

Over the last two years, CISA has been enhancing its service design and delivery to align to improve stakeholder experience and adapt to evolving technology considerations.

- **CISA can scale pilot-proven services to deliver mission outcomes.**

- **Prove what works:** Run multi-year pilots that generate measurable results and actionable insights, alongside supported offerings.
- **Demonstrate national adoption:** Maintain operations for federal and non-federal customers across all 10 regions and priority sectors to validate scale, relevance, and demand.
- **Shape what's next:** Leverage broad partner engagement to surface novel risks and customer-specific needs that inform future offerings and delivery models.

- **CISA can mitigate against advanced threats to strengthen defense-in-depth.**

- **Scale to the need:** Provide modular offerings that owners and operators can adopt quickly, such as baseline hardening, advanced assessments, continuous monitoring support, and surge response, focused on nationally significant functions.
- **Convert intelligence to action:** Use unique operational insights to elevate readiness nationwide through two-way information sharing, early warning on targeted campaigns, and timely guidance and playbooks that drive consistent mitigation.

- **CISA can build cyber capacity across the Nation and share the lift.**

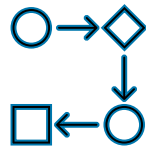
- **Coordinate the ecosystem:** Align public- and private-sector partners to map roles, close gaps, and eliminate duplication so owners and operators receive a coherent, end-to-end set of services.
- **Scale through shared delivery:** Operationalize partnerships with federal partners and leading industry providers via a joint service portfolio to expand reach and deliver cost-effective risk reduction.

What we're doing

CISA delivers seamless, innovative, and customer-focused solutions that anticipate needs, build trust, and foster lasting relationships through operational excellence and integrated human and technical design.



Applying a customer-centric approach by prioritizing customer needs, goals, and expectations.



Ensuring seamless integration by aligning service delivery elements into a unified process.



Using proactive problem-solving by anticipating customer challenges and implementing innovative solutions.



Strengthening relationships by building trust, enabling open communication, and creating mutual value.



What we're seeing

Positive Outcomes

1. Enhanced Customer Satisfaction
2. Improved Customer Retention
3. Increased Customer Trust and Loyalty
4. Efficient Operations
5. Higher Value Creation
6. Stronger Brand Reputation
7. Informed Decision-Making
8. Resilience and Adaptability

1. By focusing on customer needs, goals, and expectations, customers are more likely to have positive experiences, leading to stronger overall satisfaction.
2. Tailored services, seamless integration, and proactive problem-solving can contribute to reducing customer churn by addressing concerns before they escalate.
3. Prioritizing trust and communication strengthens relationships, fostering loyalty and encouraging repeat engagements over time.
4. Aligning technical infrastructure and personalized experiences ensures a unified process, minimizing disruptions and improving service delivery efficiency.
5. Proactively developing innovative solutions and nurturing long-term partnerships create mutual value, benefiting both the organization and its customers.
6. Providing tailored, seamless, and reliable services alongside meaningful relationships builds a reputation for being a customer-focused organization, attracting new customers and partnerships.
7. Anticipating challenges and addressing them early allows for better resource allocation, improving decision-making processes organization-wide.
8. Consistent engagement and forward-thinking solutions enhance the organization's ability to adapt quickly to changes in customer needs or market trends.

Positive Impacts



What we're delivering

- CISA is continuing to **deliver technology-based services across the federal enterprise and to prioritized, nationally significant state, local, tribal, and territorial governments and critical infrastructure entities**. These services utilize CISA's expertise and unique operational insight to improve readiness and resilience nationwide.
- Working with the OMB and GSA, CISA is establishing a **strategic tool buying approach with the purpose of eliminating duplicative tools from the cyber tool stack**, with CISA leading the identification of products and technologies that fulfill core cybersecurity capabilities. This approach leverages the collective buying power of the federal enterprise to reduce fragmentation and standardize tool offerings across all departments, agencies, and their components.
- CISA is exploring how to **expand current services to new, non-federal customer segments**, leveraging the successes it found in federal service delivery. Additionally, it is exploring how to **fully scale its pilot and limited availability services**. These potential services are currently in the very early stages of discovery, with design and prototyping planned for the first half of FY27.

