


# Knowing through business intelligence

## Greater vision, better citizen outcomes

By sharing the vision, sharing the challenge, the workload and the costs, local authorities can transform how they work and reshape communities as a result.



shaping tomorrow with you

# Creating a single version of the truth

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A dilemma exists for local government officers charged with enriching citizen services with less funding. The challenge is tougher than it has ever been. The infrastructure now exists, so now it is time to have smarter interactions with citizens. With growing demands and shrinking resources, there is a feeling that something has to give.

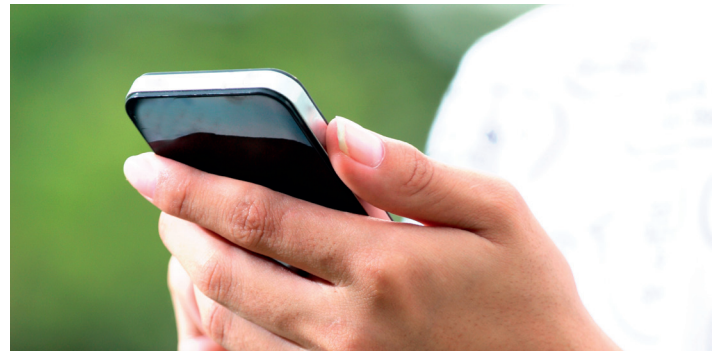
## Data re-assessed

A fresh look at this conundrum, however, can reveal hidden possibilities in assets that already have considerable value to address the problems yet to come. Take information, for example. It exists across every local authority's departments; it exists in partner agencies; it spreads across locations, formats, mode of storage and ease of retrieval. It can create its own problems, yet it can readily be used to deliver faster solutions if it's all joined together. The issue is about opening up information so that it is more accessible to those who need it, when they need it. Data can propel decisions, reduce the time taken to gather relevant information from numerous sources and as a result increase the effectiveness of existing staff resources.

## It all starts with data

The value of data is in knowing more; not just about citizen concerns and individual cases, but also knowing more about where the information is at the point at which it serves a critical need. 'Knowing' is about giving access to those who can work more effectively as a result of one single view of the truth. The hidden possibilities become enhanced efficiencies when information is regarded as a resource.

Joining information together creates logical links, easier views of histories and more informed decisions. It enables field workers too, since they can access databases to gain insights that drive actions at the point of personal contact. It can reduce the need for repeated home visits, new forms to fill in, long and drawn out treks along trails that may or may not lead to the right person with the right and most up-to-date view.



## Sharing the vision

Data analytics offer insights across more than citizen care, though it serves the social responsibility imperative head-on. Business Intelligence has enormous value in enabling an authority to anticipate citizens' needs more accurately, reducing the time and costs it takes to respond to them. Effective data management also offers a wealth of business benefits; reducing fraud and error being one such benefit. Rigorous data management also cuts down on duplication – in a connected age there is simply no good business case in housing the same data in varying guises and departments. The days of such archaic practices are gone, and soon too will be the need for large storage areas, archives and files, and possibly even the roles that spring up to serve them.

# Informed decisions for enriched citizen outcomes

Fujitsu worked closely with a large government department to take available data and extract more value from it. Using a range of data analytics techniques we were able to create a system which identifies erroneous or fraudulent claims before they are progressed. Following the implementation of the system, just three years ago, this particular government department estimates that it has saved £256 million in losses prevented.

Fujitsu also worked with Southwark Council to create a system which found 400 students who weren't entitled to the council tax benefits they were claiming, which raised £500,000 in additional revenue.

Fujitsu has worked with local authorities for many years and have helped find business value for local authorities in the savings we've made possible. We understand Big Data, and through Business Intelligence solutions can help you understand it too. We call it 'Knowing' - tackling the information that already sits within existing systems and leveraging it to provide better care and more efficient services, save money and enable staff.

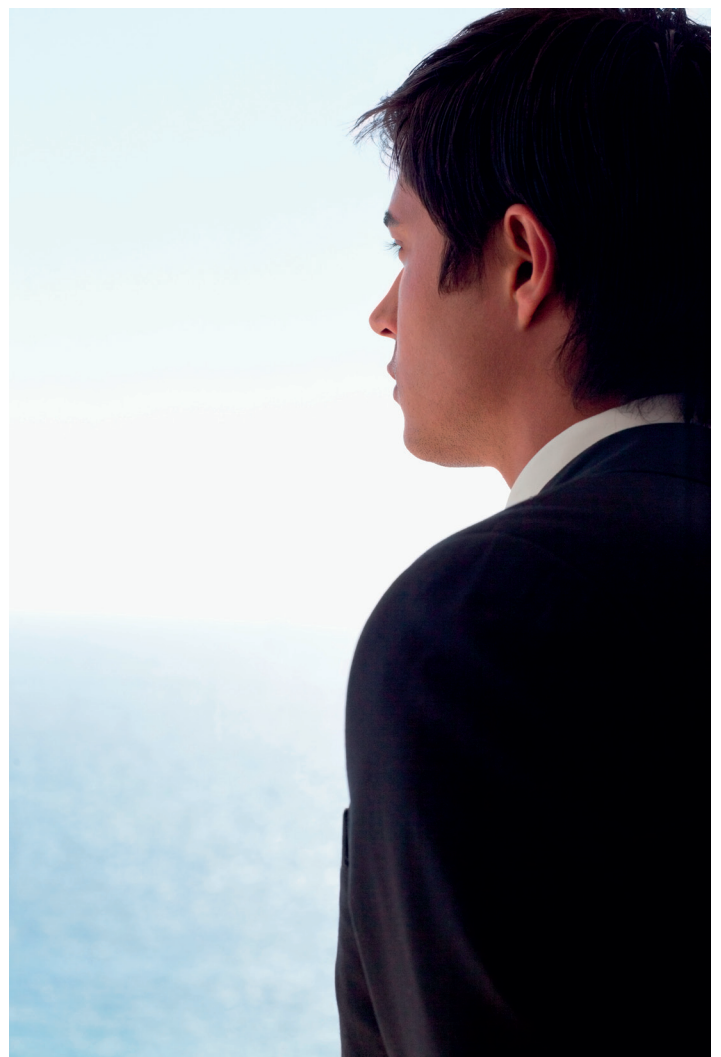
## **KNOWING** helps local authorities to:

- Reduce front office costs
- Identify potentially vulnerable citizens who may need assistance or be entitled to additional services/benefits
- Locate and act upon possible mistaken or fraudulent applications for service
- Drive uptake of council services
- Highlight opportunities and the right approach for channel switching

## **Caring for the citizen**

Providing better citizen service against the backdrop of pressure on resources depends on finding ways to relieve the pressure. The talents, the infrastructure and the information are all in place - from an innovation point of view the foundations are laid. From here on in it's a case of selecting the right materials with which to build upon them.

**Knowing – Responding – Accelerating;** through Business Intelligence, Mobility, Digitisation. We believe these are the essential qualities and capabilities to help add smarter citizen care and create social value. Visit [uk.fujitsu.com/localgovernment](http://uk.fujitsu.com/localgovernment) to see how we've helped local authorities to improve service provision, save money and optimise receipts.



## **It all starts with data but the discussion continues...**

Entitled *BETTER OUTCOMES THROUGH KNOWING, RESPONDING AND ACCELERATING*, Fujitsu's series of discussion papers examine how to offer a smarter working future and a better-served citizen.

- I. Knowing through business intelligence
- II. Responding through mobilisation
- III. Accelerating through digitisation

To find out more about how Fujitsu is reshaping ICT and communities please contact us:

## About Fujitsu

We work with all kinds of organisations in every sector and we have broad and deep experience in the public sector. In many cases, we have adapted proven solutions from the commercial sector for public sector use significantly saving on discovery, development and testing costs.

We see ourselves as partners committed, trustworthy and responsive. Your success is our livelihood.

We understand the pressures you face and your determination to deal with the challenges. We want to help and make your organisation more efficient, agile and ready for whatever the future brings.

Contact Nick Sawbridge to find out how Fujitsu is reshaping ICT and communities

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Reference number: 3464

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