



## Enabling the public sector to thrive in the information economy

### THE CHALLENGE: The double deficit

The government's pledge to reduce the UK's deficit heralds tough times for the public sector, which was already under pressure to demonstrate a return on investment and improve frontline services.

While organisations know that information management is the key to greater efficiencies and better performance, few have the time or expertise to create, share and exploit the wealth of data for the common good.

This new kind of deficit, the 'knowledge deficit', not only hinders an organisation's understanding of the status quo, but also impedes its ability to make informed, cost-efficient decisions for the future. And, with the volume of data only likely to increase, time is of the essence when it comes to harnessing this valuable asset. One thing is clear: the public sector needs to transform the way it operates if it is to thrive in the information economy.

### SAS®: Converting data into knowledge

SAS has been helping government departments save money and enhance performance for over 30 years. Only SAS integrates the business intelligence and business analytics needed to create insight into not only what has happened in the past, but also what is likely to happen in the future. That is why more than 100 UK public sector customers use SAS to help form policy, prevent crime and improve health, security and quality of life.



### ■ Proven ROI with SAS

**SAS has helped to transform performance across the UK public sector:**

"The system is making a significant contribution to closing the tax gap".

#### HMRC Business Tax

"We are using SAS analytics to help us transform our operating model, improve road safety and ultimately save lives".

#### VOSA

"At the original baseline, only one borough demonstrated 'Excellent' data quality. Now, almost all boroughs have 'Good' or 'Excellent' data quality".

#### Metropolitan Police

"SAS helps us increase the chances of survival and improve quality of life for hundreds of patients every year".

#### NHS Blood and Transplant

# Informed decision-making and accurate reporting.

## ■ The SAS Approach: Information as an asset

Largely uncoordinated investment in IT has led to many government departments being 'data rich' but 'insight poor'. SAS helps them to put that untapped information to work, treating it as a strategic asset – just like people, pounds or property – to improve efficiency and effectiveness whilst creating value.

SAS also understands that protecting information is a number one priority for the public sector, where security breaches and lost data can cause public distress and a loss of confidence.

“People can be very sceptical about research by government but this project was widely accepted and praised as sound, useful analysis. It also helped reduce the funds that Proposals would have spent to get answers independently, and helped make the assessment process more efficient”.

**HEFCE**

## DELIVER MORE: Create Value

SAS' asset-centric approach can improve efficiency and effectiveness, create value and optimise the allocation of resources in four key ways:

### Combat fraud and error

The National Fraud Authority estimates that around £25 billion is wasted through fraud and administrative error across UK government departments every year, new measures are needed to protect precious resources. SAS will help your organisation:

- Improve efficiency and effectiveness.
- Uncover previously hidden and unexplained patterns of fraud.
- Integrate internal and external data to improve fraud detection levels.

“[SAS] gives the NHS an up-to-the-minute, cutting edge capacity to detect and stop fraud”. **NHS Counter Fraud**

### Maintain 360 degree citizen insight

The cost-effective transformation of public services depends on gaining deeper insight into citizen's needs and behaviours; yet the demand for services and the channels for delivering them grow increasingly varied. SAS helps to integrate data to:

- Identify and target those most in need.
- Improve collaboration with intermediaries.
- Get things right first time, increasing customer satisfaction.

“[SAS enables us to] tailor how we talk to people and what we talk about”. **DWP**

## Improve public safety and protection

The pace of change throughout the world makes it increasingly challenging for governments to keep citizens and property safe from terrorist attack, criminal activity, accidents and disease. SAS® Analytics enables organisations to:

- Detect and monitor interconnected and isolated threats.
- Gain predictive foresight to prevent attacks.
- Optimise investigation resources and accelerate response.

“We wanted a solution that would not only enable us to address data quality but also business intelligence. Good policing is about quality intelligence: making a link between crime and offender”. **Gloucestershire Police**

## Optimise and organise

There is continued pressure on public sector organisations to become more citizen-centered and results-oriented. The need for informed decision-making and accurate reporting has never been greater.

With SAS, departments can:

- Use scenario analysis to quantify and predict alternative outcomes, optimising the delivery of objectives.
- Efficiently comply with mandated reporting
- Ensure the right people are working together on the right tasks

“Powerful reporting from a single, reliable and up to date intelligence source”. **South Wales Police**

# Better hindsight and predictive foresight for greater efficiency.

## THE SAS® SOLUTION: From reactive to proactive

Only SAS offers the complete, fully integrated range of business analytics, including the software and services needed to provide both better hindsight and the predictive foresight required for preventative policies and greater efficiency.

The chart below illustrates how working with SAS can empower organisations: progressing from the ‘fail and fix’ cycle – where data is used as a backward-looking resource – and harnessing it to drive forward-facing ‘predict and prevent’ strategies. This proactive approach leads to a deeper understanding of the best possible outcomes – and how to efficiently plan resources to achieve them – creating value for your organisation and the taxpayer, throughout the process.

## CASE STUDY: London Fire Brigade – Saving lives through predictive modelling

London Fire Brigade (LFB), the world’s third biggest fire fighting organisation, uses SAS Analytics to predict fire risk, save lives and protect valuable property.

“We wanted to move away from looking at where fires happened in the past and instead explore where they might happen,” says Andy Mobbs, Risk Information Manager, LFB.

Serving a population of 7.5 million people, the LFB needed the most robust, accurate analytics on the market. The LFB now use data ranging from census information to land use and lifestyles to produce maps showing predicted incident levels. As a result, prevention resources – such as home visits and advice – are now targeted to high-risk areas, right down to postcode level.

“Our predictive capabilities have improved since we started working with SAS,” continues Mobbs. “I’m very pleased with what we’ve achieved and I believe that we are directly supporting work that prevents fires and saves lives”.

## CASE STUDY: VOSA – Making our roads safer

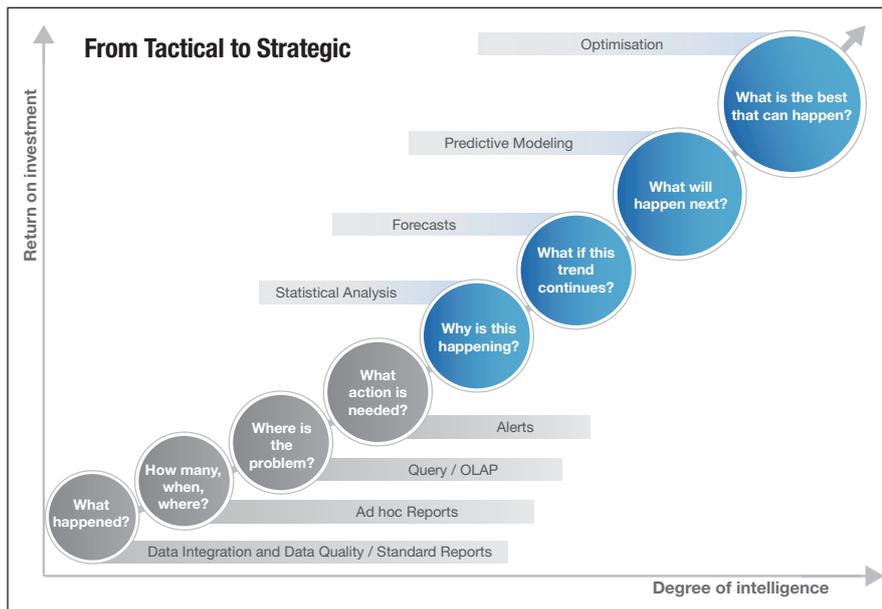
VOSA uses SAS Analytics to improve road safety and the roadworthiness of vehicles by identifying the highest risk non-compliant fleet operators on the UK’s roads. Poor data quality and constantly increasing volumes of information had previously been barriers to its success. But by working with SAS, VOSA was able to improve its data quality and the level of analysis possible so that, within a year, 34 percent fewer investigations yielded a 10 percent higher prohibition rate and a 20 percent increase in customer satisfaction.

“SAS Analytics helps us to transform... improve road safety and, ultimately, save lives”.

### Aidan Naughton

Head of Information Management,  
VOSA

## Where is your organisation on the information management maturity scale?



“SAS is very powerful when it comes to clustering the near-matches to help us correct data and bring it up to date, so it saves a huge amount of time and resources”.

### Gloucestershire Police

## CASE STUDY: Croydon DAAT – Saving time and targeting resources

Croydon Drug and Alcohol Action Team (DAAT) uses SAS to automate statutory reporting of national key performance indicators, freeing up time for more value-added analysis to improve collaboration at a local level and provide a proactive service.

Responsible for planning and delivering effective treatment structures for substance misuse, Croydon DAAT needed to report on, and improve, performance in a complex multi-agency environment. Deploying SAS Analytics enabled the DAAT to work faster and more collaboratively with local agencies. Improved data quality and automated reporting has led to more time for staff to identify trends, assess needs and target resources more effectively to deliver improved treatments, when they are needed most.

“We can point to considerable time savings and improved resource allocation. Using SAS to detect weaknesses now allows us to be more proactive and work at a faster pace. DAAT decision-makers can get on with sorting problems out, making changes and possibly allocating resources differently to improve local treatment,” says Ray Rajagopalan, Data Manager, Croydon DAAT.

“Using SAS means we have the confidence in the insights we provide and, ultimately, it improves the effectiveness of interventions – field workers can act before problems become more intractable”.

## SAS® PROFESSIONAL SERVICES

### SAS® Implementation and Support

From initial assessment to ongoing management, SAS provides a range of services to help you quickly reap the benefits of our software and solutions. We provide expert advice and help at all stages in a project's life cycle, including live running. Specific services range from solution discovery workshops, through to cleaning and analysing your data, evaluating your architecture and implementing the right business solution to address your needs. We provide all the help you need to drive project success.

### SAS® Education: Maximising your investment

Benefit from our extensive knowledge of the public sector and maximise your investment with SAS through our exceptional training programme. Learn with other SAS professionals either on-site at Marlow, Manchester, Glasgow or London or on a bespoke course for you and your colleagues.

“Very knowledgeable, friendly and easy to listen to. Excellent training staff!” – DWP

### SAS® Professionals Network

A social networking site for SAS professionals: learn about the latest SAS technologies and solutions, develop your career and network with other SAS professionals. For more information visit: [www.sasprofessionals.net](http://www.sasprofessionals.net).

“Working with SAS, we can achieve a more effective end-to-end process for sharing information across the NHS, whilst ensuring information quality, security and governance”.

**NHS Information Centre**

## SAS FACTS

- SAS has been in business since 1976 and today has customers at more than 45,000 sites worldwide.
- SAS has more than 100 government customers across the UK.
- SAS has over three decades of experience working with public sector organisations all over the world.

**Learn more about SAS software and services for public sector at:**  
[www.sas.com/uk/public\\_sector](http://www.sas.com/uk/public_sector)



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