

civica

Transforming the way you work

Unlocking the Power of Data

Becoming insights driven

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Introduction

- ▶ **Technology-enabled business insight**
- ▶ **Supporting the data-to-insights value chain**
 - Consultancy | Systems of insight | Insight as a Service | 720-degree view
- ▶ **A trusted digital partner to:**
 - Bath and North East Somerset Council
 - Hull City Council
 - Oxfordshire County Council
 - And many more

Agenda



What is business insight?



From data rich to insight driven



Crossing the data chasm

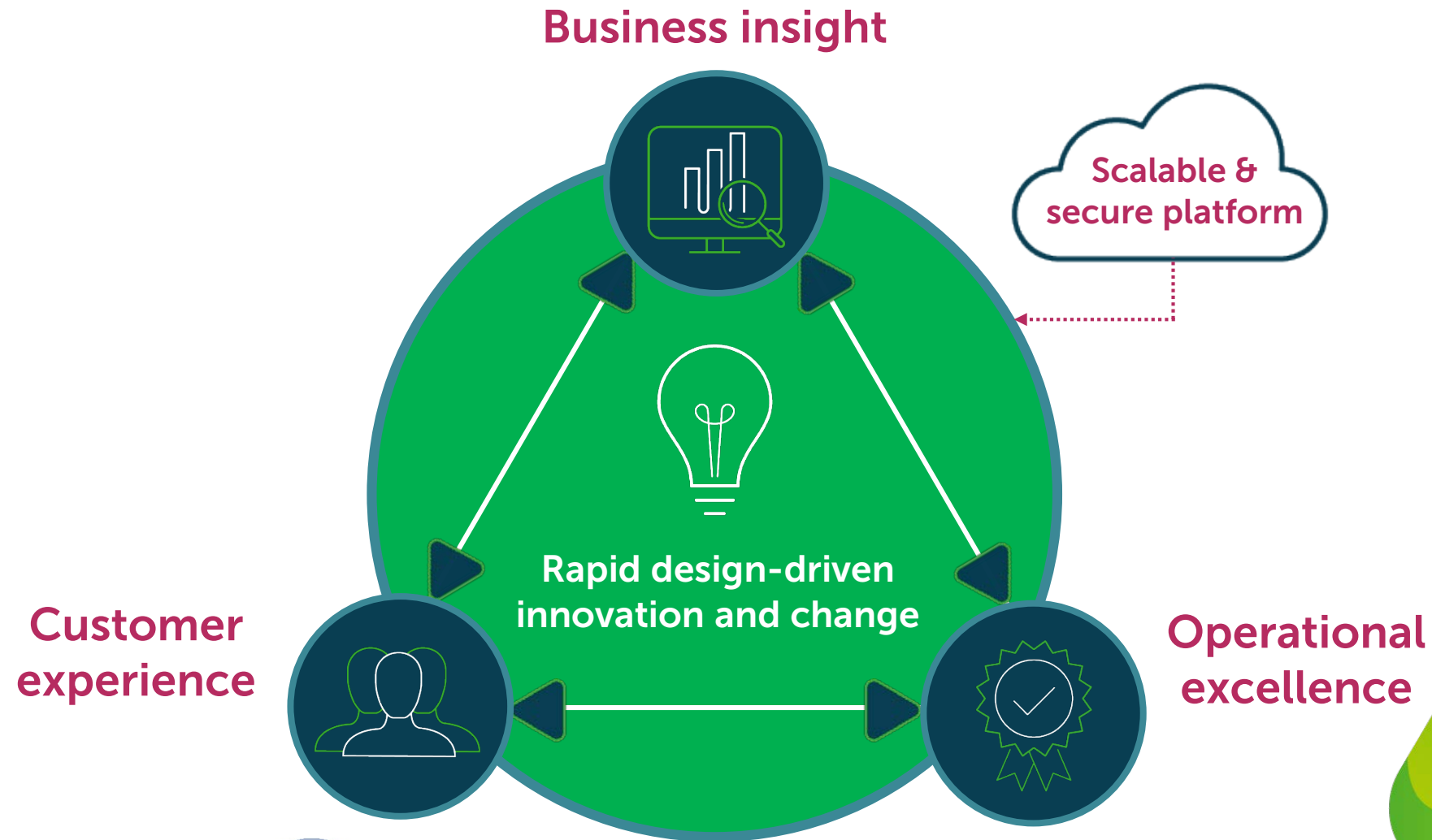


Our capabilities



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What does digital excellence look like?



What is Business Insight and why is it important?

“The business discipline and technology to harness insights and consistently turn data into action”

- Forrester



Fewer troubled families

Better outcomes



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What councils have already achieved



| What the council did | Outcomes |
|--|--|
| Provide frontline social workers with instant access to integrated data from multiple agencies | Productivity increase of 4% for frontline social workers |
| Published council data and promoted innovation labs | FOI requests reduced by 15% Safer cycling routes |
| Use geo-mapping to optimise allocation and routing of social workers to children in need | Mileage reduction of 4.5% Increased productivity and speed of response for social workers |
| Optimised gritting routes for resources and speed, including real-time updates for council & public | Reduced total gritting runs by 7.7% Reduced gritting fleet by 6 vehicles |
| Focus reporting and analysis on strategic objectives based on Camden Residents Index solution integrating data from 16 systems | Resident satisfaction increased by 6-8% Reduction in repair calls of 14% Operational BI savings of £200k |

Source: Wise Council, November 2016, Nesta & Local Government Association

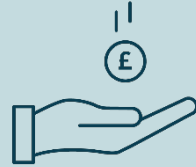


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Drivers for business insight in local government

Savings

- ▶ Understanding efficiency and effectiveness of services across the board
- ▶ Reduce, discontinue or transform services



Value for money

- ▶ Social value - social and environmental benefits of awarding contracts, as opposed to just the cost of those contracts



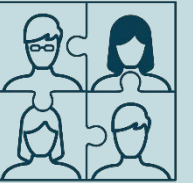
Integrated care

- ▶ Greater information sharing and analysis between health and social care services
- ▶ Early intervention to reduce service demand



Troubled families

- ▶ Requires intelligence across service areas and organisations



Fraud

- ▶ Intelligence sharing between organisations
- ▶ NFA estimates councils could save £2.2 billion a year through fraud prevention



What could Business Insight do for Housing?

"We can predict when a home will become vacant, if a tenant will fall behind with their rent and when to replace a faulty boiler"

– Paul Nicholson, Head of Business Performance, Hastoe Housing



Better services

Digital self-service

Customer segmentation

Targeted offerings



Cost reduction

Capacity planning

Tenancy churn prediction

Component replacement

Workforce optimisation



Risk management

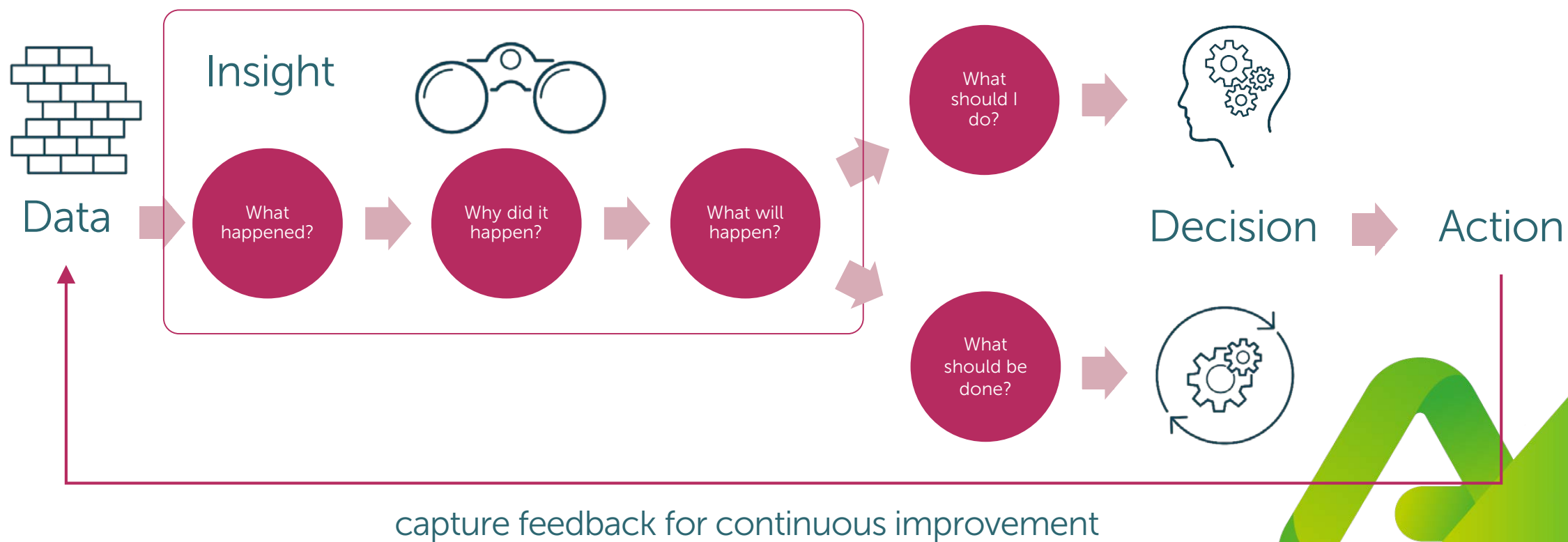
Financial forecasting

Credit management

Anomaly detection

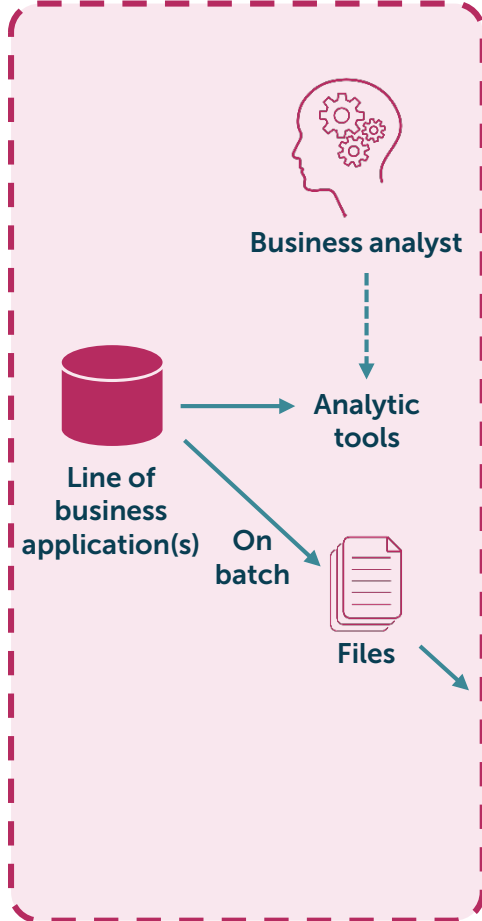
Insight Driven

Turning data into insights and ultimately into actions to drive better outcomes

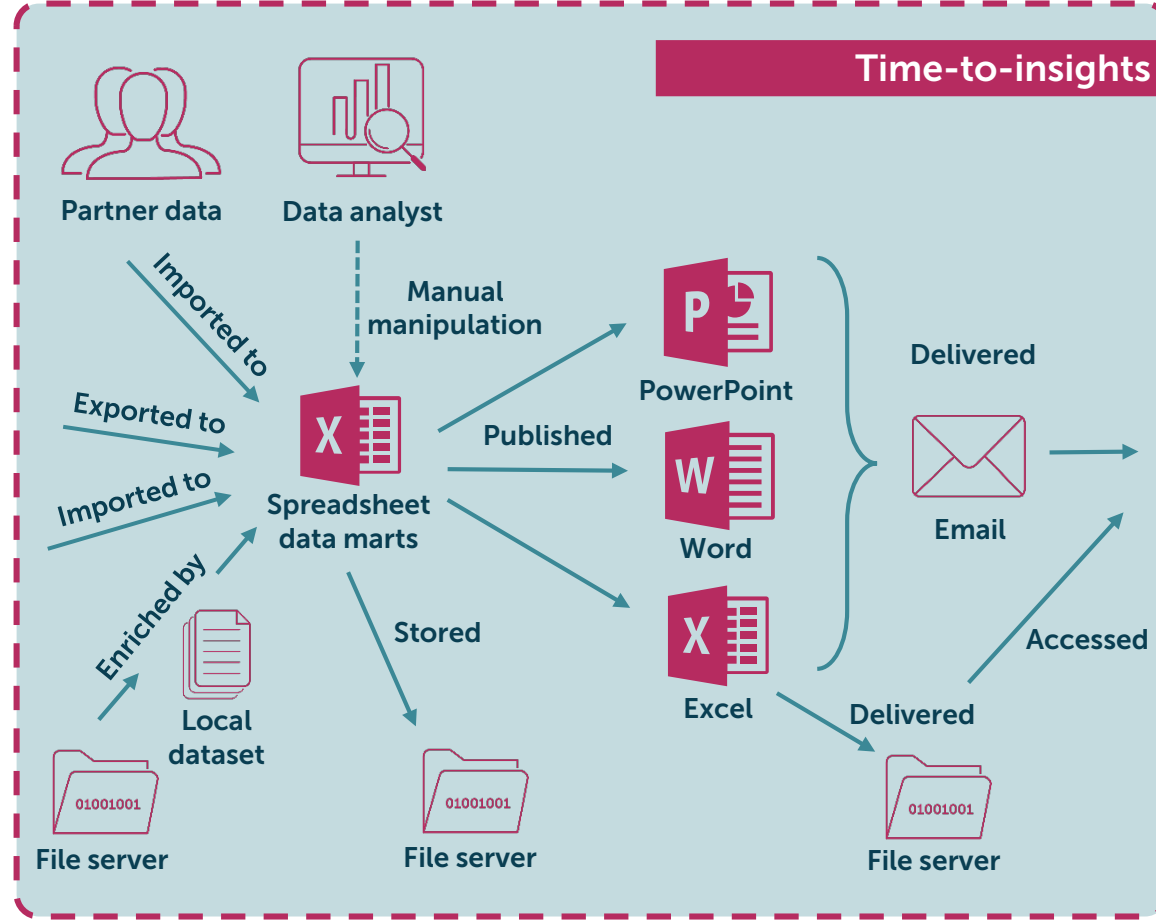


Drowning in data, starving for insights

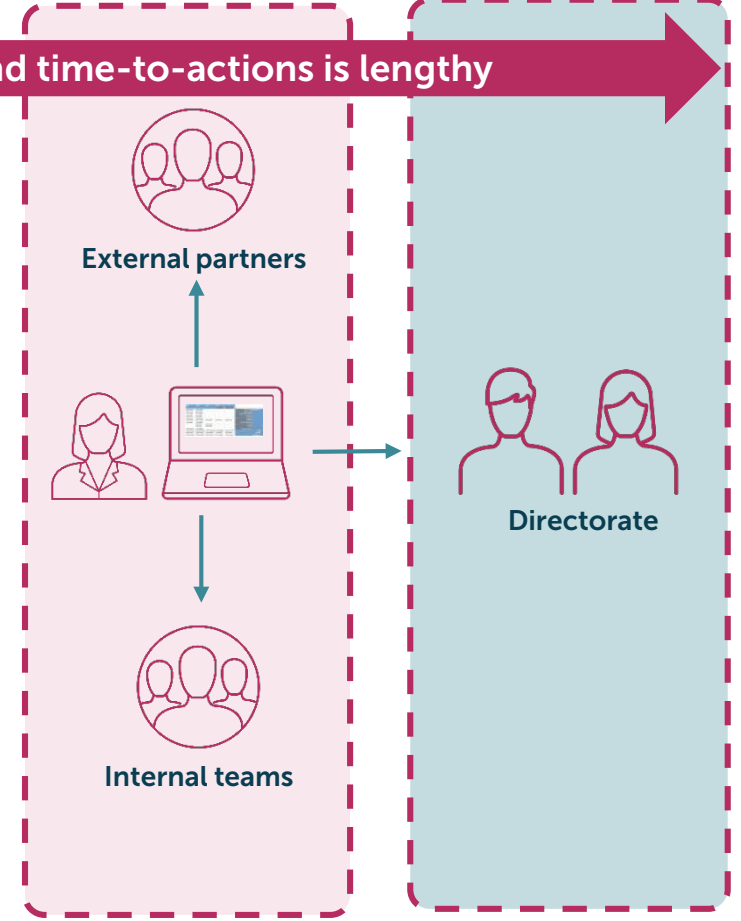
Governed space



Ungoverned space



Consumers



Information Supply Chain

The stages of insights maturity

Pre-analytics



- Limited awareness
- Ubiquitous spreadsheets
- Decisions made on gut instinct rather than fact

Siloed



- Rudimentary analytics
- Some localised investment in tools
- Power of analytics starts to be recognised

Adoption



- Pockets of analytics
- Some groups adept at advanced analytics aligned at department / LOB level

Chasm

Analytical organisation



- Data is aggregated and combined from many sources into meaningful content

Insights driven

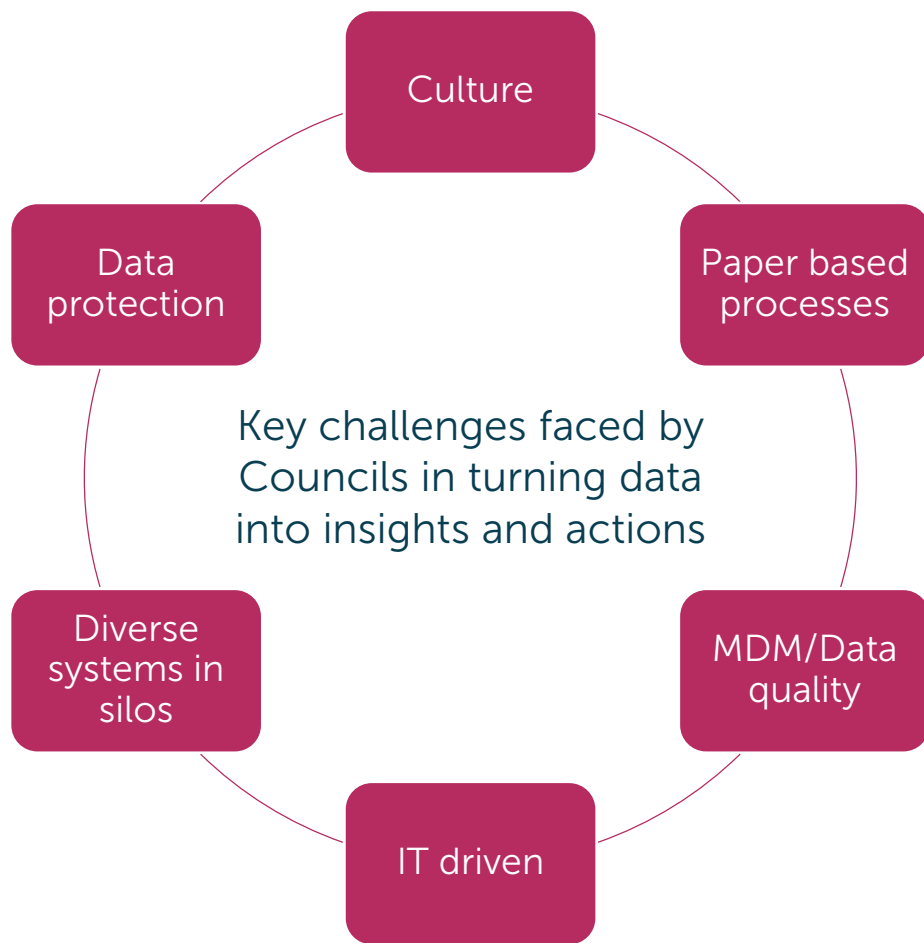


- Data is systematically turned (through insights) into business actions across all departments

Data rich

Insights driven

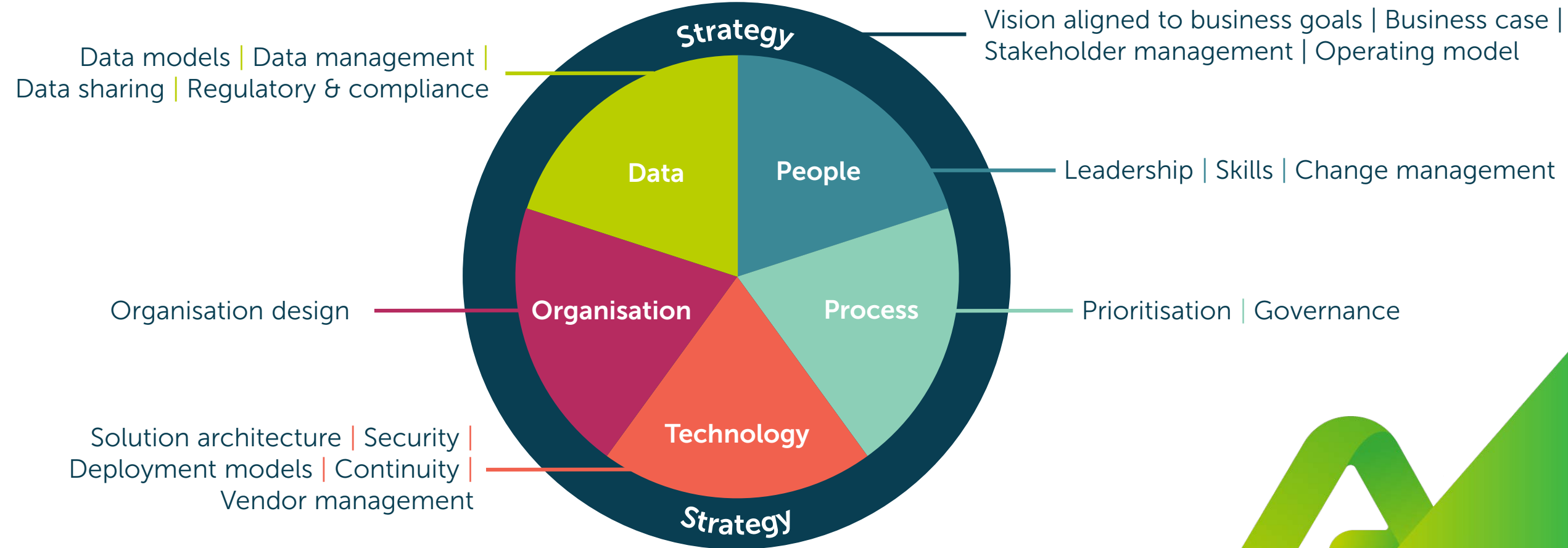
Crossing the data chasm



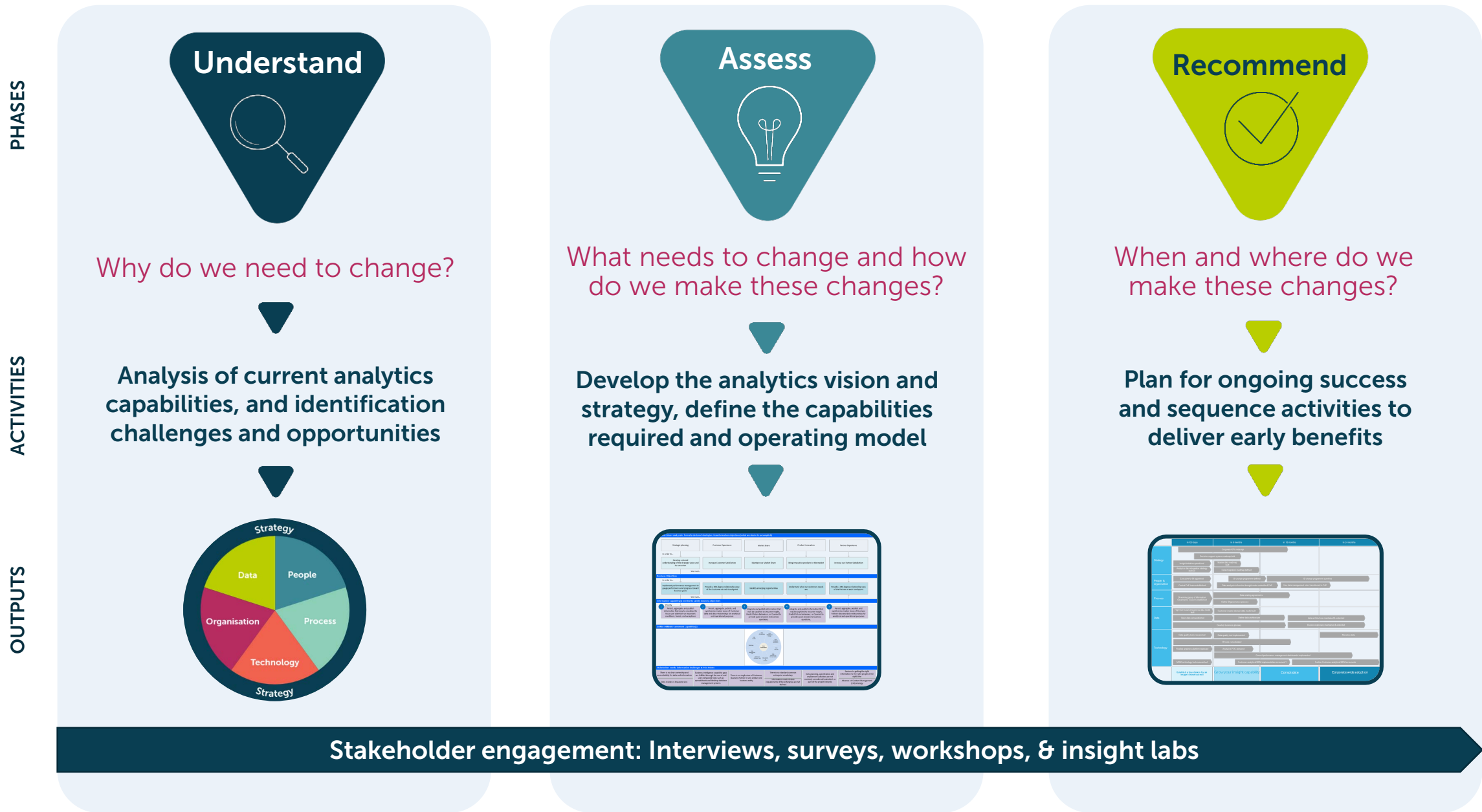
Insight is not just about applying technology to data

- ▶ “We are drowning in information but starving for knowledge”
 - John Naisbitt, author Megatrends, 1982
- ▶ “Culture eats strategy for breakfast”
 - Mark Fields, CEO Ford, 2006

Building blocks for insights-driven journey success

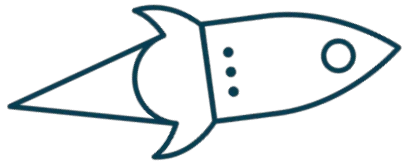


Plan your insights journey in stages



What about GDPR?

Is Business Insight compatible with Data Protection?



Is Business Insight an Irresistible force?

vs



Is GDPR an Immovable Object?



Challenges and takeaways

Becoming
insight driven



Understand and improve | Crossing the data chasm | Actionable insight

Culture



Sharing and learning | Leading from the top | Communicate benefits

Skills and
technology



Take an iterative approach | Trusted partners can help build capability

Architecting
for the future



Think big, start small, learn fast | Build for digital excellence



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