

# Welcome

AWS Learning Days  
for Education, State, and Local Government

Madison, WI

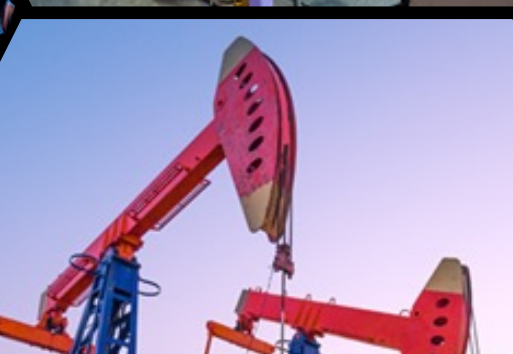




# Brian Eisenlauer

Leader of Solutions Architecture  
US Education, State, and Local Government  
Amazon Web Services







Wisconsin Department of

Revenue

## The challenge



**737,000**

citizen queries annually



**3,500**

per agent



# David Casey

Secretary  
Wisconsin Department of Revenue



“

If we have data, let's look at data. If all we have our opinions, let's go with mine.

**Jim Barksdale**, Retired Tech Executive



TOTAL REVENUE  
**\$20,973,997,000**

CUSTOMER PHONE CALLS  
**737,308**

TOTAL TAX RETURNS FILED  
**6,925,881**

LOCAL GOVERNMENTS SERVED  
**1,925**

TAX & STATEWIDE DEBT COLLECTED  
**\$388,765,606**

LOTTERY TICKETS SOLD  
**188,540,930**

**Mission:**

Strengthen Wisconsin through fair tax and lottery administration, while educating and serving the public, our customers, and communities.

**Values:**

- Integrity
- Innovation
- Inclusivity
- Knowledge
- Empathy
- Security



# Culture of Innovation

## Customer Focused



Secure



Accurate



Fast

## Workforce Driven *(Appreciative Inquiry)*



Keep Moving  
Forward



Engage  
and Enable



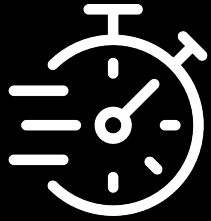
Trust



# Data-Driven Innovation



# Amazon Connect - Call Center



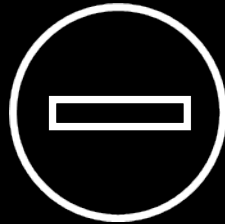
Workshop to Go-Live  
**FOUR Months**



**60%** Cost Savings



**33% Decrease** in Peak  
Season Hold Time



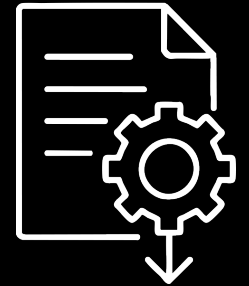
**0 Outages**  
Since Launch



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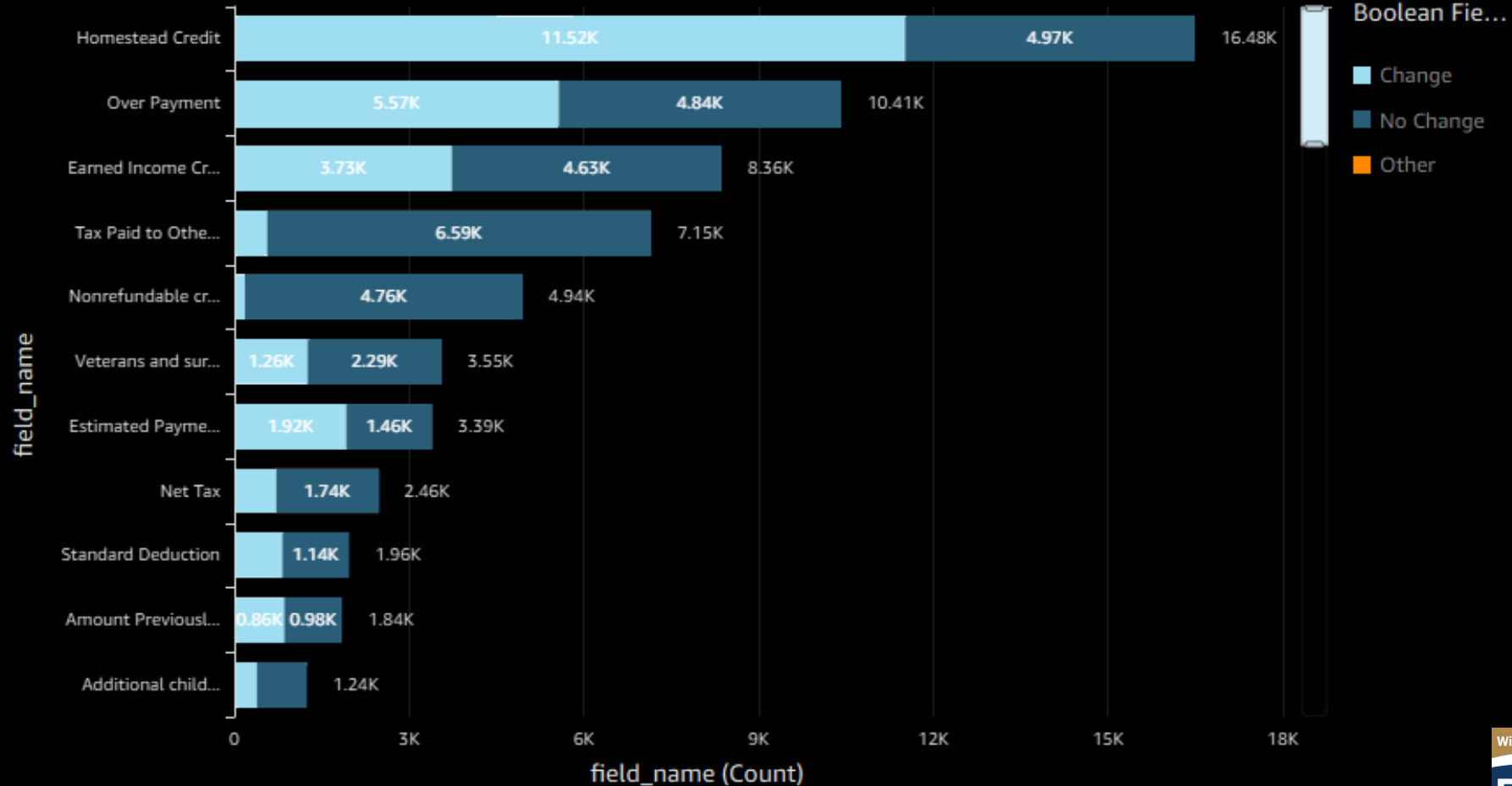


# Amazon QuickSight—Tax Processing



## Suspended Field Count With Adjustments

SHOWING TOP 50 IN FIELD\_NAME AND TOP 3 IN BOOLEAN FIELD CHANGE



# Amazon QuickSight

Data to insights

Describe the problem you need to solve, and we will do the analysis for you

We want to determine how effective our business rules are. By doing this, we want to ensure that we minimize the amount of returns that suspend that do not have a change to the associated line on the return. Also, we want to ensure that by changing any rules, we minimize the effect on refunds

Use the [Data](#) pane to add more data

EDIT

What changes could we make to suspend less returns related to line...

What changes could we make to suspend less returns related to line... other state on schedule OS also known as... changes made would maximize the amount of returns previously suspended

Step 1: First, we'll determine the amount of tax paid to other states, and calculate the impact of these changes. Assumptions:

- The current suspension rule returns to be suspended.
- Modifying these rules could maintain necessary checks.

Summary of results:

To address the TPOS-related suspension impact, and potential modification of field adjustments for previous suspensions:

Step 2: We'll examine the features of the states (TPOS), focusing on the features that are triggering these suspensions. The goal is to identify the rules causing the most suspensions and their impact.

Assumptions:

- The rule "TPOSTX | 10" is the most frequent cause of TPOS-related suspensions, affecting a significant number of returns.
- A large majority of returns have no tax paid to other states (TPOS amount  $\leq 0$ ), which may indicate potential for reducing unnecessary suspensions.
- The current suspension rules may be overly strict, leading to a high number of suspended returns that do not have a change to the associated line on the return.

The most effective rule change, based on the simulation, involves setting a TPOS threshold of \$4,000 and a TPOS to Wisconsin tax ratio range of 0.75 to 1.5. This change would result in:

- A 35.05% reduction in suspensions (from 15,893 to 10,323)
- Retention of 80.53% of total adjustments
- A decrease in average adjustment per return from -\$371.67 to -\$325.88
- A reduction in significant adjustments (over \$100) from 425 to 325

The financial impact shows a 19.47% decrease in total adjustment amount retained, but this is offset by the substantial reduction in suspensions, potentially leading to improved processing efficiency and taxpayer experience.

rule	suspension_count	avg_field_change	total_field_change
OVRPAY   2	8531	-5556.73	-4740446
TPOSTX   10	5583	-458.12	-2557710
HWRA   1	3715	-346.03	-1285503
EICPR   2	3506	-448.4	-1572087
ESTPAY   1	3365	-28.19	-94874

# Always Innovating

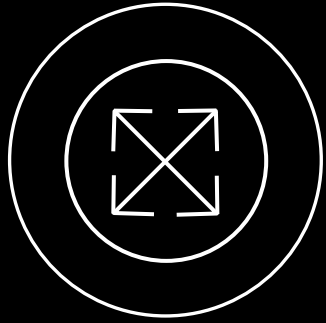


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Wisconsin Department of

Revenue

# Amazon Web Services



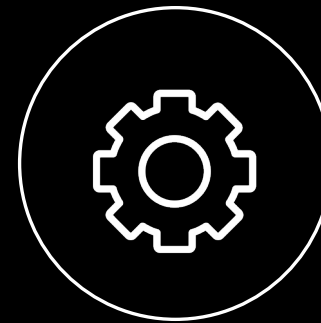
**Innovation**



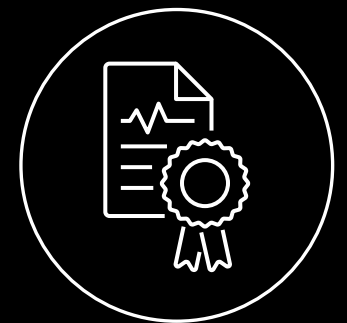
**Community**



**Security**



**Capabilities**



**Operational  
expertise**



# Wisconsin State Laboratory of Hygiene

Infectious Diseases  
Newborn Screening  
Cytogenetics  
Biochemical Genetics  
Cytology and Cytotechnology education  
Environmental Chemistry and Microbiology  
Radiochemistry  
Toxicology  
Industrial Hygiene/Occupational Health  
Laboratory Proficiency Testing



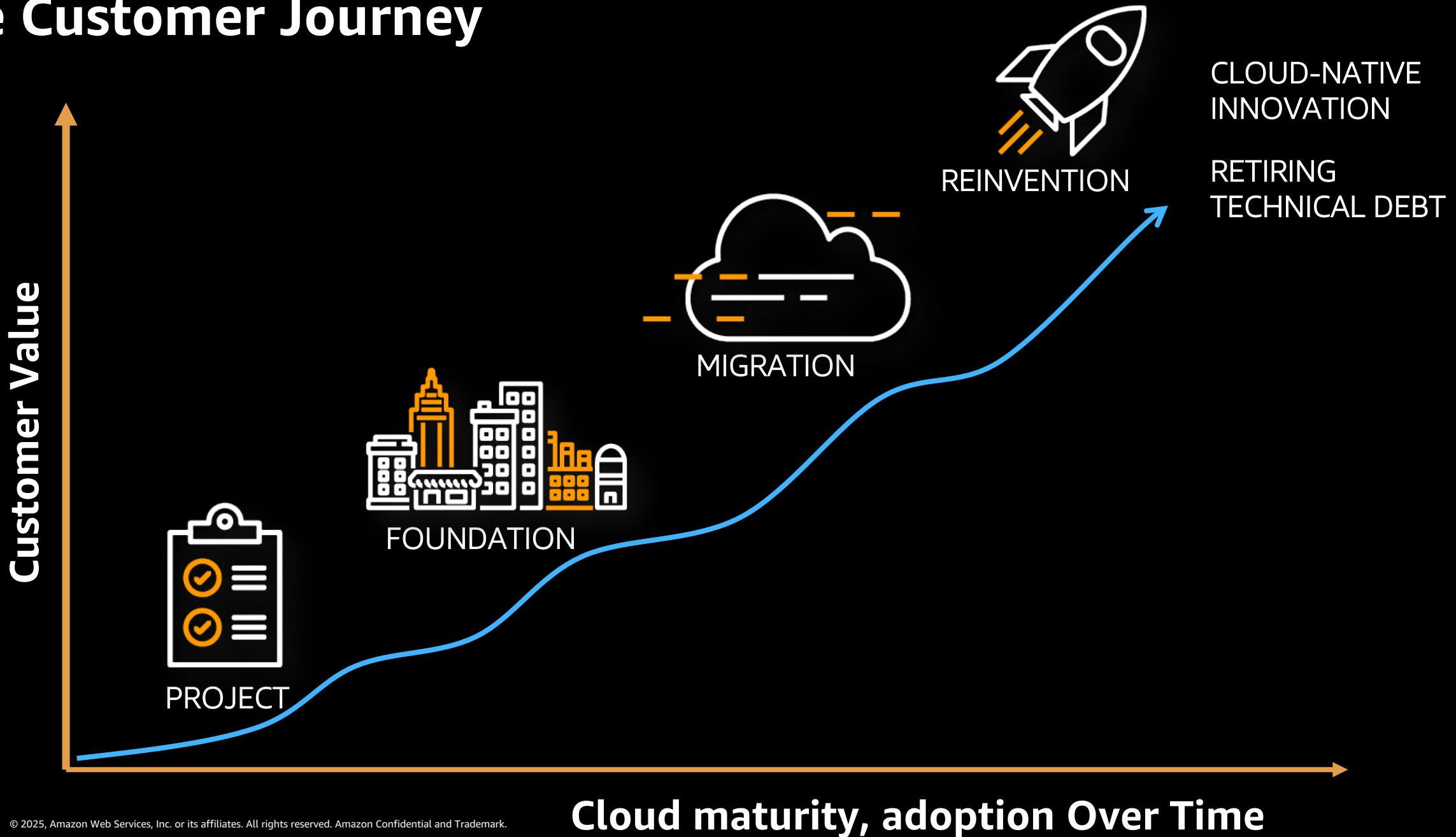


# Dr. Kelsey Florek

Senior Genomics and Data Scientist  
**Wisconsin State Laboratory of Hygiene**



# The Customer Journey





*Fireside Chat with*

# Todd Shechter

Chief Technology Officer  
**University of Wisconsin Madison**



accenture

Deloitte.

Cloudwick

parSolvo

salesforce

ScaleCapacity



# Demos

- Amazon Bedrock Guardrails Automated Reasoning Checks
- Amazon SageMaker Unified Studio
- Bedrock Knowledge Bases
- Amazon Bedrock Multi-Agent Collaboration
- Amazon Transform for VMware
- Amazon Transform for .NET

→ *Stop by “Ask the Expert” booth*



*Compete and win a prize!*

AWS Skill Builder

**TRIVIA**

**1:00 – 1:15PM**

**Training & Certification Booth**



# Tracks and breakout rooms

<b>Track</b>	<b>Breakout room</b>	<b>Learning Goals</b>
<b>AI/ML</b>	<b>Varsity 1+2 (keynote room)</b>	AI governance, capabilities, and public sector applications
<b>Cloud Fundamentals</b>	<b>Industry</b>	Infrastructure and technology modernization frameworks and practical strategies
<b>Data &amp; Analytics</b>	<b>Northwoods</b>	Building a modern data strategy to move, store, share, and analyze data; using Gen-AI tools to maximize data value
<b>Executive</b>	<b>Fifth Quarter</b>	Strategies, visions, public sector trends and best practices for leading teams through cloud journey

