



South West of England Regional
Development Agency
Exeter, England
www.southwestrda.org.uk

Industry:

Public Sector

Annual Revenue:

US\$264 million

Employees:

300

Oracle Products & Services:

Oracle Business Intelligence
Suite Enterprise Edition
Oracle Answers
Siebel Marketing
Siebel Sales

Implementor:

Oracle Consulting

“Oracle Business Intelligence Suite Enterprise Edition gives us timely, granular, and actionable insight across all projects and touch points. This in turn helps us be more efficient and effective in achieving our aim of developing the economy in the South West.” – Chris Harrill, Business Information Systems Manager, South West of England Regional Development Agency

South West of England Regional Development Agency Leverages Pervasive Intelligence to Optimize Funding

South West of England Regional Development Agency (South West RDA) leads the development of a sustainable economy in South West England. Funded by the United Kingdom government the agency works with local partners and stakeholders to invest in a wide range of projects that provide value to the regional economy and maximize its business potential.

Challenges

- Gain a holistic, in-depth, cross-project view of the hundreds of economic development initiatives funded by South West RDA
- Identify potential risks of unmet objectives and take timely, corrective action to optimize use of capital
- Streamline reporting against all projects and at all levels within the agency
- Monitor the success of campaigns and promotional activities and use intelligence captured to understand the effectiveness of different approaches

Solution

- Implemented Oracle Business Intelligence Suite Enterprise Edition to extract and interrogate data relating to each initiative held in Oracle’s Siebel Sales and provide reporting functionality
- Worked with Oracle Consulting and leveraged its expertise for a rapid go-live while also implementing Siebel Marketing
- Coordinated customizations to meet the organization’s unique, highly-specific project risk analysis and management policies
- Used BI Dashboards to update 50 case officers on the status of all projects to ensure optimum management of all initiatives and mitigate the risk of a project not meeting its objectives
- Used out-of-the-box functionality of Oracle Business Intelligence Suite Enterprise Edition to analyze effectiveness of promotional campaigns generated using Siebel Marketing
- Used Oracle Answers to build dashboards for business information team and generate content for management reports
- Built an intelligence platform that can be developed in-house and rolled out to a wide user base across all functions