

## The Royal British Legion

# Business Intelligence helps safeguard serving and ex-service personnel of the British armed forces

### The Customer

The Royal British Legion provides financial, social and emotional support to millions of men and women who have served and are currently serving in the British Armed Forces.

Founded in 1921 as a voice for the ex-service community, through its head office in London, The Royal British Legion ensures some 380,000 members across the country have a voice that does not go unheard. Each year the British nation expresses its support for the Charity's work through the Poppy Appeal, which raises tens of millions of pounds to help support nearly 10.5 million eligible people.

One of the most important roles of the Royal British Legion is safeguarding the welfare of ex-Service personnel through the provision of short and long term care and financial assistance. The charity bears great responsibility for managing all charitable donations and large amounts of data effectively and efficiently across multiple software platforms. This responsibility falls to Richard Lovelock, Head of IT for The Royal British Legion.

### The Challenge

'It had become painfully obvious to all of us by early 2008 that we needed the capability to consolidate all the data coming from our different business systems,' said Richard. 'But perhaps even more importantly we also needed to be able to understand our data to analyse and report on it so we could effectively influence our decision making.'

Richard's team worked closely with Itelligence to evaluate Business Objects against several other vendors.

'We needed to make the right decision, so we conducted an in-depth review of all the major vendors in the market place,' said Richard. 'By May 2008 we knew Business Objects was the right solution because of the concept of the 'Universe'; the ability to translate the complexities of our databases into user-friendly business information.'

» The Universe concept basically means users can pull together relevant data from across all our disparate platforms and then turn that data into meaningful information. «

'Business Objects allows any user to develop their own set of personalised dashboards, so they can build their own reports based on their own unique set of requirements,' Richard said.

The Royal British Legion had spoken to several Business Objects partners, each of them helping in their own way to convince Richard and his team that they were making the right choice, but now Richard's team needed to find the one partner that would help them deploy their chosen solution.

### The Solution

'The next step was to make a decision as to which partner we felt best fitted our way of working and could best support what we needed to achieve,' said Richard, 'We selected two of them to each build a proof of concept and deliver a comprehensive proposal.'



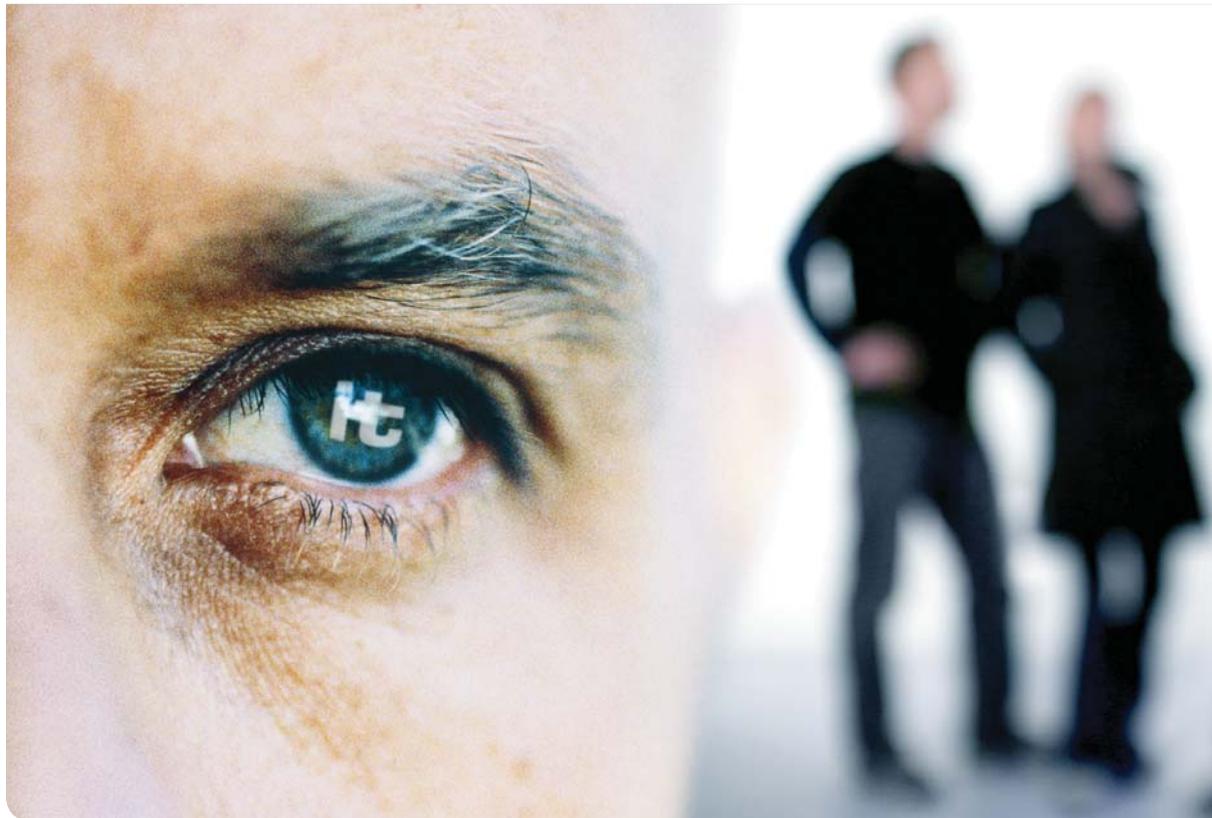
**Name:**  
Royal British Legion

**Industry:**  
Charity

**The Challenge:**  
Needed the capability to consolidate data from different business systems and the ability to understand and analyse the data to effectively influence decision making.

**Result:**  
All users now have access to meaningful reporting as and when they need it, not once a month.

**Products:**  
SAP BusinessObjects Edge



Each proof of concept build took a week to complete and involved delivering a Microsoft SQL Server 2005 data warehouse together with Business Objects Edge and Crystal Reporting, with each partner providing comprehensive support, modelling, analysis and reporting using real data.

'Purchasing a business intelligence solution is an expensive investment and every pound we save on systems and software is a pound we can put towards our work with ex-Service personnel and their families,' remarked Richard, 'so it was vital to ensure the project was delivered on time and on budget. By building a proof of concept we felt we could improve our chances of success.'

'It also gave us a chance to review both the partners first hand, to work with them, to get to know them,' he added.

By September 2008, Richard and his team had made their decision.

### The Result

Intelligence were chosen by The Royal British Legion and, at the end of September 2008, began work in earnest, completing the project in late

December 2008, almost a year to the day that Richard and his team had started the process to find a solution to their requirements.

» Intelligence offered us the best overall solution. They helped demonstrate that Business Objects was the right choice but, more importantly, they offered us a complete package. «

'Intelligence's sole focus is on business intelligence, so they weren't constantly trying to sell us hardware or other services,' Richard said, 'and they took time to understand our needs, to offer us in-depth knowledge transfer, user training and honest and practical advice.'

» All our users now have access to meaningful reporting as and when they need it, not once a month, and we don't all have to run around carrying armfuls of spreadsheets anymore. «

'Business intelligence isn't a solution on its own, but it has enabled us to get a much better understanding of regional variations in business performance across the organisation. And that understanding helps us begin to ask the right questions,' he added.

