

## Business Intelligence Centre of Excellence



The City and County of Swansea aimed to develop a performance culture and had brought its health, education and social care records together within an integrated system. But the system could not easily generate the information needed to improve services and plan for changing needs. That's where Blueprint came in. We created a 'Business Intelligence Centre of Excellence' - a flexible, scalable reporting system that takes into account Swansea's current and future requirements.

The City and County of Swansea provides services for 225,000 Welsh citizens. Its adults' and children's services departments support around 25,000 vulnerable people who need care and protection.

With an increasing elderly population and a growing number of children in care, Swansea is under pressure to use its resources more effectively.

It reports to the Welsh Assembly Government, which requires Swansea to introduce a performance management culture, develop a Unified Assessment Process (UAP) that includes health and adults' and children's services, and create an integrated record for each citizen, bringing data on health, education and adults' and children's services together. Swansea targets over 60 Key Performance Indicators (KPIs) mandated by the Welsh Assembly Government.

In 2003, Swansea's ICT Services Manager Tony Brindley implemented in4tek's 'PARIS' social care application to support the Unified Assessment Process. This was an important step forward, bringing greater structure and efficiency to everyday work with clients.

But a problem remained: PARIS could not easily generate the information Swansea needed to improve services and plan for changing needs. The processes involved were complex and IT support was needed to develop useful reports.

Tony Brindley knew Blueprint from a previous assignment and in 2006, and he asked us to create a reporting system based on SAP BusinessObjects technologies that would solve this problem. We called it a 'Business Intelligence Centre of Excellence'.

### Core technologies

- SAP BusinessObjects Data Integrator
- SAP BusinessObjects Web Intelligence
- SAP BusinessObjects Xcelsius
- Oracle database



City and County of  
Swansea

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## Business Intelligence Centre of Excellence

We began by developing with a 'road map': a long-term plan that would inform the development of a flexible, scalable reporting system, taking into account current and future needs. We consulted people at all levels, from front line staff and operational managers to senior managers and strategists, talking to them about the issues they dealt with and asking what types of information would really make a difference. We used this research to develop a framework for the new reporting system.

It had four focus areas, each of which covered related reporting themes:

- **Strategic Planning** – covering financial planning, client services planning, and changing needs.
- **Understanding Clients** – including client needs, outcomes and quality of care.
- **Client Interaction Process** – enquiries and referrals, assessments and information gathering, care planning and service allocation, and reviewing and monitoring.
- **Service Delivery and Managing the Service** – client services provision, cost of service, caseload management, and human resource factors.

One of the system's most important objectives was to help Swansea improve its services, as well as to report to the Welsh Assembly Government and regulators using their backward-looking KPIs. So we helped Swansea to develop its own future-focused performance indicators that would pinpoint problems and show what action could be taken to solve them.

Blueprint's road map set out phases of development, which allowed for Swansea's priorities and the technical complexity of each aspect of the project.

Our research findings gave us the information we needed to structure an Oracle data warehouse that would lay the foundations for the system's reporting functions. We used SAP BusinessObjects Data Integrator to load data overnight from the PARIS system. We employed SAP BusinessObjects Web Intelligence and SAP BusinessObjects Xcelsius to create easy-to-use, highly visual, web-based reports and dashboards.

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We worked closely with Tony Brindley's team throughout the process, aiming to reduce our customer's need for support so that Swansea would be able to lead the development of the system after we handed it over, with support from Blueprint where necessary.

The system was trialled with team leaders and principal officers, before being extended to a wider range of staff within adults' and children's services. Swansea's next step was to add health and education data, creating a single, integrated source of information.

The benefits of the new system include:

- **Actionable information:** wherever KPIs are not being met, managers can find out why and see what can be done to put things right immediately.
- **Rapid access to information:** overnight data download provide users with near-real time information. Users can produce ad hoc reports within minutes.
- **Time and resources saved:** automated reporting has freed staff to use their time more productively.
- **Self-service reporting:** user friendly interfaces and 'guided analysis' tools developed by Blueprint lead users through the data step by step.
- **Single citizen records:** health, education, and adults' and children's services information are now available from one consistent source.
- **Strategic planning:** detailed analysis of the region's own data will help Swansea plan for changing needs more effectively.

"The City and County of Swansea is in the vanguard of social services delivery. SAP BusinessObjects business intelligence, implemented by Blueprint, is providing an integrated health, education and social care record and the in-depth service analysis required to maximise resource utilisation across social services. With increasing budgetary constraints, detailed needs analysis will support a far more effective use of our resources. Swansea is now looking to use this information to introduce changes to working practices that will enable us to support the changing demands of a growing population."

Tony Brindley, ICT Services Manager at The City and County of Swansea

Our business partners



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