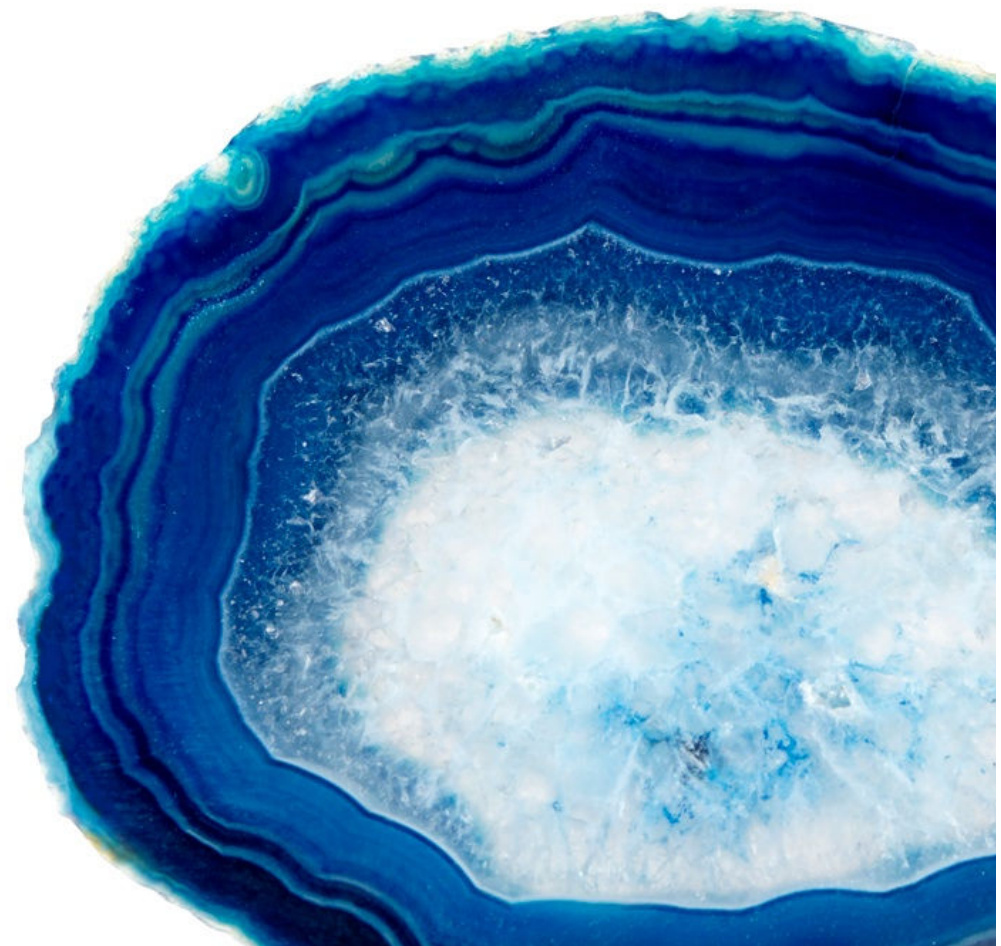


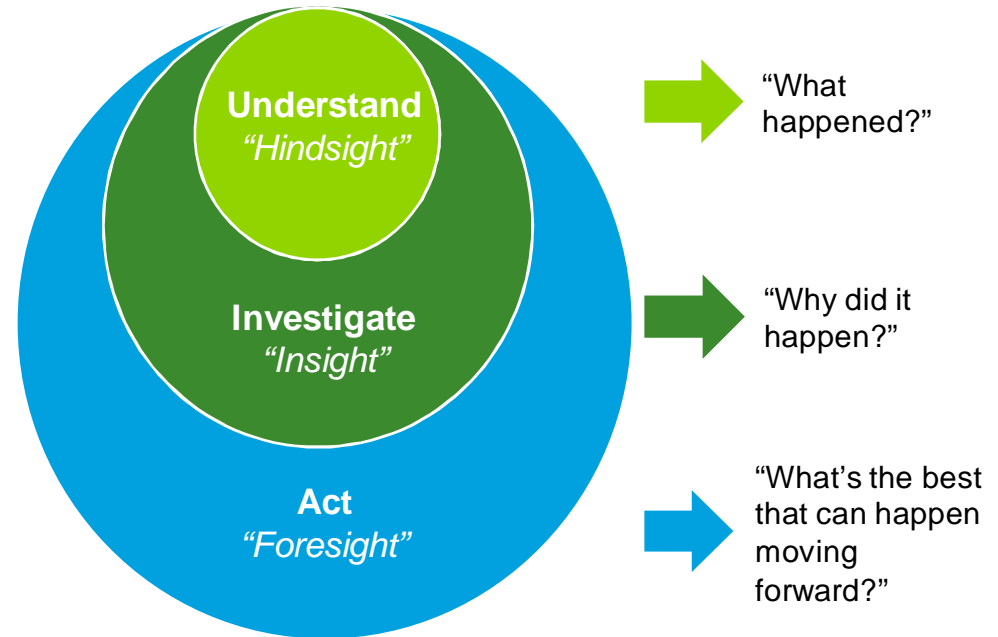


Competing on insight
Solving the riddle of better,
cheaper services through
smarter use of data

Dr Harvey Lewis, Deloitte Analytics
18 July 2012



The data wonderland: Through the looking glass



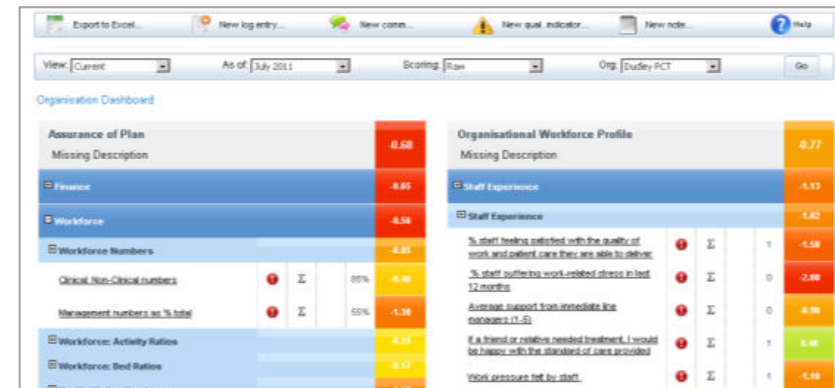
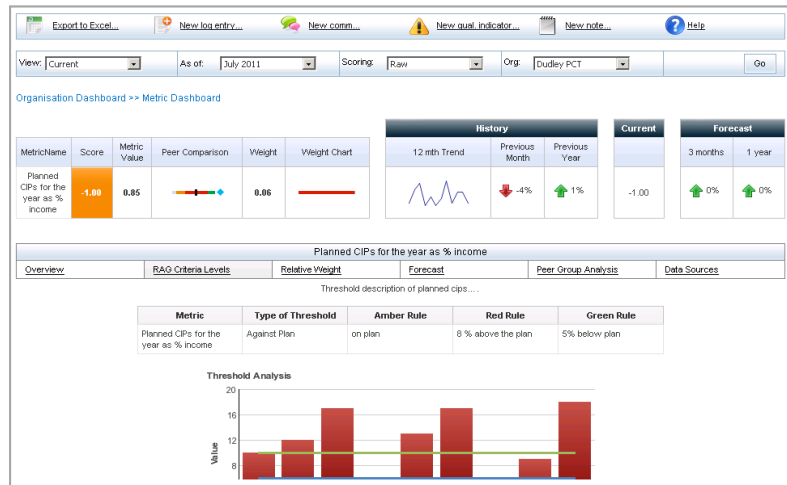
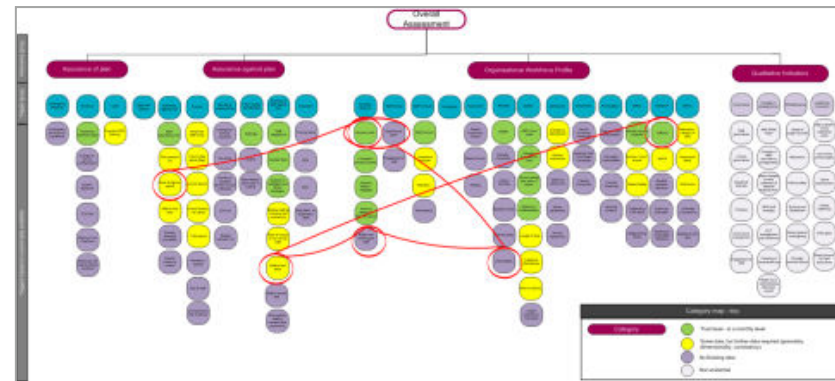
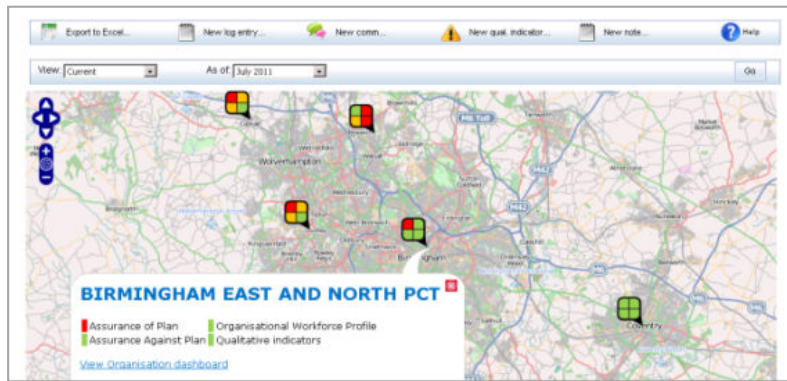
Where can data have the greatest impact?

Increase efficiency and effectiveness with the right data

Government departments, agencies and local authorities			
Corporate functions	Operations	Policy development	Scrutiny and reuse
Corporate performance Responsiveness to changing requirements and capabilities.	Business process efficiency Data on key components of operational service delivery: costs, performance, value.	Evidence-based policymaking Market data, customer data, behavioural trends, international benchmarking.	Parliamentary and council scrutiny Asking the right questions, high quality performance data, driving public sector responsiveness.
Workforce analytics Absenteeism, recruitment, performance, training and development, staff unit cost and individual capabilities.	Customers Behaviour, requirements, supply and demand across different product groups.	Regulatory impact Costs and administrative burdens, economic competitiveness	Transparency Improved public awareness of policy effectiveness. More targeted and responsive public spending.
Financial performance Asset management and resource allocations, real time balance sheet and resource account data.	Technology Performance, cost, utility, interoperability and technical problems.	Service demand Supply and demand projections, costs, aggregation across silos for a whole system understanding (e.g. social care).	Reuse by third parties Key data to foster innovation and new ways to present and apply data.
Asset analytics Equipment, land and buildings: value, depreciation, location, utilisation rates.	Fraud, error & waste Frequency, cost, most problematic areas, benchmarking.	Market failure Understanding threats and risks, tracking outcomes.	New social media channels Organise so data can be readily accessed and manipulated through new channels.
Procurement analytics Risk based maintenance and regulation.	Systems performance Data on end to end systems benchmarking and across the customer channel mix.	Unintended consequences Forecasting impact and secondary consequences as third parties respond.	Commercial value Open up new revenue streams by aggregating and licensing government data.

Example

Driving NHS outcomes through a workforce analytics managed service



Public sector challenges

Shift from transactional reporting to insight-driven interventions

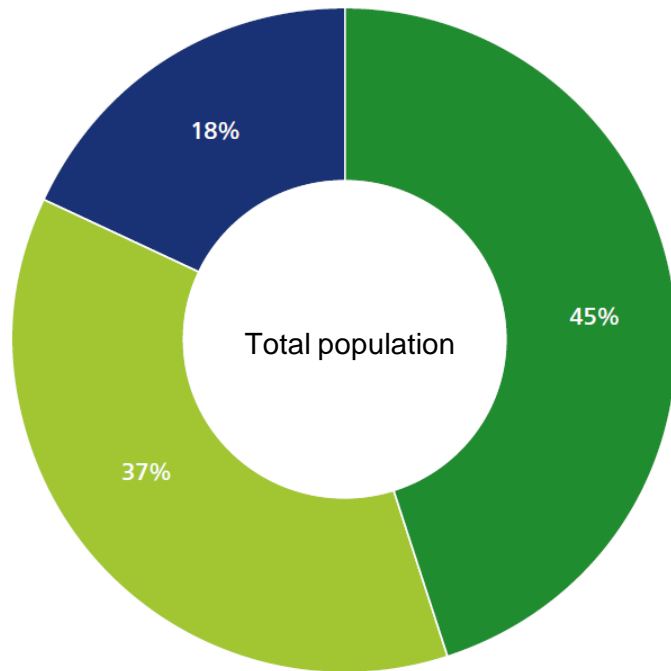
1 Collect the right data and drive up quality and accuracy

2 Evaluate what is possible today and tomorrow

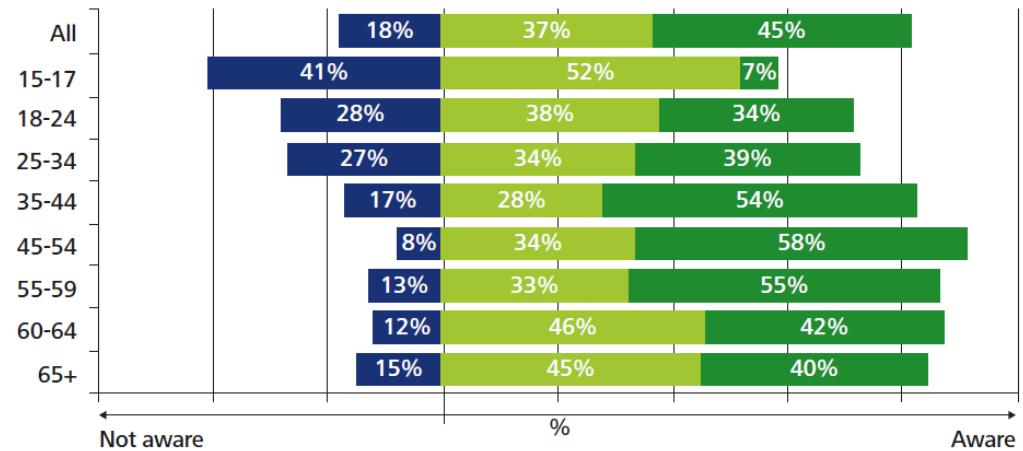
3 Get ambitious about joined-up government

The public's attitudes towards data use

High levels of awareness of data collection



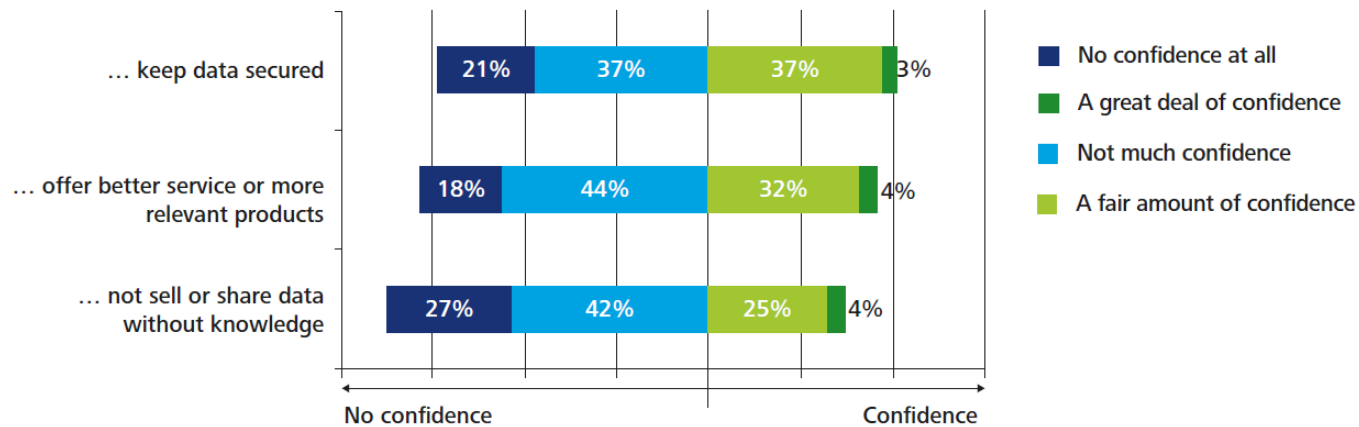
- Yes, I'm fully aware that these organisations collect this data
- Yes, I am aware of it, but not in detail
- No, I'm not aware of it or have heard nothing about it/don't know



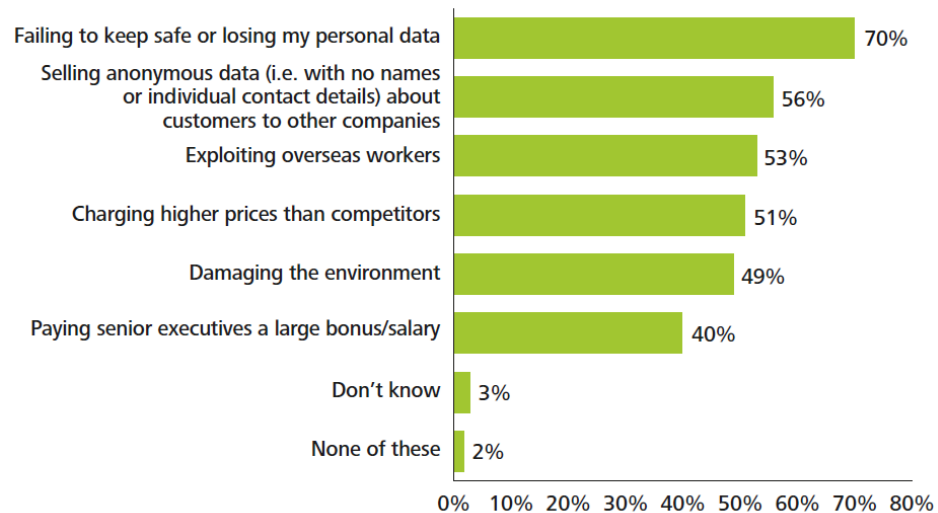
The public's attitudes towards data use

Considerable concerns about data security

How confident are you that companies and public sector bodies...



If you found out an organisation was doing any of the following, which, if any would make you seriously consider not using it again?



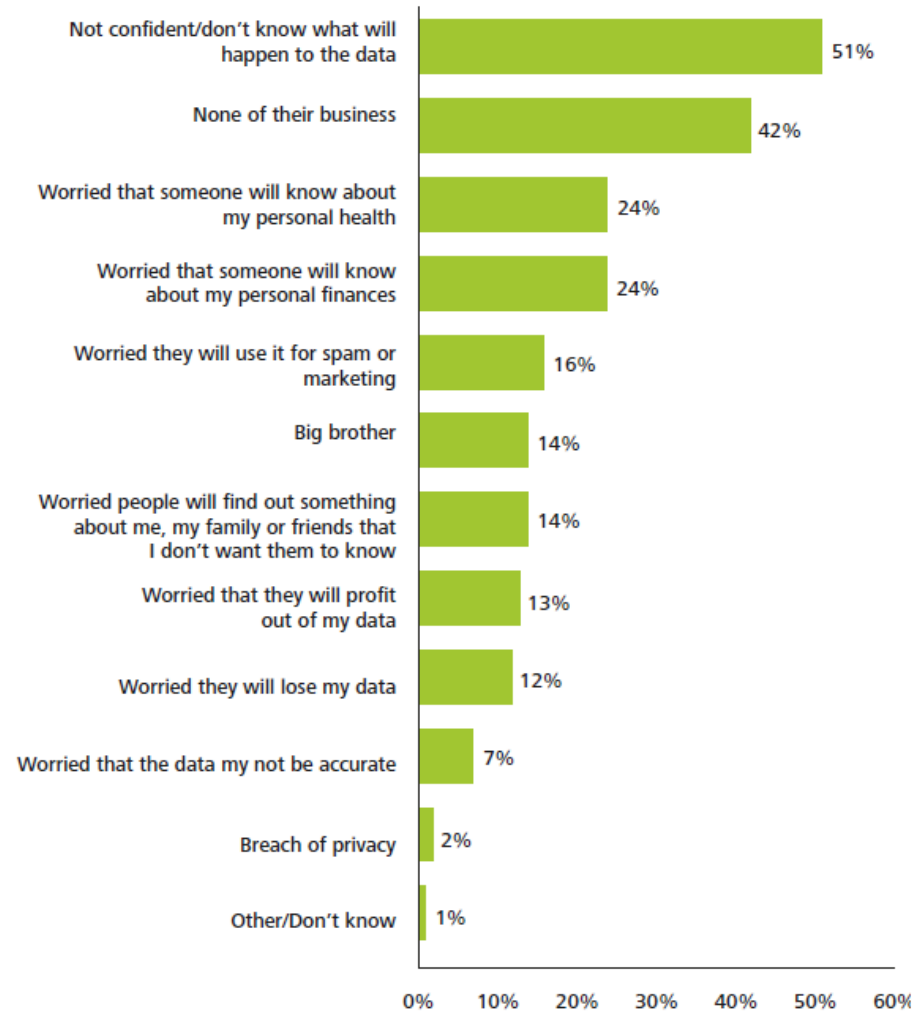
The public's attitudes towards data use

Strong opposition to data use, and much confusion

8x

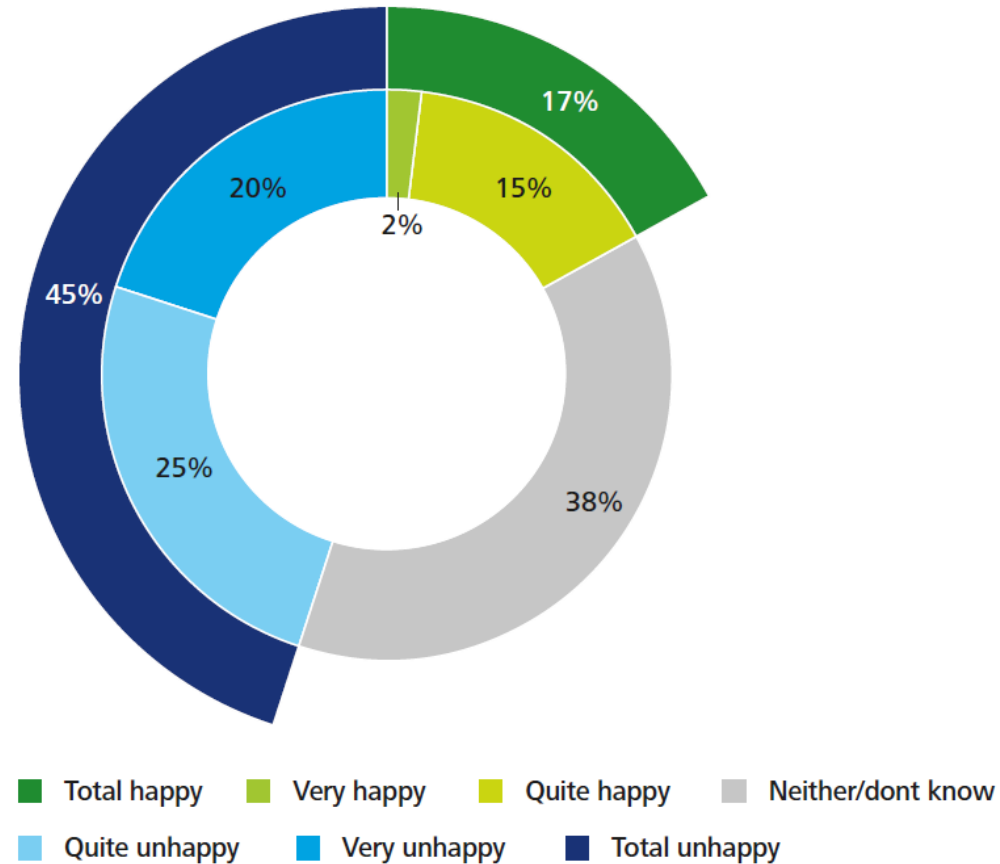
People are eight times more likely to oppose data use than to favour it

Why are you opposed to data use?



The public's attitudes towards data use

Few people are happy to receive targeted offers based on their data history



The public's attitudes towards data use

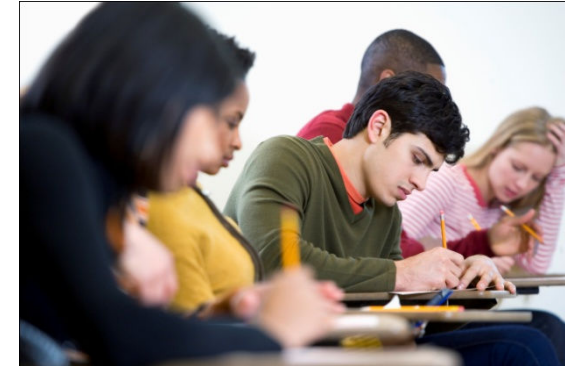
Need for greater engagement and greater responsibility



**An entirely new
framework for
privacy rights**

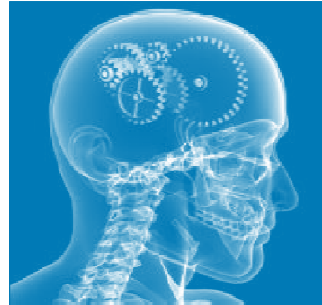
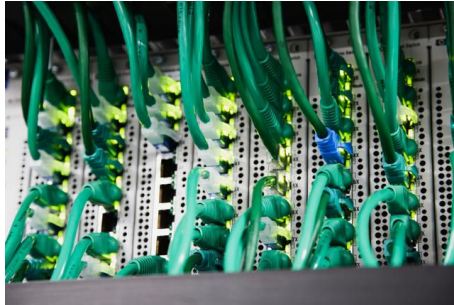


**Total revision to
customer
interaction – the
data charter**



**New era of moral
hazard and
commercial ethics**

Smarter use of data



**Information
capital**



**Human
capital**



**Social
capital**



- Create new paradigms for data and analytics
- Better, faster, cheaper public services
- Change the nature of citizen interaction



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