



Insights (un)Ltd



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For the business of governance to be less of a hassle and more of an accomplishment, BI is the tool for decision makers

Today, public sector organisations increasingly function in a corporate manner. Their challenges are no less than a private sector enterprise. They face unprecedented pressure to improve service quality while they are needed to progressively lower costs. At the same time, they are expected to become more accountable, transparent, customer focused and responsive to stakeholder and citizen needs. Government agencies are tasked with more than simply reducing costs and increasing service levels.

They also face increased scrutiny from legislators, executives and even the public in the wake of the Right to Information Act.

The scams that keep surfacing from time to time bring additional challenges for the public sector organisations. Since asset misappropriations are at the centre of the scams, there is a need to increase transparency, accountability and performance as well as solve operational challenges, improve customer service, maximise resources and eliminate fraud, abuse and excessive spends.

Business intelligence (BI) technology has valuable applications in all areas and levels of government. If rightly implemented, BI systems provide executives, administrators, managers, outside contractors and citizens the crucial information necessary to perform their jobs and make decisions more effectively, resulting in better governmental service and more productivity for every rupee of tax collected. BI applications can be used to improve financial management and compliance, program oversight, procurement and logistics processes, and government-to-citizen communication. And, it helps identifying scams at an early stage as an alert.

must Read

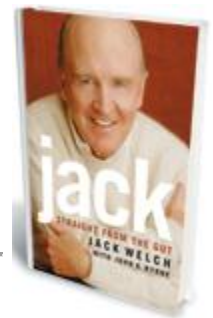
Straight from the gut

Author: Jack Welch

Publisher: Hachette India

Price: `350/-

The book talks about his greatest victories, devastating failures, and his most important secrets to success—in business and in life.



Getting data that matters

There is a wealth of information and data in public sector repositories, but making sure that information is of high quality, accessible and accurate is paramount to improving and measuring performance across the organisation. The importance of accessing up-to-date and accurate information in a timely manner cannot be underestimated, but how can one accurately shift through the massive volumes of available information to uncover the best decision support? Historic reporting doesn't give the full picture. Also,

understanding information availability risks and protecting high-value information are critical.

With BI, it is possible to define which information is appropriate for which department. With the emphasis on the public sector to improve efficiencies, it is important that information flow is seamless. BI spans a range of technologies, not all of which may be applicable to every agency or situation. Individual BI components can be assembled into customised applications and solutions to meet specific needs.

For the last few years, BI has consistently ranked as a top priority for government CIOs. By collecting and analysing data, BI creates detailed reports that provide invaluable system analysis. The insights can improve performance and lower the cost of a service delivery, among other things. Using the dashboard, decision makers can have immediate access to data that is most important to them.

Improving service delivery

Public agencies can elevate their performance with the unprecedented visibility and control provided by BI. In particular, they will benefit from operational BI that can be scaled down to hundreds and thousands of government employees.

No matter where they are or what political structure they adhere to, government agencies around the world grapple with a common challenge: finding ways to improve their interactions with constituents while managing the pressure of constantly rising case loads.

It is essential in a public sector to know exactly who its customers are, what they are buying, and whether they are satisfied or not. The only way to discover and understand these dynamics is through BI. Here, the customer is a person or an agency that has to deal with the government body.

Improvement in customer services can be achieved by building a greater understanding of the customers and their needs. Intelligent profiling can help government bodies improve their service delivery and also rationalise delivery channels while making best use of resources and improving performance.

BI technology has useful applications in many different areas of the public sector, including financial systems, health and human services program management, citizen relationship management, anomaly detection, and education and campus management.

Government agencies can apply BI to improve their understanding of their constituencies, their ability to serve, and to provide accurate measurements of the effect of their actions.

BI applications can improve financial management and compliance, procurement and logistics, and G2C communication in government

Taking efficiencies to new levels

BI captures organisational data from disparate sources and presents it to decision makers and stakeholders in a simple, meaningful way via a user friendly tool. Effective use of BI can provide tangible benefits to departmental processes, the bottom line and operational efficiencies and can be used in many different ways to improve the management of day-to-day work processes.



Why public sector requires BI

- *To measure, manage and report on performance, logistics, policy formulation, planning and budgeting, statutory reporting and best value*
- *To assist in the improvement of public information, inter-agency liaison, including single view of citizen*

- *To explore hidden relationships in data for disease surveillance and public health, identifying tax fraud and money laundering, homeland security, crime prevention*

BI is based on using the information held by the organisation to improve performance. Defined information searching and reporting systems will lead to a more efficient, business like public sector.

The public sector generally works in partnership with NGOs and private sector organisations to deliver services. Freely available data as well as appropriate measures for comparison are vital if all parties are to thrive. Data does not automatically lead to intelligence, nor does technology. BI helps you get high-quality, accurate and timely data, using an effective framework to deliver appropriate intelligence. This improves the quality of data shared between public sector organisations and their partners. Reporting and analytics are important for spotting trends.

The public sector is critically in need to improve decision making and choose the best technologies for modernisation. BI tools can ensure operational efficiencies and performance improvements, thereby helping policy-level decision making. With BI, a public sector agency can have all the information at its disposal for decision making, planning and monitoring. BI is the cornerstone of decision making based on facts rather than perceptions. With BI, government can ensure that the public sector meets its key performance indicators (KPIs) and manages its resources well.

A dashboard approach

The need for BI in the government sector has the potential to dramatically impact service delivery and national security. By leveraging BI capabilities, government agencies can more effectively share and analyse data, resulting in improved agency mission capabilities.

There has been a discussion around the need for having a CEO for Mumbai, who would be accountable to the people he or she would serve. An empowered CEO would be guided by a council of specialists, including one member each from government department, agencies such as MMRDA, MHADA, Mumbai Police, BEST and MSRTC and from NGOs. He would be entitled to get reporting from such different authorities.

The CEO would have highly diversified tasks in terms of measuring the performance of the services delivered by various government entities, based on data made available. Assuming that a BI system is in place, to support decision making, the adjoining screenshot shows how the Mumbai City Dashboard for CEO will look like.

If you are the CIO of the city of Mumbai, imagine how BI can help improve efficiencies and achieve transformation and how the use of BI will gain importance in future. ■

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