The Data Act will have significant impact on Federal reporting and transparency – far beyond money. Thoughtful implementation now will reduce Federal burden and hugely increase long-term value.

• We encourage the government to think broadly from a user perspective about how the Data Act is implemented.

• Standardizing data and publicly exposing it are near-term steps; a 10 year view might aim those steps in different directions.

• Realizing the full benefit of the Data Act will require industry partners able to bring vision, policy, data, technology and visualization together.
The Data Act will provide value only if people look at, and use the data

The value of spending information is limited unless accompanied by information about what was bought, and the benefit from it

Source: The Treasury Fiscal Service created this graphic; REI added the orange “Long-Term Aspiration” segments.
A vision for the users, uses and value will help Treasury manage Data Act implementation

This work-in-progress needs input from current and prospective users

<table>
<thead>
<tr>
<th>Users</th>
<th>Uses</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congress, OMB</td>
<td><strong>Analyze/Compare</strong> across agencies;</td>
<td><strong>Improve Performance/Reduce Duplication/Waste</strong></td>
</tr>
<tr>
<td></td>
<td>analyze trends; budget vs. spend; learn</td>
<td>Find programs spending $ for same/related</td>
</tr>
<tr>
<td></td>
<td>lessons; view aggregate spend; justify</td>
<td>purposes</td>
</tr>
<tr>
<td></td>
<td>budget requests</td>
<td></td>
</tr>
<tr>
<td>Government Staff</td>
<td><strong>Evaluate/Critique</strong> spending, value;</td>
<td><strong>Best Practices</strong></td>
</tr>
<tr>
<td></td>
<td>verify execution of priorities; ensure</td>
<td>$ are the thread that can find programs to</td>
</tr>
<tr>
<td></td>
<td>spending is consistent with budget; find</td>
<td>compare</td>
</tr>
<tr>
<td></td>
<td>duplication/waste/mis-use</td>
<td></td>
</tr>
<tr>
<td>Interest Groups &amp; Media</td>
<td><strong>Inform Advocates</strong> for policy priorities; hold agencies/programs accountable; find news</td>
<td><strong>+ Purchasing Power</strong> Compare costs, combine purchases</td>
</tr>
<tr>
<td>Vendors and Lay Public</td>
<td><strong>Be Aware</strong> of agency actions; civic</td>
<td><strong>Accountability/Trust</strong> Budget request v. appropriation v. expenditure v. result</td>
</tr>
<tr>
<td></td>
<td>engagement; find competitive info; see</td>
<td></td>
</tr>
<tr>
<td></td>
<td>opportunity to sell to gov’t; capture</td>
<td><strong>Where to put Next $</strong> Analyze where to spend</td>
</tr>
<tr>
<td></td>
<td>commercial value of data; curiosity</td>
<td>more, where to cut</td>
</tr>
</tbody>
</table>
The Data Act could enable unseen value

Use case examples illustrate how implementation could work

<table>
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</tr>
</tbody>
</table>

Related agency programs may overlap, confuse customers

- **EPA** (water quality mission) teaches kids about water problems in Chesapeake Bay
- **NSF** (science education mission) teaches kids about farm runoff as a cause of water quality problems
- **ED** (HS curriculum mission) promotes evidence-based teaching of science in high schools

Spending (or spend plan) is *the* universal thread that agencies can use to find and coordinate with each others’ programs – to eliminate duplication, maximize impact, and reduce customer confusion

The same program list, used across agencies, is needed for this use case. It may take 3-5 years to implement and refine.
The public isn’t the only Data Act audience and user

The Data Act website, evolving over time, can meet many internal government needs

Users

- Congress, OMB

Uses

- Evaluate/Critique

Value

- Accountability/Trust
  - Budget request v. appropriation v. expenditure v. result

DHS CFO officials have been asked (by Congressional staff) to provide a geographic breakdown of grant awards

- DHS’ systems cannot aggregate data from the several DHS component agencies
- DHS systems cannot present data geographically
- DHS relies on USAspending for geographic aggregation, summary and presentation of grants data in response to Congressional requests
REI brings capabilities as a transparent, open source financial data partner

REI has provided Reliable, Effective, and Innovative results since 1989. This year we celebrate our 25th anniversary!

<table>
<thead>
<tr>
<th>1 major mission</th>
<th>2 corporate quality &amp; process certifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>deliver solutions and services that empower people and make a difference.</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>4 offices in the DC area</th>
<th>500 employees</th>
</tr>
</thead>
</table>
REI has demonstrated that transparency through websites is effective

Our transparency solutions help customers identify and measure portfolio and program health elements across the enterprise.

3 out of Information Week’s top 10 Open Government websites in 2012

Information Week’s Top 10 Open Government Websites in 2012

#1 DATA.gov

#2 IT Dashboard

#3 USA Spending.gov

ACT-IAC Igniting Innovation Awardee 2014

Business USA™

4 mobile applications – HHS, GSA, World Bank, Intelsat; dozens of mobile-enabled “responsive” sites

4 financial data transparency sites

24 successful Federal transparency sites, incl.

6 applications deployed and managed in a variety of cloud environments

HHS Health Resources and Services Administration

NASA Small Business Innovation Research

OMB eGovernment (Terramark)

Checkbook NYC (RackSpace)

GovDashboard (Amazon AWS)

USASpending.gov (NASA Nebula)

... and more
REI’s **CHECKBOOK NYC** was named America’s top transparency website by US PIRG

Let’s have a quick look at CheckBookNYC.com

- Starts with budget
- Includes revenue, ...but not obligations
- *All* spending
- Contracts, payroll: top 5, +aggregate
- Checkbook level detail
We are confident of what’s possible – because we’ve already begun doing it...

Demo of REI’s vision for the Data Act, implemented

• We know federal financial data, and we’ve found ways to connect obligation to spending – now

• Much stronger visualizations are possible – now

• User-friendly features are possible – now

• Connecting budget, appropriation and performance data is not possible now, but REI and LMI know how to get there

• Cross-government collaboration will be extremely important – lessons-learned from BusinessUSA will be valuable, e.g.
  – Identify and start with just a few, compelling customer use cases
  – Get end-user input/feedback – and input from non-customers
  – Work quickly, be flexible, and use an Agile approach
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REI Systems
25th Anniversary
Achieving Excellence Together