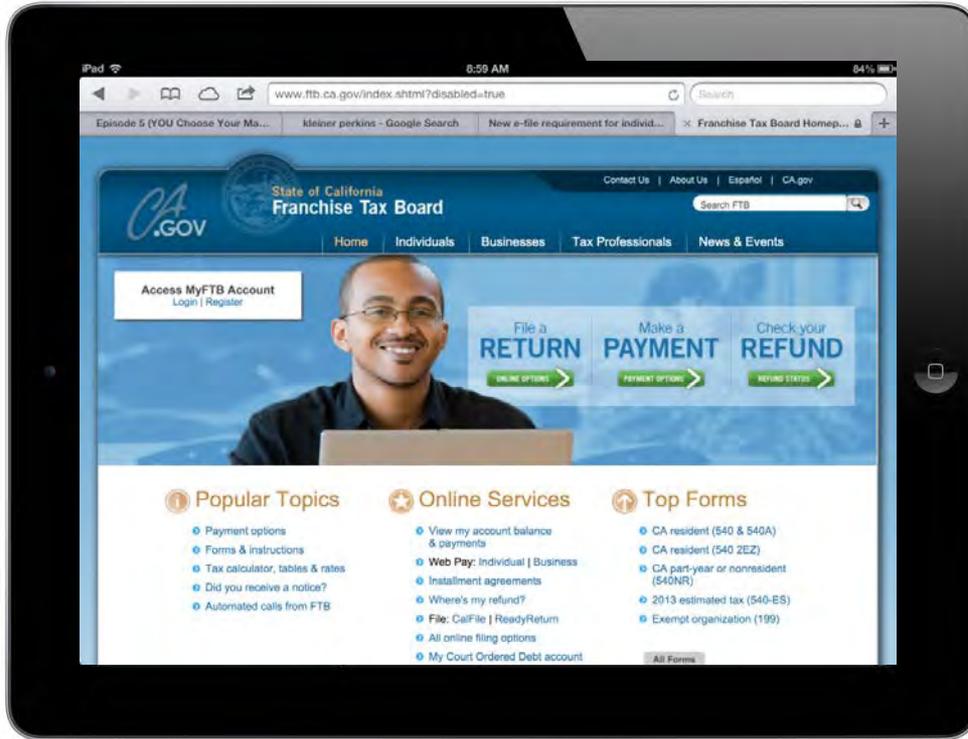
Trends

- 1 Mobile Devices
- 2 Big Data & Actionable Analytics
- 3 Cloud Computing
- 4 Security



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Mobile Devices





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Mobile Trends

We are in a Post PC Era

Desktops and PCs are being replaced with tablet and smart phones.

- In 2013, tablets outsold PCs
- By 2014, tablets are expected to outsell laptops

Keyboards and mice are being replaced with touch and voice interfaces.



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“If you don’t have a mobile strategy, you don’t have a future strategy.”

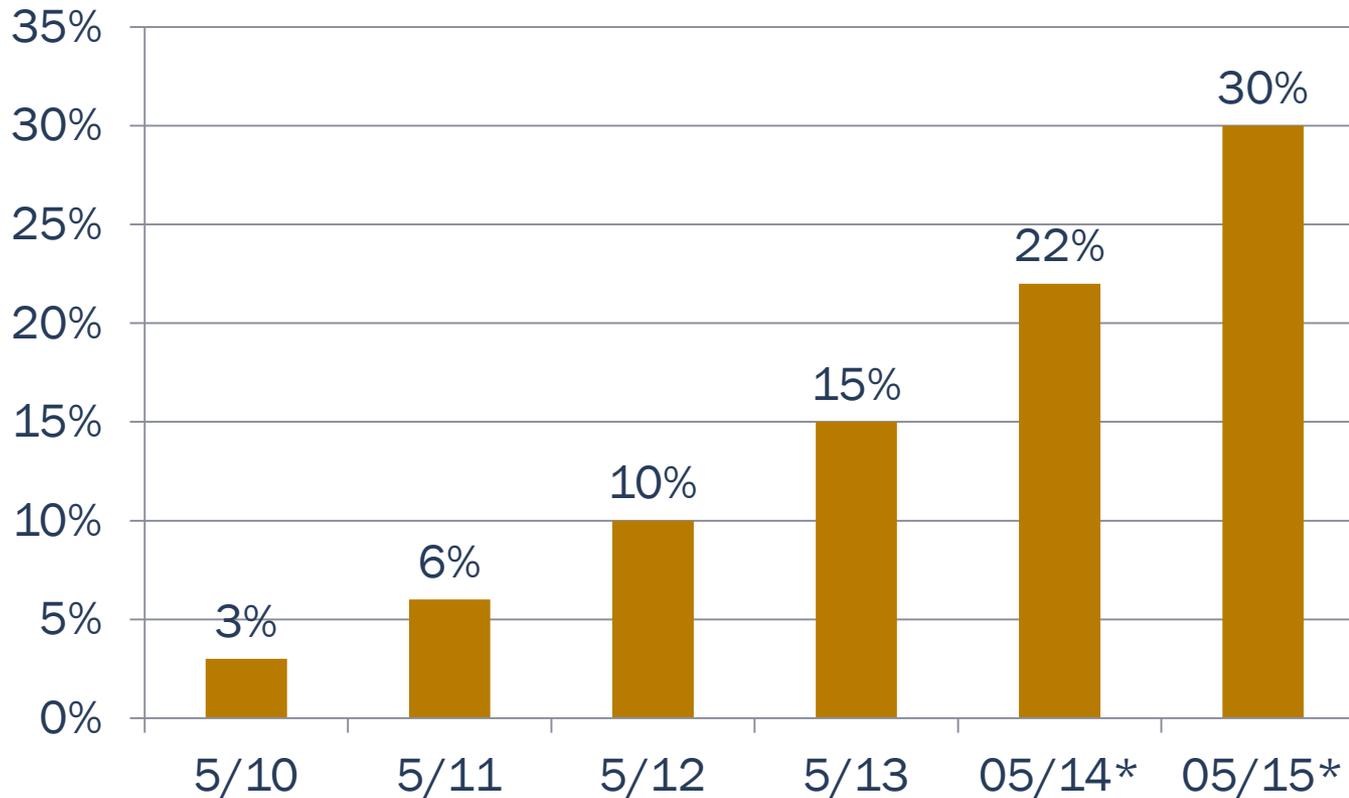
Eric Schmidt, Google,
Executive Chairman



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Mobile Usage Facts

% of US Internet Traffic From Mobile Sites



* Estimate



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What is FTB Doing?



2013--2014

- Mobile Strategy Completed Added
- “Make A Payment “ to Mobile platform



2015

- Improved user experience for mobile



2016

- FTB App for IOS & Android being deployed



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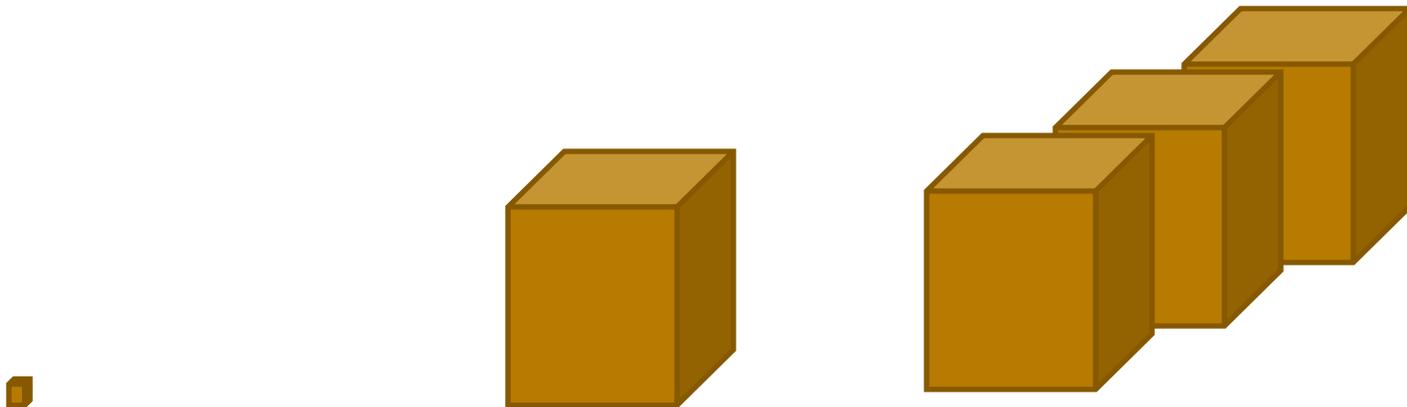
Big Data & Actionable Analytics





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What is Big Data?



Dawn of Time to 2003	Dawn of Time to 2012	Dawn of time to 2015
5 Exabytes of data	3 Zettabytes of data	8 Zettabytes of data
5 Billion PCs	3 Trillion PCs	8 Trillion PCs



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Balance Needed



Big Data

And



FTB Privacy Principles



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Why do we care about Big Data?

We believe using data we make better decisions.

Big data leads to:

- Better Case Selection
- Fewer Unnecessary Contacts

Result: Generate more revenue and a more efficient department.



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What is FTB Doing?

Enterprise Data to Revenue (EDR)

Big Data = Predictive Modeling

- New Models
- Improved Models
- Continual reevaluation of models

Anticipate significant performance improvement.



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What is FTB Doing?

Enterprise Data to Revenue (EDR)

- Address Database (Locate Service)
 - Analyze all address
 - Select “best address”
 - Automate remail

June 2014

- Taxpayer Folder – “My FTB Account”

- Making taxpayer’s “big data” available to them on web

July 2015



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What is FTB Doing?

Big Data Wins

- Financial Institutions Record Match (FIRM) - \$180 million
- Federal Treasury Offset (FTOP) - \$175 million
- New Levy Sources - \$45 million



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Cloud Computing





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What is FTB Doing?



eGain[®]
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Cornerstone
ON DEMAND Empowering People



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Security





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Project Management Matrix



- Threats continue to morph, evolve and multiply.
- 2014 more of the same but higher volume.





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What is FTB Doing?

Educate Staff

EDR is maturing our Security on new and many legacy applications

Data Security Project – July 2015

Third Party Review of our System – Vendors (annually) and IRS (every three years).

Table Top Exercises – “What Ifs”





Conclusion

“Never before in history has innovation offered so much promise of so much to so many in so short a time.”

- Bill Gates

“Innovation distinguishes between a leader and a follower.”

- Steve Jobs

“The best way to predict the future is to create it. So let us begin....”

- Selvi Stanislaus



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Questions

