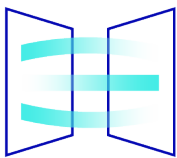




BUYER'S GUIDE

Discover how a
cloud-based public
policy management
system can power
your government's
success →

Governments have long sought systems to manage their policy activities without any market answer.



Esper's technology provides governments with a secure, cloud-based platform capable of rulemaking, regulatory analysis, legislative tracking, internal team collaboration, and other core administrative workflows. Today, many governments are using Esper as the engine for their internal processes.

This guide explores all of the questions to consider as you search for a policymaking solution.



Introduction



CEO & CO-FOUNDER
Maleka Momand

In early 2018, a group of Silicon Valley technologists and political scientists created Esper after discovering that our civil servants face process and scaling challenges without access to any enterprise grade technology. We heard first-hand from policy analysts and agency directors about the myriad of paperwork processes, disparate systems, and limited access to actionable information.



CTO & CO-FOUNDER
Lilli Oetting

Esper's tools are purpose built to remove the headaches from the policy process so your team's time can be spent where it's needed most. The right software facilitates team collaboration, reduces redundant and unnecessary steps, and gives you new capabilities for key role responsibilities.



**CO-FOUNDER & BOARD
DIRECTOR**
Joe Lonsdale

This guide is intended for any decision maker involved in the public policy process, evaluating related technology projects, and/or assessing the budget for your organization's technology. In the next several pages, we will provide you with detailed information about public policy platforms, what they mean for you, and how to evaluate if they can help your efforts.

What is a policy management system?

A policy management system is a software package that connects you to the following:

DATA

Regulation, fiscal impact statements, small business impact statements, non-substantive change documents, laws, bills, and more for the local, state, and federal level of government.

WORKFLOW TOOLS

Project and task management, regulatory and legislative drafting/commenting, and other jurisdiction-specific mandated processes.

ANALYTICS

Government-wide activity tracking, rule and law search, jurisdictional comparison tools, and other metrics to contextualize your data.

PROCESS AUTOMATION

Automated formatting, document transmission, and citations.

SECURE COLLABORATION

Team commenting, project sharing, shared milestones, and more.



Esper provides users with a secure, cloud-based public policy platform with tools and features that improve the accessibility and utility of your **data**, **workflow**, and **process** so you can develop more responsive and data-driven policies.

Why should governments use a policy management system?

Without a paradigm shift in the tools and systems for our public administrators, all of our efforts for government modernization won't reach the bulk of policymaking.

Government agencies hold a wealth of data and institutional knowledge that could easily be deployed to upgrade regulatory processes, but dated technology infrastructures make it a daunting if not impossible feat.

While top business industries enjoy turnkey software tools that can free up users' time to focus on their most important work, governments are left with decades-old systems, physical paper transmission, and a myriad of piecemeal solutions. Most available solutions are not intentionally built to power the internal processes of agencies, like rulemaking, rule analysis, and enforcement.

Public policy platforms promise a number of benefits for governments. The next section describes how different roles in an agency can benefit from a public policy platform.

Governor or Agency Director

“The value of having all executive branch cabinets use a central system to process regulation is smart policy.”

INTERNAL TRANSPARENCY

It is often hard to tell where a project is in the pipeline of your organization. We give you the ability to assess where things are without forfeiting the necessary information segmentation required for government operations and security.


SET AND TRACK GOALS

Leaders are enthusiastic about implementing plans that deliver change and value for the organization and the public. Esper is the perfect platform to see how your organization or government is progressing towards your defining goals.

RETAIN INSTITUTIONAL KNOWLEDGE

Enterprises use software suites to keep all of their important information and internal creativity in their organization and accessible for future members of the organization. Esper gives you the ability to know what and why your staffers do on particular policies in an easily accessible format so future staffers can quickly ramp up and stay productive.

General Counsel



Esper brought us decades ahead and enabled us to work smarter and more efficiently.

EASY DRAFTING AND REVIEW

Our platform automatically formats documents based on your team and organization's mandated formatting down to the markup symbols and margin lengths.


GIVE YOURSELF MORE LEAD TIME

General counsels are facing more and more policy activity to review without any additional time or labor capacities. Esper automatically surfaces policies of interest and allows you to draft, comment, edit, share, and send policies for review to reduce any pain points in your review process.

RESOURCE LIBRARY

You can easily access any information about policies in your government and other jurisdictions through global searches, sortable libraries, and individual policy pages.

Policy Advisor



This tool has been invaluable for tailoring my research without having to work through hours of irrelevant material.

TEAM POLICYMAKING

Esper's rulemaking page allows you to have one location to see what projects require your attention as well as how your colleagues are progressing on their related tasks.

JURISDICTION COMPARISON

Governments aim to evaluate themselves against their peers to determine how they can improve their services and goals for their citizens. Esper allows you access to policies throughout the world so you no longer have to wonder what that other jurisdiction is doing. For example, you can assess occupational licensing rules for nurses and determine the requirements for all neighboring jurisdictions to ensure your state is both safe and competitive.

ALGORITHMIC ACCURACY

The sheer number of policies makes it extremely difficult to proactively manage your policy portfolio and know the state of your field with complete accuracy. Esper's real-time updates and internal algorithms remove the guesswork so that your efforts are up-to-date and tested.

Legislative Liaison

“Esper brought us decades ahead and enabled us to work smarter and more efficiently.”

OPERATIONAL AWARENESS

It is increasingly difficult to determine if a bill is relevant to your organization with lots of non-germane amendments that might impact you. Esper automatically surfaces legislative activity that's relevant to you based on your position and stated tracking preferences.

LIST TRACKING

A majority of our customers were using manual spreadsheets and notes to keep track of what bills are relevant to them, their team, and their directors. Esper built an editable list specifically formatted to track and show bills for your organization's priorities.

LEGISLATIVE OPINIONS

Agencies conduct analyses or issue recommendations on legislation to communicate how it will impact their functions. Identifying relevant legislation, assessing its impact on your organization, and taking that position is a long and difficult process. Esper's built-in legislative tools allow you to quickly and easily comment and share bills and laws with your team members.

Launch requirements

Esper is intentionally designed to make the launch process lightweight and flexible to your organization's needs.

Supported Browsers

- Google Chrome
- Internet Explorer 11
- Microsoft Edge
- Firefox
- Safari

Devices

Esper is optimized for a desktop experience.

Product features may not all be accessible on mobile devices.

Esper is a secure, cloud-based platform that does not require downloads, installations or other heavy duty implementations.

To use Esper, you simply visit esper.com, click "Login", enter your credentials, and you are ready to use the platform.

PERSONALIZED CUSTOMER SUPPORT

Before your team begins using Esper, we will work with your team to evaluate your specific needs and ensure that our platform is perfectly calibrated for your process. Next, we will make an in-person visit to discuss implementation. We will also host organization user education sessions to demonstrate how to use the platform and get the most value possible for your team.

SYSTEM REQUIREMENTS

For optimal experience, Esper recommends the most recent version of Google Chrome, and supports Internet Explorer 11, Microsoft Edge, Firefox and Safari. Unless otherwise specified, Esper is optimized for a desktop experience.

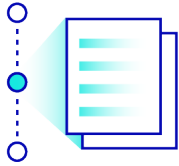
How do I explain this internally?

Esper acts like a G Suite (Google) built for public policy. The software platform connects you to all of the data, forms, and tasks you need all in one place.

Esper is the first software company specifically designed to support government's policy making process, so it's perfectly understandable for possible users to be skeptical or confused about what Esper does for you.

To help your colleagues understand how Esper adds value to your organization, we listed our favorite ways Esper helps your team on the next page.

How Esper can help



To learn more, visit esper.com/product

TIME

Esper reduces the time needed to conduct regulatory and legislative review through automated tracking and policy identification.

MONEY

Esper promises to help governments save money as a low-cost alternative to labor and time intensive processes in the status quo. States use Esper to identify areas of liability sure to save legal fees.

OVERSIGHT

Esper amplifies your ability to conduct agency oversight through project management tools. We help you assess your team's progress on rulemaking, proactively assign policy updates, and approve work prior to publication.

EFFICIENCY

Esper removes the most tedious aspect of your workflows, like physically formatting a document with markup language, shuttling paperwork through buildings or via numerous email threads, or even searching for specific regulations and laws.

DATA-DRIVEN POLICY

Esper gives governments the means for historical analysis and assessing their current codes.

Customer journey

It is important to have a sense for who can make the ultimate decision on using Esper for your government. This varies by government and organization but the general path from discovering Esper to officially using it looks something like this:

1 FIND ESPER

Any government aiming to improve their decision-making and analysis capabilities can find Esper through peer referral or visiting esper.com.

2 DEMO

Schedule a 30 minute demo with our team to see the product in action and ask any questions about how Esper can support your efforts.

3 TECHNICAL DISCUSSION

Engage your government's technical staff for an opportunity to evaluate our platform's capabilities and communicate any jurisdictional technical requirements for our system.

4 PILOT

Our team works closely with you to assist on any necessary procurement requirements or paperwork. We then schedule an in-person launch to help your team get the most out of Esper.

Where can I find the budget?

Esper is a mission-driven organization and we support procurement and launch through an individual agency, a collection of agencies, or even a government-wide sharing agreement.

Typically, a “champion” within a particular agency or in a government executive’s office (like a governor’s office, IT office, or a policy-specific organization) will serve as the driver of the process. We engage with this champion throughout the procurement, deployment, and software use lifecycle. It is important to provide updates and ensure customer success pre- and post-deployment to demonstrate Esper’s value-add.

Next steps

This guide is designed to help you understand how Esper can add value to your policymaking process.

CONTACT US

If you're ready to see a demo or have more questions for us, get in touch.

- ✉ support@esper.com
- esper.com

