

STAFFORDSHIRE CONNECTS JOINT COMMITTEE

Friday 17th December 2010

Resourcing the CRM Work Plan

1 PURPOSE OF REPORT

- 1.1 To examine use of a small part of the Partnership CRM budget reserves of £254,260 (as at 31 March 2010) in order to provide specialist resource to accelerate progress of projects in the current CRM Work Plan and to undertake activity in order to help specify and define the future work plan.
- 1.2 To seek Committee approval to make calls on the reserves for the specific activities detailed below.

2 RECOMMENDATION

- 2.1 The Joint Committee is invited to consider and approve the following specific cases for funding from reserves.

3 BACKGROUND

- 3.1 The emphasis within the current Oracle CRM work plan is beginning to shift away from configuring new services use of the CRM towards developing self service functionality and deploying various integration capabilities.
- 3.2 As the CRM team look to advise partners on CRM adoption and what the system can offer both now and in the immediate future, there is a need for real LG45 expertise and experience with other LG45 local authority systems. We have a situation where many of the solutions are deployed already within our system but have only been used by a small proportion of the partners.

4 DETAIL

- 4.1 There is a requirement to produce a paper that details the generic functionality that is available within the system and also detail which organisations are successfully making use of which features. Part of the paper will also address the features that Oracle LG45 can do, but currently is not doing, in the Staffordshire solution. A separate paper will address the topic of system integration out of and into Oracle LG45.
- 4.2 Separately as part of the work being undertaken to integrate Geographical Information Systems (GIS) with the CRM system there is additional specialised development work identified.

5 CONCLUSIONS

- 5.1 In conclusion, the Technical Manager would like approval to spend up to **£17,500** from CRM reserves to fund the activities above.
- 5.2 Use of this extra funding will enable the CRM to meet it's commitments on the work plan and will also position it better to take other online systems integration and GIS integration.

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