

Case Study

Surf Life Saving Australia

»Fujitsu cloud services addressed our efficiency, service and reporting needs. It has also helped us overcome our severe budget limitations.«

Gary Daly, National IT Manager, Surf Life Saving Australia



The Customer

Surf Life Saving is Australia’s major water safety, drowning prevention and rescue authority. This national organisation, with regional and state administrative branches, coordinates 311 community surf life saving clubs that collectively patrol more than 400 beaches. Surf Life Saving Australia (SLSA) is the largest volunteer movement of its kind in the world with more than 158,800 members. It is a not-for-profit movement that relies on community donations, government grants, fundraising and corporate sponsorship.

The challenge

The SLSA is powered by the time and commitment of more than 44,000 patrolling volunteer lifesavers. One of the greatest challenges for the organisation is reducing the amount of time required for the administration of clubs and services.

Starting with a review of SLSA’s ICT systems in 2008, the ‘Saves Time Saves Lives’ project aimed to improve service levels, save time and facilitate commercial expansion by providing sophisticated business and communications tools and applications. Through the provision of a cost-effective infrastructure, the SLSA project was to benefit members, employees, clubs, the organisation and importantly, all Australian beachgoers.

The solution

Surf Life Saving Australia selected Fujitsu Cloud Services as the infrastructure underpinning the ‘Saves Time Saves Lives’ ICT project. The national operations of Australia’s iconic volunteer organisation have been streamlined and automated by the comprehensive redesign of its service applications and delivery.

Fujitsu’s Infrastructure-as-a-Service proposal was a critical component of SLSA’s business case which was put to the Federal Government to provide the funding for the three year project.

SLSA recognised the overwhelming cost advantages of a cloud solution and, together with the Fujitsu team, developed a three phase strategy to roll out its redesigned processes and underlying ICT infrastructure in the cloud.

The customer

Country: Australia
Industry: Community & Emergency Services
Founded: 1907
Website: www.sls.com.au

Surf Lifesaving Australia

The challenge

To overhaul SLSA’s ICT systems to improve service levels, reduce the administrative burden on volunteer members and facilitate commercial expansion. Cost efficiency was one of the key pillars of the project.

The solution

The service applications and delivery, underpinned by Fujitsu Cloud Services, provides a cost-effective infrastructure:

- Centralised operational data store (CODS) includes people, organisations, awards, patrols, incidents and beaches
- Members’ portal, linked to web-based content and workflow management with a national enterprise view of SLSA information
- Voice recognition and telephony services enabling ‘on beach’ access to services

The benefits

- Cost efficiencies of cloud solution
- Reduced administrative overhead for volunteers with on-beach patrol logs, captured on mobile phones, fed directly to the central data store
- Members' portal provides a single point of access to the SLSA and its systems
- Improved data collection and analysis for education programs

The benefits

The development of the 'Saves Time Saves Lives' project has seen Fujitsu provide a centralised operational data store (CODS) and reporting application that allows the SLSA access to a single national enterprise view of its information; applications that service the SLSA community across the country; a members' portal which is linked to web-based content and workflow management; and voice recognition and telephony services to enable on-beach access to services.

The project has reduced the administrative overhead required by volunteers to collect data and manage emergency services resources.

Cost efficiency was one of the key pillars of the whole ICT project and to its funding.

- Addressed efficiency requirements
- Ability to provide broader and better member services
- Data collection for streamlined management, reporting and education programs

Gary Daly, National IT Manager for Surf Life Saving Australia, said: "The new Fujitsu cloud infrastructure has allowed us to address our efficiency requirements as well as the increasing need to provide broader and better services. We are also able to collect more data for internal management, government reporting and public education programs. The cloud solution helps us overcome the severe limitations on the dollars we have to spend on ICT."

SLSA is also using advanced technologies to collect and analyse data to improve public education and safety in a highly accountable and cost effective way.

Products and services

- Centralised, cloud-based operational data store
- Reporting application
- Service applications
- Member portal
- Telephony services

Conclusion

SLSA was one of the first organisations presented with a Fujitsu cloud proposal and it was immediately and enthusiastically convinced of the long term flexibility and cost advantages of cloud-based infrastructure.

"The final phase of this project will see a review of our legacy systems, and will provide Fujitsu with further opportunities to assist SLSA to move our full IT infrastructure from ageing on-premise servers to the efficiencies of cloud," Daly said.

This far-sighted organisation is committed to not only saving lives but is also acutely aware of the need to save money as it provides the best possible service to its highly valued volunteer members and the Australian public.

In collaboration with

**Surf Lifesaving
Australia**

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