



## SAS® helps Singapore Ministry of Manpower improve its planning and operations

### ■ Industry

Government

### ■ Business Issue

Collating and synthesizing data from multiple databases to present a holistic view of customer transactions at the various touch points.

### ■ Solution

SAS® Analytics integrates data from multiple sources.

### ■ Benefits

The Ministry has a holistic view of the information that enhances policy and operational effectiveness.

The mission of the Singapore's Ministry of Manpower (MOM) is to achieve a globally competitive work force and great workplace for a cohesive society and a secure economic future for all Singaporeans.

To enhance the effectiveness, the Ministry needed to integrate data housed in disparate sources to provide a holistic one-MOM view. The impetus for a holistic view of the Ministry's work led to the conceptualization of an enterprisewide platform called Employer Relationship, Industry Knowledge Analysis (ERIKA). It turned to SAS to build such a platform.

"Instead of going to individual databases, we will be able to achieve unified access through one central repository," says Elaine Chua, the Ministry's Head of Information Systems and Technology. Prior to ERIKA, data had to be collated and synthesized from multiple databases to present a holistic view of customer transactions at the various touch points. It was time-consuming and constrained operational and customer service effectiveness. With ERIKA, the frontline officers no longer need to toggle between multiple systems. With a more complete view of a customer's transaction history with MOM, frontline officers

can better meet customers' needs, leading to better customer satisfaction.

Working with SAS, the Ministry implemented a comprehensive data integration strategy coupled with metadata management to improve data accuracy. The Ministry is also using SAS business intelligence and data mining to meet long-term strategic objectives.



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