

The new model of public service success

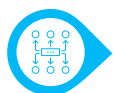
KPMG and Salesforce accelerate digital services to state and local governments



As state and local governments embrace greater connectivity and citizen centricity, they need a modern platform that supports human-centered experience with trusted and compliant data-driven solutions.

That's why KPMG teamed with Salesforce to establish a new model of public service. It combines our industry-focused, business-driven approach with the scalable, secure, and extendable cloud platform of Salesforce. Working together, KPMG and Salesforce help governments:

- Elevate constituent services with a connected platform that swiftly delivers the personalized experiences that citizens want.
- Reduce operational costs through innovative technologies and automation.
- Make teams more productive and empowered.
- Deliver mission-critical insights and powerful analytics securely and easily.



Wide-ranging capabilities

KPMG provides a panoply of services to deliver Salesforce transformations, including:

- Deep, practical domain knowledge and a multidisciplinary approach to help governments respond to challenges and opportunities
- Extensive design and implementation services across Salesforce products and architecture
- Full application management services (both dedicated and shared model) and analytics services to generate insights that allow for better transparency, policy and decision making
- Accelerators for state and local government engagements to drive peak execution and utilization of the Salesforce platform.



Value delivery

We help drive value for clients' existing and new technology in four ways:

1

Assessment and remediation

Assess as-is capability against leading practices, assuring and course-correcting where required to help realize full, sustained business benefits from the platform.

2

Project delivery

Conduct end-to-end implementation of Salesforce solutions for small, medium, and large projects, including full transformation of functional capability.

3

Transformation assurance

Provide business and technical assurance by advising on value realization, business-to-solution architecture mapping, program governance, and planning and change management.

4

Managed services

Leverage pre-built Salesforce applications for consistency in operational delivery, whether outsourcing business-critical, one-time operations (remediation) or business-as-usual processes (citizen onboarding).



Pre-built applications

A variety of pre-built applications for state and local governments run on the Salesforce platform, including:

- 1 Benefit management**
Address the needs of eligible constituents for social insurance, tax benefits, subsidies, housing assistance, and/or cash assistance, and digitize demographic intake.
- 2 License and permit management**
Help users find, submit, and check status, accelerating the application pipeline and increasing collaboration between constituents and workers.
- 3 Inspection management**
Give inspectors a complete overview on any device of scheduled visits, account details, and assigned tasks, facilitating convenience and compliance.
- 4 Grantmaking**
Streamline the grants lifecycle from start to finish, transforming the applicant experience and increasing transparency and accountability.
- 5 Emergency management**
Prioritize and mobilize resources faster, supporting communications at scale and empowering field workers and volunteers.
- 6 Contact center management**
Provide modern digital experiences for constituents and agents, enabling self-service capabilities for constituents and increasing first-call resolution and satisfaction.



Value proposition

Our Salesforce alliance value proposition is anchored by four principles:

- 1 Industry-led solutions by design**
We align our customer service solutions to industries and data models based on the leading Salesforce Customer 360 platform to help clients overcome their front-office challenges.
- 2 Deep industry experience**
Through our deep industry, sector, and domain experience, together with extensive Salesforce knowledge, we help clients extract and improve value across their connected cloud investments, realizing opportunities and guiding front-office transformation.
- 3 Connected. Powered. Trusted.**
Government agencies considered “modern” should be connected, powered, and trusted.
 - Being connected means shifting points of interaction to reflect citizens’ needs and preferences and committing to internal and cross-agency collaboration to meet those needs.
 - A powered government is enabled by the latest technologies and can attract a next-generation workforce able to advance the modernization agenda.
 - Though trust is table stakes, it has never been more important to ensure that citizens can trust that personal data they share with the government is protected by the highest cyber security and privacy standards.
- 4 Innovation**
Our global alliance with Salesforce leverages continuous product innovation, allowing us to help build solutions, capability, and products aimed at accelerating client value.



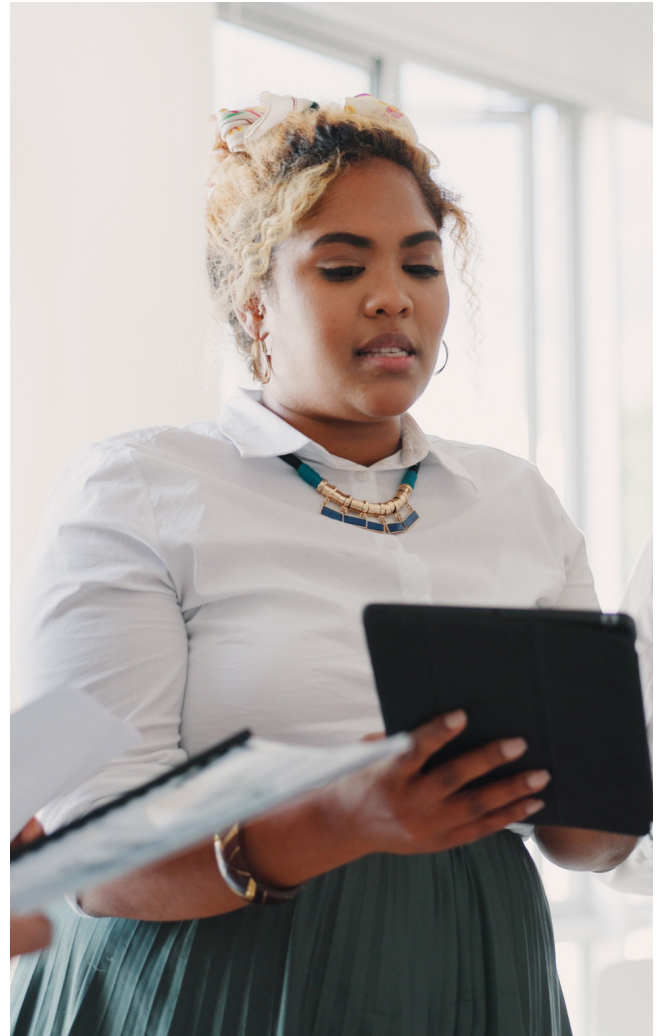
Achieving success with KPMG and Salesforce

As a Summit Salesforce alliance partner, KPMG actively supports state and local government organizations in designing and building the most innovative Salesforce solutions. We are the fastest-growing Salesforce and customer relationship management partner. In only four years we have earned 1,500+ Salesforce certifications across 500+ customer solution and experience practitioners. Our customer satisfaction score for government clients is 5.0, the highest available, and we are CMMI Level 3 Certified.

Having worked with state and local governments for more than 100 years, KPMG understands how to help clients modernize business operations to benefit government workers, citizens, and communities. We are a recognized leader in delivering low-code solutions in every sector—defense, civilian, and intelligence. With a breadth and depth of knowledge in government operations, practices, policy, and regulations, we positively impact some of the largest and most complex government programs across finance and administration, health and human services, justice and public safety, and transportation.



Connect with one of our
team members to learn more.
KPMG. Make the Difference.



Contact us



Manoj Bajaj
Managing Director, Customer &
Operations Commercial Advisory,
KPMG LLP
T: 214-840-2000
E: manojbajaj@kpmg.com



Victor Thomas
Director, Salesforce Alliance Solution
Relations, KPMG LLP
T: 860-522-3200
E: victorthomas@kpmg.com

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