

## SAP Customer Success Story

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Bill Murphy, Assistant Chief Executive, London Borough of Southwark



### AT A GLANCE

#### Company Name

London Borough of Southwark,  
United Kingdom  
www.southwark.gov.uk

#### Industry

Public sector

#### Key Challenges

Consolidate and integrate about 190 IT systems and improve organizational performance through new solutions for customer relationship management, reporting, and better information access for citizens and politicians

#### Implementation Partner

ITNET, United Kingdom

#### Solution and Services

SAP NetWeaver™ platform, which includes the SAP® Enterprise Portal and SAP Business Intelligence components

#### Existing Environment

SAP software for financials, HR, and payroll, which is available today in the mySAP™ ERP solution

#### Implementation Highlight

Successful pilot with 30 to 40 internal and external users

#### Key Benefits

- Corporate performance information more readily available, in some cases in real time
- Portal provides unified point-of-information access for employees, councilors, and citizens
- Portal provides a platform for planned, further system development and extension

#### Hardware

HP server, Intel processor

#### Operating System

Microsoft Windows NT



## LONDON BOROUGH OF SOUTHWARK

### SAP NetWeaver™ PLATFORM PREPARES THE WAY FOR MAJOR CORPORATE PERFORMANCE AND CUSTOMER SERVICE IMPROVEMENTS

A vibrant, evolving, urban area, the London Borough of Southwark (Southwark) has a highly diverse population with varying needs. To best serve its constituency, the borough's government looked to change its IT systems and chose to implement the SAP NetWeaver™ platform.

### SERVING A DIVERSE DISTRICT

Situated on the Thames, Southwark encompasses an extraordinary variety of lifestyles and locales. The Tate Modern is here, as are the offices of the *Times* of London. There is upscale development ongoing along the riverside, leafy-green affluent residential neighborhoods in the south, as well as a substantial diverse ethnic minority component to its population of 250,000 – all packed into an area about seven miles long by three miles wide.

Administering a district like this, meeting its infrastructure requirements, and serving its citizens' needs is a vastly complex and demanding task. The list of the local government's responsibilities is daunting. It must provide schools and teachers, care for the elderly, most of the road network, the pavement, street cleaning, refuse collection, recycling, and building control and planning, including architectural services. In all, Southwark delivers some 120 different identifiable services. To pay for all this, the borough council oversees a total annual budget of £1.2 billion, which includes £0.4 billion in revenue and £0.8 billion in capital investments. Clearly, operating Southwark is a significant undertaking.



Adding to the complexity, the borough council has traditionally been decentralized, with six departments that have historically had autonomy and independence. Not so long ago, that applied to their IT systems for financials and human resources (HR) as well. To serve the district better, the council recognized the need to change its IT systems and in the 1998–99 time frame, it invested in enterprise-wide solutions. Southwark was, in fact, the first borough in the United Kingdom to invest in SAP® software. It implemented software for financials, HR, and payroll, which is available today in the mySAP™ ERP solution, and created one single payroll system for all of its employees.

### **EFFICIENT DELIVERY OF CUSTOMER SERVICES**

Having put its financial house in order, Southwark is currently focusing on the efficient delivery of customer services. Over the years, IT systems had proliferated to the point where there are now 190 different systems collecting names and addresses. Adding to the confusion, queries cannot span across systems. To address these issues, the borough plans to implement the mySAP Customer Relationship Management (mySAP CRM) solution. But before that, it must make additional changes to its IT enterprise.

The first of these involves implementing SAP NetWeaver to integrate all of the borough's legacy systems, new SAP solutions, and planned implementations. The borough found using SAP NetWeaver to be the best way to integrate all systems running SAP and non-SAP software. SAP NetWeaver unifies integration technologies into a single platform and is preintegrated with business applications, enabling change and reducing the need for custom integration.

**“Another reason we chose SAP Enterprise Portal is that in the future we will have to create a customer view of the CRM data that we store. We see the portal as the vehicle by which we can achieve that.”**

*Bill Murphy, Assistant Chief Executive,  
London Borough of Southwark*

The implementation involves the SAP NetWeaver components SAP Business Intelligence and SAP Enterprise Portal. SAP Business Intelligence provides Southwark with a cross-platform data warehouse and a full range of reporting capabilities. “What people really like about a current legacy system usually turns out to be its reporting tool,” says Bill Murphy, assistant chief executive, London Borough of Southwark. “So integrating SAP Business Intelligence and being able to present information in the format people want is actually quite an important step in

convincing them that they do not need their own old systems. My job is to get everybody onto a common platform, and SAP Business Intelligence is the tool I use to do it. The underlying SAP NetWeaver technology is brilliant.”

What Murphy found from a recent successful pilot exercise is that SAP Business Intelligence

also provides an underlying, single, content management system from which to drive the Web, the intranet, and any extranet facilities that Southwark decides to implement for its partners.

### **THE PORTAL IS AN INVESTMENT**

The borough is also implementing a pilot program with SAP Enterprise Portal. According to Murphy, SAP Enterprise Portal accomplishes quite a bit for Southwark. “The portal is definitely an investment,” says Murphy. “It provides a platform to accomplish a lot of other tasks. And it provides some really quick wins.”

As it acquires new software, the borough needs to accommodate relationships it has with external entities. Murphy says, “What I can’t do is provide a system that just suits the council. As a local authority, we have a wider governance arrangement for areas where we interact with other government agencies, but we don’t run them. So that is one of the objectives: to provide a vehicle for other agencies to interact with us. And that requires a portal, a view of the data sets that we give them by creating the iView that they can then see.” iView software is a small portal solution that brings task-specific content to a particular user – essentially, a very easy-to-use, user-focused solution.

#### **IMPROVED ACCESS AND MOBILITY**

“Another thing the portal achieves for us is that it makes us more accessible. It is actually proving to be a solution that helps us Web-enable a number of systems quickly,” says Murphy. In the United Kingdom, local politicians tend to have other jobs as well as personal responsibilities. “So they need to be able to go onto the Web and access their e-mails and any other accounts and systems they need to do their political business, to get access to committee reports, from wherever they happen to be,” says Murphy.

The borough also has a large number of field workers. “A real advantage of SAP NetWeaver is accessibility and mobile capability,” says Murphy. “It will enable us to give people handhelds that they can eventually use to access customer relationship management [CRM] data directly for themselves.”

SAP NetWeaver with SAP Enterprise Portal will provide even more value to the citizens of Southwark, because SAP solutions, such as mySAP CRM, are built on the SAP NetWeaver platform. “Another reason we chose SAP Enterprise Portal is that in the future we will have to create a customer view of the CRM data we store,” says Murphy. “We see the portal as the vehicle by which we can achieve that. We can then create an iView that allows customers to access the information we hold about them in our records.”

#### **CORPORATE PERFORMANCE VISIBILITY**

The borough is also responsible to central government for its performance, and is required to provide it with a range of performance information. And, says Murphy, “There is information we want, because we think it is useful to us in terms of managing our services and making sure we are meeting our priorities. At the moment, collecting that sort of data is a bit of a nightmare. It’s a monthly task and it takes people days to assemble. What we are trying to do is automate a lot of that, and to make as much data as possible available in real time.”

#### **THE LARGER VISION**

That is just part of the borough’s plan for the future. “The larger vision is the ability to have a corporate view of what is happening to our customers in terms of the services we provide,” says Murphy. “And to be able to have the sort of data that we simply don’t have currently in terms of deciding what our priorities ought to be for investment. We want to give the public more and better service; more self-service. And we can only do that if we provide Web-to-legacy system integration. Based on the analysis done to date, our view is that we are going to collapse most systems into mySAP CRM and SAP Business Intelligence.”

Once mySAP CRM is in place, all kinds of services can become available to Southwark, including employee self-service (ESS) and management self-service (MSS). Murphy sees all this and more as tied to its implementation of SAP NetWeaver.

“I like the way the SAP NetWeaver products are evolving,” he says. “And I like the fact that SAP provides you with a future vision as to how the SAP NetWeaver package is going to evolve. I have a clear sense now about where SAP NetWeaver is heading as an integrated suite of products. And having a sense about SAP’s vision for the future of the technology is very helpful, because what I’m trying to build is a platform for the future.”

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