



## Singapore Agency Strengthens Communities with SAS®

### Industry

Government

### Business Issue

Improve participation in and the quality of community activities by seeing a clearer picture of the wants and needs of every segment of the public.

### Solution

A variety of SAS® platform and business solutions gives the People's Association a way to consolidate and access a wealth of information that, in turn, it uses to both improve its own performance and to provide the level of service Singapore's citizens expect from their government.

### Benefits

"Being able to work with information – to see it from different perspectives – has enabled us to do things in new and surprising ways which we have not thought of before."

**Tan Boon Huat,**  
Chief Executive Director

The People's Association plays an important part in Singapore's nation-building efforts. It creates opportunities for people from all walks of life to meet and form friendships essential to mutual trust and cooperation. By encouraging people to take ownership of their community, the People's Association brings people together to create a more cohesive and resilient Singapore.

"Our task is to bring people of diverse backgrounds together. We achieve this by offering a range of programs and activities: from lifestyle courses to sports programs, community events, community services, social services and more. These programs serve to deepen social engagement among residents and help to build a stronger sense of community," says Tan Boon Huat, Chief Executive Director. "We offer a wide range of programs. We like to say we have something for everyone."

Because the People's Association offers such a wide range of community activities through a network of more than 1,800 grassroots organizations, the agency collects a huge amount of information about participants, such as the sort of activities each of them enjoys as well as demographic information.

Working with SAS, the People's Association implemented an enterprise-wide intelligence platform that puts that valuable data to use for analyses that help the agency hone its community-outreach efforts.

"It's important for us to have ready access to information because you need to know where you are at any point in time," Mr. Tan explains. "Then

you will know if you are moving in the right direction or not, towards your target or not. So easy access to such information helps us to adjust to what we are doing and be more responsive, as necessary, to the community."

The People's Association implemented SAS for Performance Management to achieve short-term objectives and long-term strategic goals. Coupled with SAS Customer Intelligence, The People's Association's management team is better able to measure the efficiency and effectiveness necessary to attain their vision as well as to live up to the mission of the statutory board.

"We wanted a system where the collection and entry of data was simple," Mr. Tan says. "SAS gives us a standard platform from which we can extract the data and slice it and dice it in whichever form we want to see it – by ethnic profile, by age profile, by neighborhood profile – any way that is useful to us."

Developing a robust intelligence platform has enabled the People's Association to gain the maximum value from their information assets.

"Being able to work with information – to see it from different perspectives – has enabled us to do things in new and surprising ways which we have not thought of before," Mr. Tan says. "It reveals from many perspectives exactly where we stand. Before you can move in any direction, you must know where you stand and where you are at any point in time."



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