

INTRODUCING

# CERTAIN-T™ Methodology



**C**OREONYX  
**E**NGINEERING  
**R**EDESIGN and  
**T**ECHNICAL  
**A**PPROACH to  
**I**NFORMATION  
**T**RANSFORMATION



At **COREONYX Government Solutions**, we believe in leading the future of digital government transformation. We know that the evolving digital landscape is more than infusing technology into every arm of government – it is about revolutionizing how government agencies operate, delivering unprecedented value to end-users. Our patent-pending **CERTAIN-T™** Methodology stands as a testament to this dynamic approach.

Rooted in the U.S. Digital Services (USDS) Playbook, our **CERTAIN-T™** Methodology is crafted to match and lead the rapid pace of technological evolution. The USDS Playbook provided invaluable guidance following Healthcare.gov's launch challenges; however, its traditional approach lacks the agility to keep pace with the modern digital ecosystem.



While our methodology champions innovation and transformation, **CERTAIN-T™** is not just a goal. It is a robust, actionable strategy that enables federal customers to revolutionize their digital services, unlocking a multitude of benefits, including:

1. **Enhanced Digital Services:** Streamlines service delivery, boosting efficiency and UX.
2. **Staying Ahead of the Curve:** Keeps digital initiatives relevant and responsive to emerging technological needs.
3. **Comprehensive Framework:** Provides an all-in-one blueprint for digital modernization across various domains.
4. **Tangible Results:** Delivers real-world outcomes like improved services, increased efficiency, and greater transparency.
5. **Cultural Shift & Innovation:** Promotes a shift towards flexibility, innovation, and resilience within government agencies.

# Market Challenges and Our Solutions

In today's rapidly advancing digital era, government agencies often face the challenges of outdated frameworks, inflexibility and resource availability. To meet these challenges, we created an actionable roadmap that aligns with the needs and expectations of the end users to help plan for tomorrow, today.

## Challenge #1 Order of Execution

The USDS Playbook presents concepts and strategies that are not in actionable order. This leads to difficulties in planning and executing digital transformations, often resulting in serious roadblocks.

### OUR SOLUTION

Recognizing these challenges, we took a forward-thinking approach to restructure these plays into four-phases.

By integrating the best of emerging technologies, including insights into cybersecurity, and a user-centric approach, the CERTAIN-TM Methodology aligns with the complexities of modern digital transformation while exceeding government standards.

#### USDS PLAYS:

- 01 Understand what people need.
- 02 Address the whole experience.
- 03 Make it simple and intuitive.
- 04 Build the service using agile and iterative practices.
- 05 Structure budgets and contracts to support delivery.
- 06 Assign one leader and hold that person accountable.
- 07 Bring in experienced teams.
- 08 Choose a modern technology stack.
- 09 Deploy in a flexible hosting environment.
- 10 Automate testing and deployments.
- 11 Manage security and privacy through reusable processes.
- 12 Use data to drive decisions.
- 13 Default to open.

#### CERTAIN-TM OUTCOMES:

- 01 Understand what people need.
- 02 Address the whole experience.
- 05 Structure budgets and contracts to support delivery.
- 06 Assign one leader and hold that person accountable.
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- 12 Use data to drive decisions.
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## Challenge #2 Practical Execution

Bridging the gap between goals and the realities of digital transformation can be complex. The USDS Playbook fails to address the “who, how, and when” aspects of each strategy, making its implementation challenging.

### OUR SOLUTION

Our collaborative approach is carefully crafted to consider the ambitious goals set by the USDS Playbook and the challenges, risks, and opportunities inherent in the work and process itself. And, where the USDS Playbook remains static we are flexible not only to acknowledge the current climate but anticipate the future, ensuring government agencies stay ahead, ready, and responsive to the evolving needs of end users. This integrative strategy ensures a seamless and efficient pathway to modernization allowing for rapid innovation today and scalability tomorrow.



### Discovery

Identifying requirements and establishing a clear understanding of existing landscapes ensures ambitions align with practical realities. A thorough discovery phase reduces the risk of errors and paves the way for realistic goal setting.



### Iteration

Continuous review, feedback, and improvement ensure the project adapts to any unforeseen challenges or changes. Incorporating customer feedback and implementing immediate security updates keeps the project aligned with its goals and adaptable to real-world conditions.



### Strategy

We outline a roadmap that aligns with practical challenges, risks, and opportunities. Outlining a human-centered design strategy for product, platform, security, compliance, governance, operation, and management considers the complexities of execution.

The use of Agile practices and operations, continuous DevSecOps integration and deployment, and stakeholder collaboration enable a smooth implementation process. It ensures the practical aspects of execution are coordinated with the established goals, reducing the risk of failure, and promoting error-free deployments.



### Execution

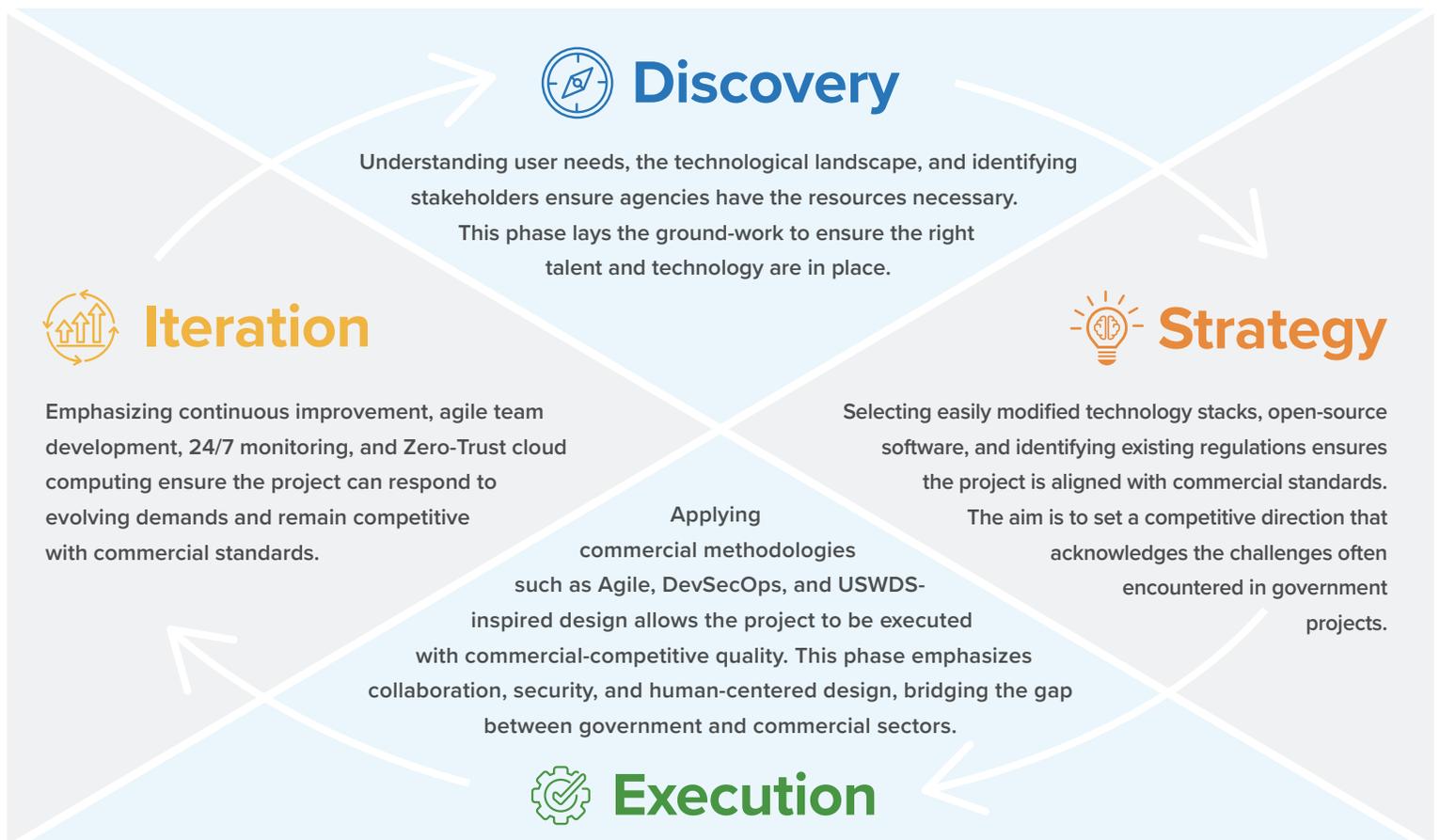
## Challenge #3 Resource Availability

The USDS Playbook assumes certain technical, strategic, and creative resources often lacking in government initiatives. This misalignment can create barriers to the successful execution of commercially competitive digital transformations.

### OUR SOLUTION

To address this challenge, we draw on a wealth of experience creating and leveraging high-impact products in both commercial and government settings, we translate requirements in a way that allows agencies to execute quality development and customer experiences.

Resources are necessary every step of the way and the COREONYX team is here to help walk you through the process.



# CERTAIN-T™ In Action

Our CERTAIN-T™ Methodology realigns the Playbook, equipping government bodies with the necessary tools to anticipate, master, and drive innovation, ensuring digital initiatives remain responsive to emerging needs in a digitally advanced world.

This approach is exemplified in our collaboration with the National Institutes of Health (NIH). Faced with a formidable 20,000+ member workforce struggling to perform essential operational and personnel tasks, we applied our methodology not merely to address these challenges but to transform them. In doing so, we unlocked new capabilities and set a fresh benchmark for government efficiency, illustrating the power and versatility of our CERTAIN-T™ Methodology.

## How NIH Applied CERTAIN-T™ Methodology

### Discovery

We partnered with agency leaders and subject matter experts to identify systemic operational pain points and top tasks across the agency's 20,000-member workforce throughout North America.

### Strategy

We developed a two-pronged advanced search and navigation strategy, enabling the workforce to identify and accomplish key tasks intuitively, efficiently, and accurately.

### Execution

We implemented a best-in-class intranet solution, utilizing top-tier content strategy, design, and development disciplines.

### Iteration

New content and optimization strategies are continuously deployed, leveraging user insights, evolving business objectives, and data analytics.

## THE RESULTS



### Customer Experience

**100%**  
Uptime

Targeted Product releases ensuring 100% customer access



### Customer Experience

**20,000**  
Users

Team members engaging with the product daily



### System Performance

**5,000+**  
Processes

Employee basic tasks now readily available digitally



### Fiscal Performance

**\$2.5m+**  
Efficiency

Estimated 5-year value in efficiency-creation

# The Next Step in Digital Transformation

At COREONYX, we understand that the push for digital evolution is quickly revolutionizing how government agencies operate. As a result of urgent demands for modernization, we meticulously curated a detailed roadmap, the **CERTAIN-T™ Methodology**, for government agency leaders to harness innovation as they navigate modernization complexities.

Our comprehensive **CERTAIN-T™ Methodology** is a testament to our commitment to pioneering this change with government agencies. This trademarked approach offers a tangible, actionable roadmap, detailing our strategic and realigned approach that bridges the gap between traditional tactics and contemporary demands.

The approach delves into the limitations of the USDS Playbook in today's fast-paced digital landscape and elaborates on how to address these issues. With an exhaustive breakdown of our methodology's core tenets and an in-depth exploration of our structured four-phased roadmap: Discovery, Strategy, Execution, and Iteration, we have laid the foundation for a new era in digital transformation.

Providing ample examples of successful agency modernizations through CERTAIN-T™, this comprehensive approach guides government agencies through the digital landscape, ensuring initiatives are agile, visionary, and responsive to current needs and unforeseen future challenges.

## Embrace the future with COREONYX Government Solutions.

Equip your organization with the tools and knowledge needed to meet the challenges of a digitally advanced world.

For a deep dive into how government agencies use our methodology and philosophies to pioneer the digital frontier, request your copy of the full report, *CERTAIN-T™ Methodology - Technical Approach to Information Transformation*.



**Request Now**

