

Data Warehousing Agenda

- What is the Iowa Tax Gap Compliance project?
- Why data warehousing?
 - Business challenges
- What are data warehousing solutions?
 - Ability to utilize and match data from multiple internal and external data sources
 - Ability to move data to and from multiple source systems
- How to put the data warehouse to work!
- Successes and lessons learned.
- Summary / Questions

- Identify non-filers and under-reporters
- Promote voluntary tax compliance

U Improve customer needs satisfaction

- Create "smart" audit leads
- Build customer segmentation models
- Determine problem-resolution for non-compliance

W Support decision making techniques

- Measure and analyze results
- Obtain answers to critical business questions

X Automate operational processes

- Audit Component application
- Automate data movement

Common Tax Administration Challenges

- Limited business and technical resources
- Labor intensive and paper producing processes
- Budget cuts
- Ability to fully utilize available data
- Desire to do more with less

- A. Request more funding.
- B. Do more with less.
- C. Do less with less.
- D. Technology.
- E. None of the above.

Answer:

D. Technology.

Let technology do the work!

Don't stand in-line. Get on-line!

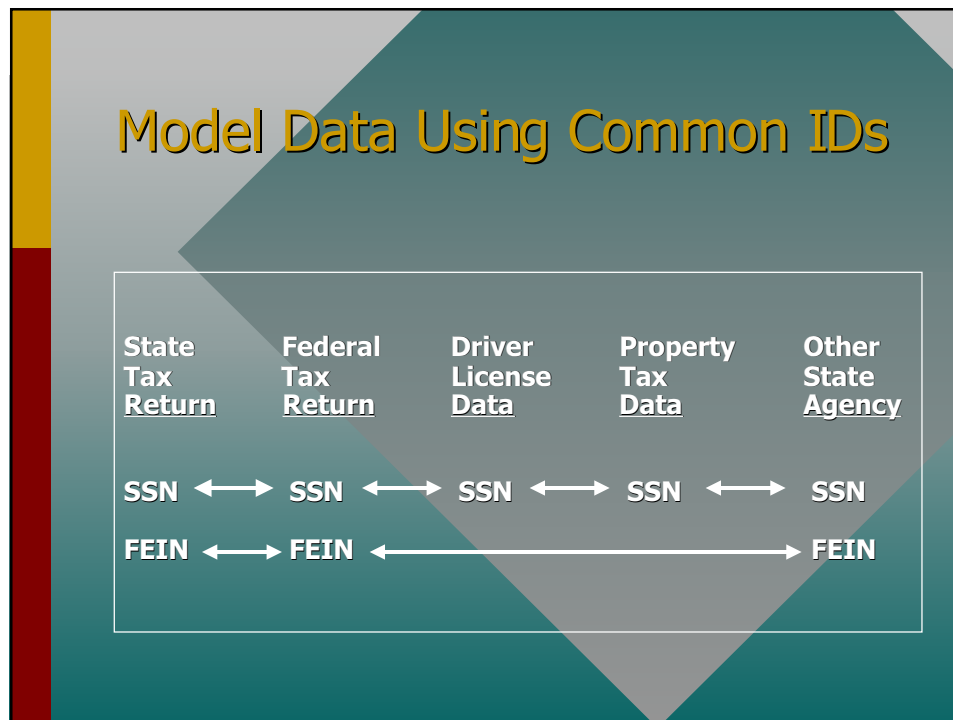
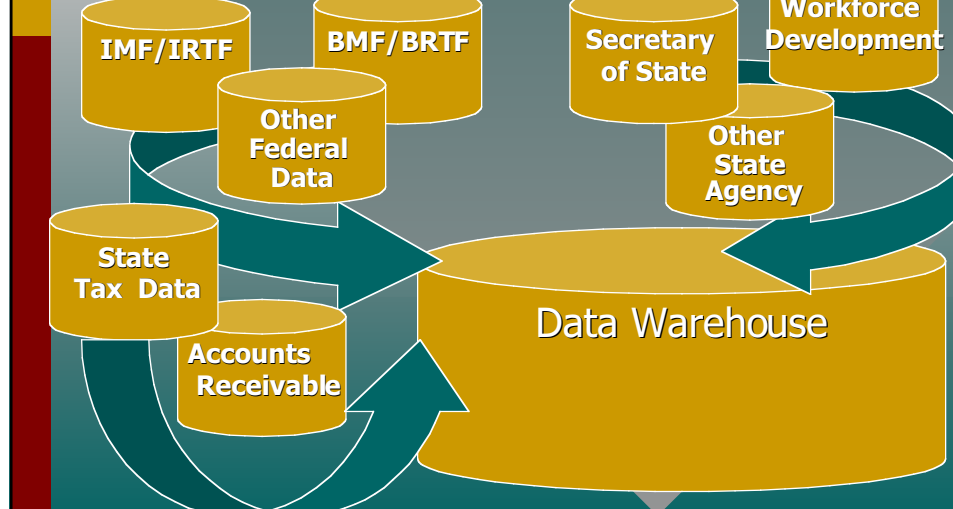
- Introduce performance based funding.
- Issue RFI and RFP to explore solutions.
- Select best solution!
 - b** Data Warehousing
 - a** Business Intelligence Tools
 - a** Automate Audit Processes with Software Development

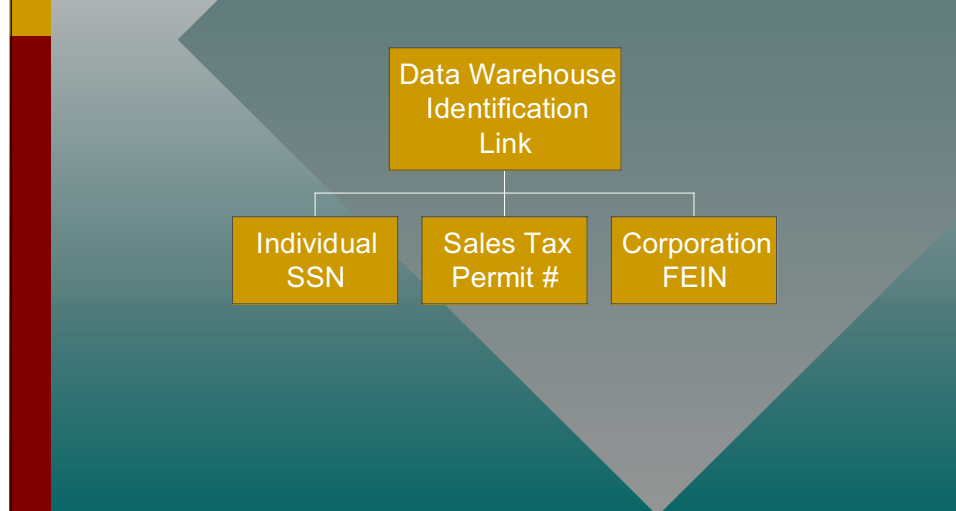
What is Data Warehousing?

Data warehousing provides both technical and business resources access to data.

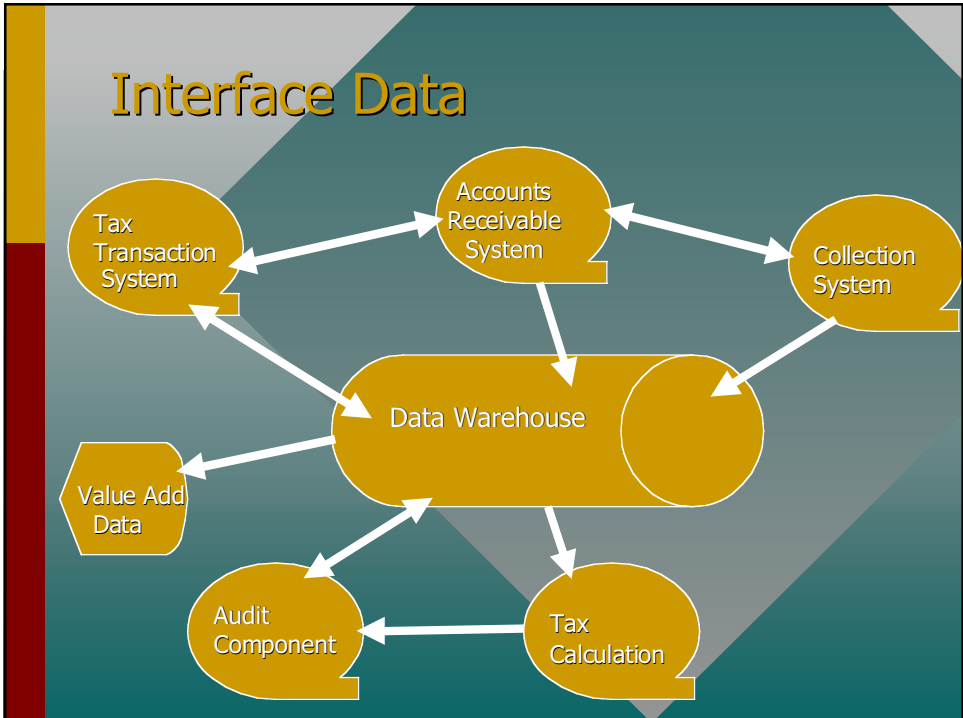
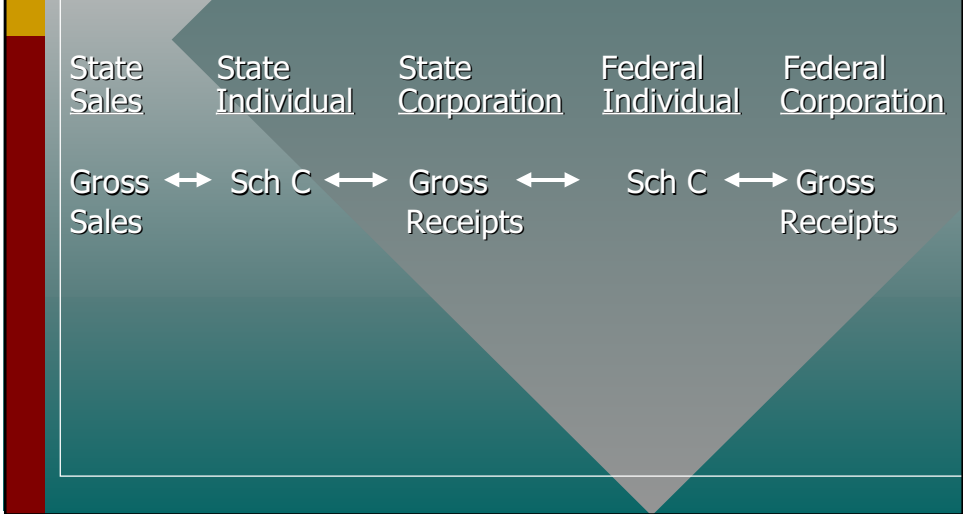
Data warehousing integrates multiple internal and external data sources acting as a single database.

Data warehousing is the backbone for bringing data together into one “big picture”.





- ## Match Data
- Develop business logic for each match program
 - Determine data sources and data fields to be compared to identify non-filers and under-reporters



Data mining is a process of discovering and interpreting patterns in data to solve a business problem.

- Taxpayer segmentation
- Inclination to be non-compliant
- Scoring and ranking of potential leads
- Measure tax gap

Tax Gap Successes

- U Optimize revenues
 - a **\$12,207,000 to date**
 - a **\$18,000,000 projected by June 30, 2002**
- U Improve customer needs satisfaction
 - a **Less intrusive to the truly compliant taxpayer**
 - a **Internal productivity improvements**
- W Support decision making techniques
 - a **Key Business Questions**
 - a **Taxpayer segmentation**
 - a **Analyze audit results**
 - a **Measure tax gap**
- X Automate operational processes
 - a **Audit Component deployed**

Compliance website

- Promote secure electronic communications
- FAQs
- Links to forms and instructions
- Explanations of filing requirements
- Interface to Data Warehouse to validate feedback
- Interface from Data Warehouse to Audit Component
- Automate taxpayers responses

Recommended Tax Gap Solution

Identify your tax gap using Business Intelligence Technology!

- * Optimize your revenue!
- * Improve your customer needs satisfaction!
- * Support your decision making techniques!
- * Automate your manual operation processes!

The Tax Gap Compliance Project leverages the technology to increase growth, productivity, and innovation for the State of Iowa and our customers.

The milestones accomplished establish the support and encouragement for a very successful project.

Questions?

THANK YOU!

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