LOG INTO NORTH CAROLINA

A one stop shop for information about North Carolina

The North Carolina Office of State Budget and Management (OSBM) is responsible for developing, executing and monitoring state agency budgets, providing agencies with analysis and accountability. OSBM budget analyses and management services inform the Governor, state agencies and legislature on effective uses of public resources.

THE **CHALLENGE**

To support informed decision-making and serve the growing needs of North Carolina, OSBM needed a comprehensive, automated solution that would:

House the core national, state, regional, county, and municipal data that their stakeholders rely on.

Improve visual, analytical, planning, and strategic capabilities via a web-based, open data portal.

Improve its workforce information delivery capabilities.

Promote customer service through an improved user experience.

Combine demographic and socioeconomic information in a single portal to provide a complete picture of the North Carolina economy.

THE **SOLUTION**

OSBM chose Opendatasoft to launch its open data portal, Log Into North Carolina (LINC). The interactive data portal offers:

A SINGLE ACCESS POINT FOR ECONOMIC AND WORKFORCE INFORMATION

The platform gathers more than 900 data items representing the entire state. The data portal serves as the first-best source for North Carolina economic and workforce data.

EASY DATA ACCESS FOR ALL TYPES OF END USERS

City management and local entrepreneurs can search, explore, link, download, visualize, and reuse the data for commercial or non-commercial purposes through a catalog of common metadata. This ease of use is a starting point for developing innovative services.

A USER-FRIENDLY OPEN DATA PORTAL

Users can access the data via interactive visualization. On the homepage, a dashboard provides a one-stop view of key topics and figures. Registered users can save visualizations and receive notifications of dataset updates.

> "
> *This is the best first place for people to go to learn about North Carolina.*
> "
>
> Bob Coats, *Governor's Census Liaison, North Carolina State Data Center, Office of State Budget & Management, Demographic & Economic Analysis Section*

find out more at www.opendatasoft.com

LOG INTO NORTH CAROLINA

A one stop shop for information about North Carolina

customer story

KEY **RESULTS**

OSBM chose to build its platform using the Opendatasoft technology, which provides them with:
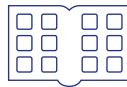
AN OPEN DATA CATALOG ACCESSIBLE TO ALL

The portal is used by a wide range of groups, from grade-school students to government employees. About 70-80% of users are from the business community and state and local government.

A TOOL TO SUPPORT TRANSPARENCY AND CITIZEN ENGAGEMENT

The portal provides useful static and real-time data for a better community engagement.
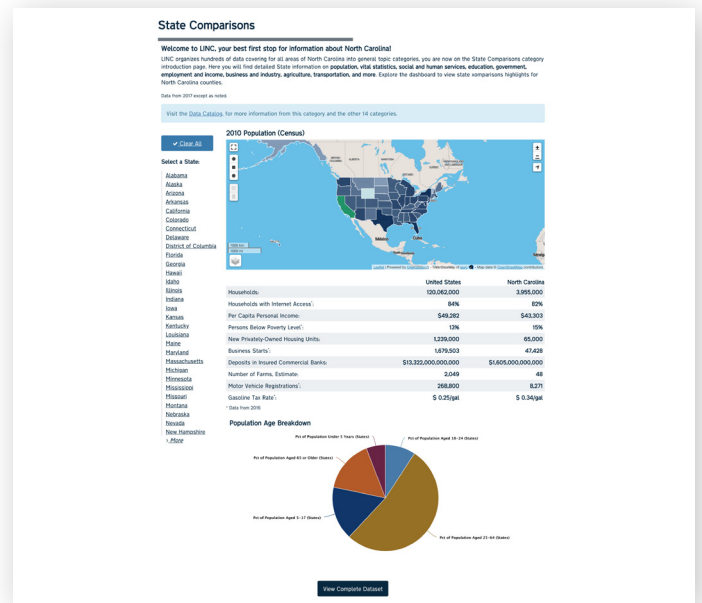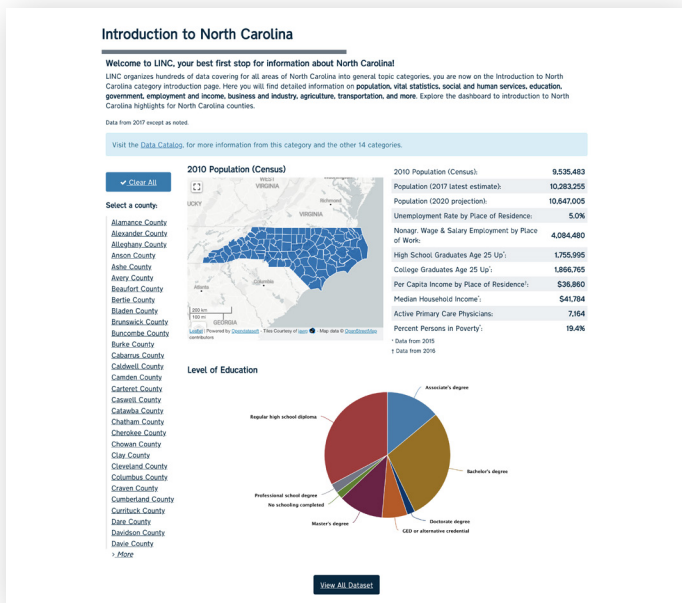
A BETTER INFORMED DECISION MAKING PROCESS

Government employees use the portal to make informed decisions with limited resources.

> " This isn't just about numbers or academic pursuits. Data informs policy, as well as important decision. For example, we get a lot of inquiries from people thinking about relocating to the area in order to retire. They want to know about proximity to necessary services, such as healthcare, as well as entertainment and even the best fishing spots. "

Bob Coats, *Governor's Census Liaison, North Carolina State Data Center, Office of State Budget & Management, Demographic & Economic Analysis Section*

find out more at www.opendatasoft.com