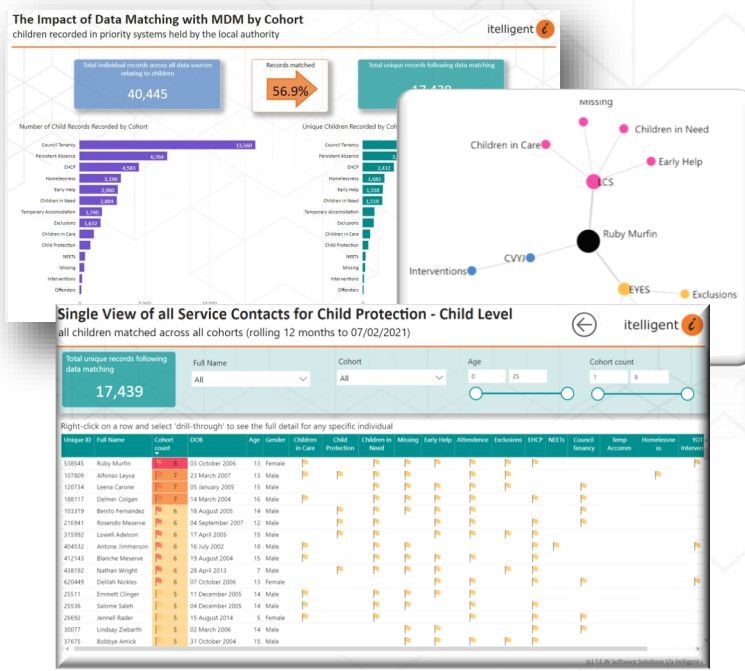# Organisational View of Children

itelligent *i*

Case Study

On commissioning this solution, Bristol City Council was clear that success would not only be the delivery of valued analytics to key services. The Council also required demonstrable evidence that all elements of the itelligent-i Data and Analytics Platform (iDAP) could be efficiently and effectively scaled to provide a whole enterprise Data and Analytics solution. This solution would become the corporate way of turning data into insight, enabling; greater resilience, removal of outdated or unsupported local reporting solutions, improved data compliance, a single view of truth, data-driven decision making across all services and thematic analytics that inform responses to the big challenges and opportunities the Council faces.

The core of the solution is based on Bristol's recognised need to move away from application-based Data Marts. These Data Marts had enabled reasonable reporting to be produced from single data-sources but, the aggregations coded into them prevented the Council from accessing all relevant data for any time period they needed to. Data Marts also created more manual activity at the data layer, as data from different marts had to be combined to present joined up analysis across services. The number also increased dependence on individual officers for data access and reporting. All in all, preventing the Councils data to be easily joined up as a single view of truth.

The itelligent-i data and analytics platform (iDAP); a Microsoft Azure PaaS solution derived from a suite of Azure tools which enable enterprise data movement, storage, modelling, visualisation, management and control. All in a compliant, secure, cost effective and scalable way.

- ☑ automated secure daily data copying from business applications into the Data and Analytics platform

- ☑ MDM Single view of all children known to BCC, compiled with data from housing, social care, early help, education and youth justice

- ☑ frequency and risk index of children known to multiple council services

- ☑ automated analytics of individual children's relationship with the Council; profiling at-risk children, aligning provision and support across multiple services to be presented around the child

The iDAP has enabled the Council to move away from a range of restrictive data marts to accessing data consistently through the iDAP. Data is automatically loaded at least daily from systems supporting housing, children services, education, adult social care, youth justice, Customer Services and finance. Secure access for analysts is immediately more straightforward. Therefore automated Power BI models drawing from multiple data sources to present joined up, visual analysis to different users is becoming the way BI is done at Bristol City Council.

The integration of Master Data Management (MDM) into the Platform has enabled Bristol to go much further, much quicker. The Council is outcome focused and ambitious for a clear Golden Thread running from the Elected Mayor's major commitments, to the way every £ is spent in delivery. To enable the Council to make good on its strategic commitments like 'improving life outcomes for all of Bristol's children' thematic analytical insights are essential. In this case joined up analysis of where and when the Council interacts with children across the city. Without MDM, combining data sets around individual children was so impractical it was largely impossible. However, by automatically running the contact data through MDM from all the source systems daily, the Council has been able to bring together a single view of children's records.

This view enables duplication to be accounted for and overcome significant data quality errors. This view provides the foundation itelligent-i analysts to develop profiles of children around a frequency and risk index developed in Power BI. These analytics are being used by all services dealing with Children to enable better understanding of children with more complex lives and needs, remove duplicated activity across services and ensure each touch point is maximised. The ability to drill through data is secured at row level and aligned to Officer role to enable data compliance as well as efficiency in consumption. The data that underpins this new thematic view is now being used to develop service level analytics across all parts of Adults, Children's, Housing Finance and HR through itelligent-i's Power BI accelerators