

**FTA Technology Conference and Exhibition
Westin Hotel, Pittsburgh PA**

Schedule for Sunday August 7

3:30 p.m. - 6:30 p.m.

REGISTRATION – 3RD FLOOR

6:30 p.m. - 8:00 p.m.

**WELCOME RECEPTION (Light Food) – ALLEGHENY FOYER - 3RD
FLOOR**

Schedule for Monday August 8

7:30 a.m. - 8:30 a.m.

CONTINENTAL BREAKFAST

8:30 a.m. – 10:00 a.m.

GENERAL SESSION

GENERAL SESSION – 2ND FLOOR - WESTMORELAND

Introduction

Gale Garriott, Federation of Tax Administrators

Welcome to Pittsburgh

John Kaschak, Pennsylvania Department of Revenue

Keynote Address

Brigadier General (ret.) Gregory J. Touhill

Deputy Assistant Secretary for Cybersecurity and Communications,

National Protections and Programs Directorate Department of

Homeland Security

10:30 a.m. – 11:30 a.m.

CONCURRENT SESSIONS

SESSION 1 - WESTMORELAND EAST

Advances in Data Science: Tax Compliance and Fraud

Detection with Multi-Genre Analytics and Advanced Pattern Detection

Roger Fried, Teradata

Data science is transforming industries as analytics goes beyond simple rule based approaches and Statistics. Banking, insurance, and healthcare in particular are using multi-genre analytics and advanced pattern analysis to uncover fraud and improve service. Combinations of text mining, fuzzy logic, and machine learning allow organizations to extract useful information from text data ranging from email to call logs. Advanced pattern analysis allows for smarter strategies for recognizing patterns while mitigating the issue of the false warnings generated by

earlier approaches. These analytic processes are scaled for real life data sets such as those managed by state tax agencies.

SESSION 2 - SOMERSET
Portfolio Management
Frank Nestore, MathTech

If you aren't seeking to improve how you do business, you are falling behind. But how do you prioritize where you spend your precious time, resources and budget? According to the Project Management Institute, Portfolio management enables organizations to optimize resources in support of the most strategically significant projects and programs. And organizations that have high Portfolio Management Maturity have 20-30% better project outcomes. This talk will explore the basics, and provide a framework to establish or mature your Portfolio Management efforts.

SESSION 3 - CAMBRIA
A Municipality's Perspective on Implementing COTS Tax Software
Mari Ruck, Kansas City

Kansas City Missouri successfully implemented COTS software to replace the mainframe revenue system which had been in place for over 20 years. In researching and seeking assistance throughout the implementation process, we relied on state agency for best practices and additional information. However, municipal tax is substantially different. This panel discussion will highlight the implementation process, challenges encountered, and lessons learned from a "City" perspective.

SESSION 4 - PENNSYLVANIA
Solution Series One - eServices – Where We Are and What's Next?
Joe Milack and Josh Decker, Fast Enterprises

This presentation will provide an overview of how eServices have evolved and how GenTax states are leveraging eServices to enable greater self-service to taxpayers as well as other agency stakeholders. This will include a brief discussion of license and registration, electronic filing, collection of debt, support for appeals and services that benefit other government agencies and stakeholders such as banks and employers. In addition, it will present suggestions on how to begin to leverage eServices to support and enhance audit outcomes at a time when resources are stretched and the Tax Gap continues to grow despite the significant improvements in the technologies used for selecting and conducting audits.

Noon – 5:00 p.m. EXHIBIT HALL SETUP

1:30 p.m. – 2:30 p.m. CONCURRENT SESSIONS

SESSION 1 - WESTMORELAND EAST
The Evolving Cyber Security Threat
John Moynihan, Minuteman Governance

This presentation examines how public and private sector organizations are being impacted by a variety of rapidly evolving, increasingly sophisticated cyber threats. The session will focus upon specific techniques, used by both organized adversaries and malicious insiders, and why these methods are proving increasingly successful in exploiting technical and human vulnerabilities. Attendees will be provided with an overview of the critical elements of an effective cyber defense strategy and the potential consequences of failing adopt certain measures. Drawing upon the speaker's experience in remediating several attack campaigns, participants will be learn of actual security incidents and the failures that led to these events.

SESSION 2 - SOMERSET

Minnesota's Virtual Audit Room

Greg Tschida, Minnesota

The core business of the MN Dep of Revenue is to collect revenue and to ensure compliance. This session will look at a new tool to assist in the second part of that mission: the Virtual Audit Room. Although we can't make the audit process fun, we can help make the process less painful.

The concept of an online audit room had been around for years, but due to other priorities the agency never pursued such a tool. Facing self-imposed travel restrictions, both the Sales and Use Tax and Corporate Franchise Tax Audit Divisions approached the IT group to see if they could work to find a solution. The result was to implement a customized COTS product that was very well received by the businesses being audited and Minnesota Department of Revenue staff. Although it was very successful, there were still some gaps in usability and functionality that needed to be filled. The agency decided to move forward with an in-house solution to replace the initial product that would meet the exact business needs of the MN Department of Revenue.

We will explain what it is, its functionality, the user experience, give a demo of the application, and lessons learned and the next steps to be taken with the project.

SESSION 3 - CAMBRIA

Better Assuring Taxpayer Identities: 2017 Alabama Pilot

Julie Magee, Alabama

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SESSION 4 - PENNSYLVANIA

Solution Series Two - An Inside Look at SICPA's Medical Marijuana Pilot Program

Julien Zanchi, SICPA/Meyercord

In this session, SICPA will provide an overview of the current state of the cannabis industry as well as discuss the medical marijuana pilot program currently underway in partnership with county officials in Humboldt, California. The pilot program addresses key issues concerning substandard products, tracking of diversion, and appellation protection while also enabling reconciliation of volumes moving in the market to support enforcement and tax collection. Come learn about the burgeoning cannabis market and how SICPA's security solutions provide state and local regulators with a system that protects against product diversion and tampering

while monitoring products throughout the supply chain, allowing for appellation protection and verification of tax payments.

2:45 p.m. – 3:45 p.m.

CONCURRENT SESSIONS

SESSION 1 - WESTMORELAND EAST

Comprehensive Model for Security in Today's World

Kathryn Salazar, Revenue Solutions Inc.

To have a comprehensive security strategy, an agency needs to understand the varied root causes of data breaches. Application or system related attacks, crimeware, privilege misuse and other internal or external sources, are potential threats for agencies trying to secure their valuable information. Although over 50% of confirmed data breaches in the past three years have featured malware somewhere along the attack chain, it is important to not lose sight of the role privileged users often play, either unintentionally or deliberately, in the attack. Privileged users are employees, business partners, etc. with some level of authority and access to agency data and networks, and pose a significant threat. Nine percent of breaches over those same three years have been categorized as insider and privilege misuse. Join us as we provide examples while discussing tools, strategies and mitigation tactics to protect your data and customers.

SESSION 2 – SOMERSET

Changing the Refund Tax Fraud Landscape: How the ISAC and its Analyst Community of Practice Moves the Needle on the Identity Theft Threat

Kevin Cecco, IRS

The Identity Theft Tax Refund Fraud Information Sharing and Analysis Center (ISAC) is an outgrowth of the IRS Security Summit activities that have been going on since March 2015. Come learn about what is in store for the ISAC next filing season and how one of its activities will bring together fraud analysts from across states, IRS, and the tax industry.

SESSION 3 - CAMBRIA

Mobile Identity and Driver's License Scanning Technologies

John Dancu, IDology

More and more taxpayers are leaving the desktop and laptop and filing via a mobile device. Mobile devices present both challenges and opportunities for verifying filer's identities and reducing fraud. In this session you will explore how identity verification is constantly evolving to meet the challenges of mobile-enabled tax filing. Technologies such as Mobile Identities and Driver's License Scanning will be discussed.

SESSION 4 - PENNSYLVANIA

Solution Series Three – Leveraging Technologies to Create/Enable More Effective Business Processes

John Bace and Tiffany Dennen, Revenue Solutions, Inc.

Do you want to take advantage of new flexible ITS technology, provide the robust e-Services your customers demand, increase compliance revenues, and support inter-agency collaboration

for better government? Of course you do! The trick is integrating the new technology that you want, when you want, with solutions you already employ – in a manner that delivers real results. Revenue Premier allows efficient integration of various modules and services, allowing agencies to choose which solutions will work for them and when. Come hear about the freedom that your agency will enjoy with an open and flexible system such as RSI’s Revenue Premier!

4:00 p.m. – 5:00 p.m.

CONCURRENT SESSIONS

SESSION 1 - WESTMORELAND EAST

**IRS Safeguards and Cloud Solutions
Steve Matteson, IRS**

What are the approved requirements for utilizing a cloud environment with FTI? Take a look at how Safeguards defines a cloud, the notification process requirements as well as review the cloud computing SCSEM and Memo.

SESSION 2 – SOMERSET

**Automating and Enhancing New Jersey's Statistics of Income Report and Dashboard
Roger Cohen, New Jersey**

Modern business analytic tools that have progressed beyond OLAP cubes have great potential to enhance the tasks of tax administration and revenue analysis. This presentation shows how New Jersey Treasury uses QlikView to automate and enhance our processes for constructing the public *Statistics of Income Report* and our new internal Statistics of Income Dashboard. The *Report* is a large set of summary tables that Treasury publishes annually and is based on a single year of income tax data. The Dashboard goes well beyond the report’s capabilities and allows multi-year slicing and dicing of the data and even dynamically adjustable income and other class brackets. Those with proper security authorization may even drill down to specific taxpayers.

SESSION 3 - CAMBRIA

**New Measures to Counter Tax Refund Fraud
Peter Isberg, National Payroll Reporting Consortium**

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SESSION 4 - PENNSYLVANIA

**How Identity Can Be Used as a Weapon to Fight Refund Fraud
Mark DiFraia, MorphoTrust USA**

In recent history taxpayers have been victimized by identity thieves who are using compromised identities to steal tax refunds. Taxpayers are left with a project to claim their rightful refunds, government realizes huge losses and we all deal with the discomfort of knowing that anyone of us could be a victim to this kind of fraud in the future. But, what if we could use our identities as our weapon of choice to thwart the effort of fraudsters? Technology and consumer awareness have both grown to a level that supports new solutions that transform our most trusted identity credentials into a tool that makes it far more difficult for fraudsters to execute their plans

against us. We'll talk about efforts already taking place, and their enablers, so you can consider your options for mitigating tax refund fraud.

5:00 p.m. - 8:00 p.m. RECEPTION – EXHIBIT HALL - ALLEGHENY

Schedule for Tuesday August 9

7:30 a.m. - 8:30 a.m. CONTINENTAL BREAKFAST – EXHIBIT HALL

8:30 a.m. – 9:30 a.m. CONCURRENT SESSIONS

SESSION 1 - BUTLER

**Security Summit: What the Future Holds
Doreen Warren, Idaho**

This will cover aspects of the IRS Security Summit work, including:

Authentication

- Agency implementation of Trusted Customer Requirements
- Using the new authentication data elements in the state's analytics

Information Sharing:

- Using the new elements in analytics
- Sharing confirmed fraud with industry

National Standard Letter of Intent:

- How to use the answers to the questions within analytics

Using the new FTA State Exchange System:

- Reviewing a sample exchange

SESSION 2 - SOMERSET

**Data-Driven Compliance Decisions
Matthew Donahue, Oliver Wyman**

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SESSION 3 - CAMBRIA

**The Future of Taxpayer Self-Service
Jason Woodcock, Revenue Solutions Inc.**

In an ever-changing technical environment, it is important for tax agencies to stay in sync with self-service options expected by the public. With trends moving towards increased online capabilities as well as on-the-go capabilities, tax agencies are almost required to meet these

demands. Join us for a conversation in these trends, and what may be expected of agencies today and in the future.

SESSION 4 - PENNSYLVANIA

Lodging Taxation and Beyond – State Taxation in the Sharing Economy

Kevin Milligan, Pennsylvania

This will cover compliance treatment of new sharing economy phenomena such as ride-sharing, home-sharing, and goods delivery-sharing.

9:45 a.m. – 10:45 a.m.

CONCURRENT SESSIONS

SESSION 1 - BUTLER

Proactive Planning and Implementation of a Personal Income Tax Fraud Investigation Unit

Meggan Swisher, Pennsylvania

Pennsylvania is among the states that have reorganized several of the Department of Revenue's units to create a Personal Income Tax Fraud Investigative Unit. The group consolidates and coordinates efforts to combat tax refund fraud and also assist victims of identity theft. Among other improvements, creating the dedicated unit allows managers to more effectively distribute work assignments. Pennsylvania reports that it flagged 1,132 income tax returns in 2014, 8521 in 2015 and more than 27,000 this year.

SESSION 2 - SOMERSET

New State Exchange System to Facilitate State and E-File Industry Exchanges

Terry Garber, FTA

FTA is sponsoring the implementation of a new system for states to use for secure exchange of documents and other files with each other, and with approved Industry partners.

Come hear the features and functions of the selected Accellion Kiteworks product, how and why it was selected, and how it will be set up to provide security and access control for each state, while still providing standards across states. While it won't solve world hunger, it will help relieve several of the headaches resulting from the Security Summit by providing a secure, standardized technology for state exchange. Future plans include secure, standardized automation of state compliance data exchanges, from state audit exchanges to the Suspicious Filers Exchange.

SESSION 3 - CAMBRIA

New York's Approach to Electronic Tax Collections and the Millennials

Andrew Morris, New York, Holger Ebert, Wells Fargo, and David Natelson, First Data

New York State Department of Taxation and Finance (DTF) administers 37 State and 9 local taxes, collecting approximately \$105 billion in taxes. DTF's strategic vision is to enable New York's constituents, including the growing Millennial population segment, to conduct virtually all of their tax business online. In 2013, DTF released an Electronic Payment Services RFP for purposes of developing an electronic payment solution which integrated with DTF's existing

online services and legacy systems. After an 18 month implementation, DTF is live with all phases.

These remarks will focus on:

- DTF vision and goals for the procurement, including alignment with the Millennials' focus on electronic and web based payments
- What was developed to support 19 different tax types, 4 different electronic payment options and integrated customer service
- Historical challenges overcome Benefits to DTF, including a before and after comparison and related metrics Implementation approach

SESSION 4 - PENNSYLVANIA

Solution Series Four - Pre-Acceptance Information Return Matching and Biometric Identity Authentication

Thomas Van de Merlen, FedCentric Technologies

FedCentric will demonstrate pre-acceptance information return matching using high performance computing to identify fraud and error before returns are accepted. This approach will maximize audit, analyst and investigator efficiency, reduce amended returns and increase customer service. Also featured will be a state of the art biometric identity authentication product that ensures taxpayer identities for prior victims of tax refund identity fraud while offering a transition to secure online accounts for taxpayers.

10:45 a.m.- 1:00 p.m. LUNCH IN EXHIBIT HALL - ALLEGHENY

1:30 p.m. – 5:00 p.m. EXHIBIT HALL BREAKDOWN

1:30 p.m. – 2:30 p.m. CONCURRENT SESSIONS

SESSION 1 - BUTLER

Recovering Refund Fraud Monies: A Plan for Action

Tim Lessard, Minnesota, and Eric Inkrott, Green Dot

Is there hope to recover a fraudulent tax refund after it is issued? YES! The IRS Security Summit Financial Service Team has create tools for states that can be used recover fraudulent refunds identified by the financial industry. Come see what we have learned from tax year 2015 and how you can get involved for tax year 2016.

SESSION 2 - SOMERSET

Development of a Compliance Initiative to Address Electronic Sales Suppression

Will Hartman, Adam Hovne & Panel, Pennsylvania

The Pennsylvania Department of Revenue is building a program to counter electronic sales suppression (ESS). The goals are increasing voluntary compliance, protecting honest business owners, and ensuring that taxes paid reach the government. For tax agencies embarking on their own counter-ESS initiative we describe the strategies adopted and the challenges currently facing us. For vendors who may be able to help formulate a technological solution we describe

the data used, other jurisdictions' solutions, and where we need to move in the future.

SESSION 3 - CAMBRIA

Changing the Refund Tax Fraud Landscape: How the ISAC and its Analyst Community of Practice Moves the Needle on the Identity Theft Threat

Kevin Cecco, IRS

The Identity Theft Tax Refund Fraud Information Sharing and Analysis Center (ISAC) is an outgrowth of the IRS Security Summit activities that have been going on since March 2015. Come learn about what is in store for the ISAC next filing season and how one of its activities will bring together fraud analysts from across states, IRS, and the tax industry.

SESSION 4 - PENNSYLVANIA

Solution Series Five – Fraud: What We Don't Know Can Hurt Us

Peter Arena, ASR Analytics

Tax fraud has evolved into complex, well organized teams of data scientists that are hard at work each day with the objective of going unnoticed. They are intelligent and well funded teams that are leveraging tax processing insights, identity theft and analytics, in order to fraud tax authorities in each State and at the IRS. This Solution Series presented by Peter Arena, PhD will provide an insightful look at the new and complex fraud we are facing.

2:45 p.m. – 3:45 p.m.

CONCURRENT SESSIONS

SESSION 1 - BUTLER

Government Use of Blockchain to Collect Taxes

Richard Ainsworth, Boston University

800 executives and CTOs at the World Economic Forum were asked when we would see a government collect tax with blockchain? The date -- 2023. But 73% said pre-2025. Name the tax and the jurisdiction? States could lead: estate taxes, wage withholdings for personal income tax, and the retail sales tax have been proposed for use on Blockchain, resulting in efficiencies, reduced costs, transparency, trust and security for tax collection.

SESSION 2 - SOMERSET

How Service Design Can Transform the Taxpayer Experience

Michael Kelly and Linda Pulik, Accenture Federal

The presentation will be based on actual work Accenture is doing with the IRS on redesigning digital services for taxpayers to make them more user-centric and enable taxpayers to comply with tax requirements more easily using their preferred media channels (e.g., smart phones). It would cover how our approach to digital service design works (Technology) and how it helps make it easier for taxpayers to do what they have to do more quickly and with fewer errors (Compliance).

SESSION 3 - CAMBRIA

Technological impact of an Integrated Tax Processing System

Zaharadeen Garuba, Cook County IL Department of Revenue

In 2010, the CCDOR was recognized by the National Association of Counties and, in 2011, by GFOA Treasurer Management for its vision in modernization of the Department's operations. A key component of this vision was an Integrated Tax Processing System, which allows the CCDOR tax payers to register, file, and pay their taxes in a single application. This automation leads to greater compliance along with increased revenue receipt, ultimately ensuring CCDOR's continued alignment with the County's organizational goals of Fiscal Responsibility, Transparency, Accountability and Improved Services.

SESSION 4 - PENNSYLVANIA

Solution Series Six – Understanding Big Data and Business Tax Compliance Issues: More is Not Better, But Different Is ...

Cynthia Caskey and Steve Lappenbusch, LexisNexis Risk Solutions

Big Data and Tax Compliance, especially around businesses, are problems facing this nation today. This fact will come as no surprise to anyone in the state-level administration community. This session will highlight the research findings from a Business Tax Compliance Research Study produced by GOVERNING Institute, showcasing the underlying problems, best practices, viewpoints on data sharing and any unmet needs surrounding business non-compliance. This presentation will also discuss how big data is different than traditional tax analysis or statistical modeling, examine the single biggest mistake agencies make in wanting "more data" or analyzing the data they have, offer examples of the power of different kinds of data and give expert recommendations regarding how to translate these strategies into your own tax agency.

4:00 p.m. – 5:00 p.m.

CONCURRENT SESSIONS

SESSION 1 - BUTLER

Indiana's Fraud Program: Getting the Good Ones Out and Stopping the Bad Ones

Matt Ogden and Tom Lorek, Indiana

From funding to legislation to staffing to business rules to PR, find out how Indiana's fraud program has evolved over the last several years and where we are looking to go in the future. This session will focus on the general topics listed above, with step by step overviews and process flows of Indiana's model for processing tax returns. We will share what is working well, and just as importantly the lessons we have learned along the way that required us to modify our processes. We will conclude by sharing where we think our areas of opportunity are, and solicit ideas from the attendees on how we can collectively address them.

SESSION 2 - SOMERSET

Sales Tax Desk Review - Expanding Compliance Tools to Address Sales and Use Tax Non-Compliance

Steve Kinsinger, Pennsylvania

Traditional approaches for sales and use tax enforcement are exercised routinely by most state revenue agencies including the most expensive option, field audit, and routine higher volume desk actions, including transactional use tax enforcement and nexus investigations. However, there are few compliance options wielded by agencies between these two ends of the spectrum. Pennsylvania Department of Revenue is engaged in a sales, use and hotel occupancy

tax desk review program that bridges this enforcement gap. Specifically, the project leverages creative technology in a public-private partnership. This presentation will provide an overview of the business process and technology framework of the sales tax desk review program and explore the data analytics and matching tools applied in the initial implementation of the program.

SESSION 3 - CAMBRIA

Basics of XML and Its Use in Modernized e-File

Terry Garber, FTA

Not a comprehensive technical course in XML, this session will walk you through the steps needed to build your state's Individual schema package for the new processing year. Starting from the E-Standards state MeF framework, walk through each major segment of the return and how to customize it to your state's business needs.

Along the way we will point out tricky points, areas of standardization vs customization, and what the Standards Review Team will be looking for when it reviews your schema set. The session will emphasize that building your schema set must be a joint effort between technical folks with XML programming skills, and efile business folks such as your Efile Coordinator who understand the business rules of both the state tax forms to be efiled and the parameters of the state efile program.

SESSION 4 - PENNSYLVANIA

Transitioning From Encoded Data to OCR

Jeff Hancock and Roger Sharritt, Indiana

As more taxpayers electronically file their tax returns, revenue agencies experience a year-over-year decrease in the number of filed paper returns. Even so, the number of paper returns is still significant. Imaging technology is a way to control the cost of processing these paper returns. Imaging technology comprises three distinct techniques: Optical Character Recognition (OCR), Key from Image (KFI), and Encoded Data (2D Bar Code). Encoded Data offers the highest data quality but requires additional work compared to OCR. However, if OCR rates are increased it can supplant Encoded Data for data capture. This presentation examines the economics, mechanics, and techniques used by the Returns Processing Center of the Indiana Department of Revenue to transition from Encoded Data (2D Bar Codes) to OCR.

Schedule for Wednesday August 10

7:30 a.m. - 8:30 a.m. CONTINENTAL BREAKFAST

8:30 a.m. – 9:30 a.m. CONCURRENT SESSIONS

SESSION 1 - BUTLER

Collaboration in Creating a State-of-the-Art Call Center

Julie Magee, Alabama, and Tim Shields, SourceHOV

How collaboration with the state's technology agency and private sector led to improved customer service and increased productivity. Through this partnership, a state-of-the-art Call Center was stood up in less than 30 days and allowed the critical "where's my refund" phone calls to be answered without any hold times. Average calls were answered in under 30 seconds and most calls were resolved during the first call which averaged 3 minutes. Additional details will include why ADOR chose this approach, the procurement process, the implementation plan, the go live success, and next steps.

SESSION 2 - SOMERSET

New E-Standards Development Update

Terry Garber, FTA and Robert ("Ski") Anuszewski, IRS

This session is your invitation to attend the E-Standards meeting at the close of the conference, Wednesday afternoon and all day Thursday. We will start with describing developments in Modernized e-File, which for IRS includes heavy development for the Affordable Healthcare Act, but for both IRS and the states includes new work resulting from the Security Summit. For states, we are finally adding the ability to receive key data elements from other states' tax returns.

Then we will move to state development work in the area of Employment taxes. We expect to obtain final approval for the Employer Annual Filing schema set, including W2 and 1099 filing, (This schema set is posted on the E-Standards website, www.statemef.com, so we hope that everyone will have looked it over and have any last comments and suggestions ready during the e-Standards meeting.) Finally we will quickly review the draft schema sets for both the E-Levy schema set for both Wage and Financial Institution levies, and the Electronic Power of Attorney.

SESSION 3 - CAMBRIA

Secure Data Transfers: Updates to Operations & Requirements and Impact on the Security Summit

Rod Sterling, IRS

This will feature updates to operations & requirements for IRS Secure Data Transfer as it relates to the IRS Security Summit.

9:45 a.m. – 10:45 a.m.

CONCURRENT SESSIONS

SESSION 1 - BUTLER

Why There Are No Identity Frauds in Finland

Timo Laukkanen, Finland

One of the biggest problems the Tax Administrations in the U.S. seem to face is identity fraud. In Finland identity fraud is pretty much non-existent. Taxpayers in Finland are not necessarily more compliant, but the system just doesn't leave room for identity fraud. Centralized customer registry for individuals and businesses, pre-populated individual income returns, strong online identification and electronic payments as the only method, make sure that there are not many ways you can fake your identity. The goal of the presentation is to outline the Finnish system and its impacts on the possibilities of identity frauds. Even though some of these features can be hard to implement in the States, it should prove

useful for the participants to hear how it can be done, and provide ideas on what direction they could develop their own processes, or advise the legislators.

SESSION 2 - SOMERSET

Digital Age Strategies

Matthew Donahue, Oliver Wyman

Many organizations are doing something on digital; very few have a clear vision of where to focus their efforts and the key requirements to succeed:

- Why digital - Disruptive macro trends impacting organizations across industries and government – customer centricity, data and analytics, mobility and social media
- Building a digital vision and enablement playbook – matching digital intent (growth vs. efficiency) with the necessary digital capabilities (i.e., technology, data and analytics, organization)
- What are the specific manifestations of Digital for a government agency and expressed in terms of target customer experiences
- Effectively building a digital foundation (“table stakes’ capabilities”) to start enabling the target customer experiences (e.g., eliminating paper and automating processes, self-service, 360 degree view, use of decision engines to make decisions)
- Moving beyond “Digital wave 1 table stakes” capabilities – How do we define where to focus the subsequent investment (impact on customer vs. complexity/cost to implement)
- Understanding the organizational, operational and governance implications of implementing a digital strategy
- Addressing the typical pitfalls and most pressing concerns around digital.

SESSION 3 - CAMBRIA

Enhancing the Customer Experience Using Technology, Agencies and Payroll Providers Working Together

Charles Collins and Donna Muccilli, ADP

As states plan new system designs or redesign existing e-Filing system, it creates an opportunity for agencies and payroll providers to work together. The next-generation of state electronic filing systems should offer many features and functions, which provide opportunities to increase dramatically functionality and administrative efficiencies, improve employer customer experience, and enable broad electronic filing participation. This session will explore some of the many opportunities to improve employer customer experience, compliance and benefits for agencies.

11 a.m – Special Feedback Session - CRAWFORD

Soliciting your Comments on How to Improve the FTA Technology Conference

Conference Close

Wednesday August 10

State e-Standards Meeting

1:30 - 5:00 p.m. – (TIGERS) e-Standards Meeting - *CAMBRIA*

Modernized e-File Standards Changes - All

Thursday August 11

7:30 a.m. - 8:30 a.m. CONTINENTAL BREAKFAST

State e-Standards Meeting

8:30 A.M. – 5 p.m. – (TIGERS) e-Standards Meeting - *BUTLER*

Payroll Standards

E-Levy Standards

E-Power of Attorney Standards

Other Changes for FedState Employment Taxes, Motor Fuel, and Cigarette