Your data.
Connected.

Atos and Infoshare have a close partnership.
Since 2012, the two companies have worked together,
helping customers to leverage data to achieve their
business goals.

is
infoshare

Atos

About Horizons: accelerating your digital journey

Horizons brings large organisations all the benefits of working with small and medium sized enterprises (SMEs), safely and at scale.

Horizons

With the speed of technological change, the challenge for large organisations is how to keep pace. Agile digital technologies and partners must be part of the mix – yet accessing and integrating those can be a challenge.

Horizons is a pioneering programme that brings Atos' customers the best talent and solutions from the SME community. We continuously and proactively vet and onboard smaller companies for the benefit our customers. We select standout SMEs who work innovatively and in an agile way to deliver specialist, cutting-edge technologies. Once each SME is fully onboarded, they are part of our supply chain, working in collaboration to achieve our customers' goals.

Through Horizons, Atos' customers access:

- A wider skillset, with specialist resources, expert knowledge and niche experience
- Innovative ideas and agile ways of working
- Powerful cutting-edge solutions

For SMEs, Horizons brings:

- Access to new opportunities
- Acceleration of solutions and services
- Advice, support and guidance for business development

# About Infoshare: making the most of your data assets

Infoshare is a UK software company working closely with Atos under the Horizons programme.

Infoshare works with organisations to unlock the value of their data so that it can be used innovatively, strategically and commercially. Infoshare's intuitive and proven software profiles and cleanses large volumes of data held in single or multiple databases. The cleansed data is then matched to build accurate, evidence-based single views of people, consents, organisations, objects and locations. Detailed evidence trails record all changes and matches made, supporting data governance and ensuring confidence in the quality of the data.

As a result, organisations can trust their data and transform it into a strategic asset that can drive:

- Higher revenue
- Better customer experiences
- Complete customer intelligence
- Fraud detection
- Reputation management
- Proven compliance to data regulations

- Effective and consistent customer communication
- Improved efficiency
- Lower costs
- Risk assessment

With over 20 years' experience delivering accurate single customer views across industries, Infoshare has a proven track record of solving customers' data challenges through unrivalled technology and deep industry knowledge.
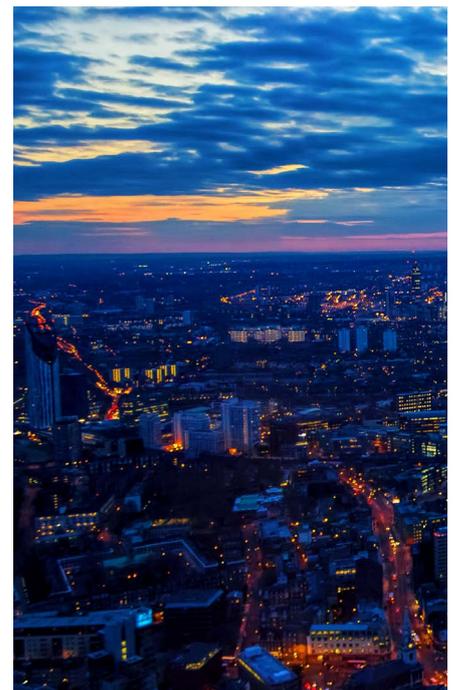
The data challenge

In order to use their data strategically, organisations must be able to link their customers' data across internal siloed data stores and external reference sources. At the same time, they need to react to constant changes in their customers' circumstances and the rate at which customer data decays.

A lack of joined-up understanding of individual customers can lead to poor business decisions based on incomplete or out-of-date knowledge. This results in lower customer satisfaction, lower retention and lower profitability, with a direct impact on the bottom line and, in some cases, an organisation's reputation.

For instance, a customer may have records in multiple systems, ranging from the customer relationship management system and sales records, through to finance, enterprise resource planning, customer support and service desk applications. Each system will have a different slice of customer data. A sales promotion might select an individual from one system unaware that the very same customer has filed a complaint or has different contact preferences; or it might be that none of the systems have details of the customer's new address to trigger an alternative communication.

At the same time, the need for data privacy and the introduction of the General Data Protection Regulation (GDPR) place stringent requirements on any organisation. While adhering to customers' permissions for communications is a key responsibility, maintaining data about each customer's consent can be challenging. Without a single, accurate view of each customer's contact permissions, the risk of breaching consent is significant, and the resulting regulatory fines and reputational damage can be severe.

Infoshare meets all these challenges head on.
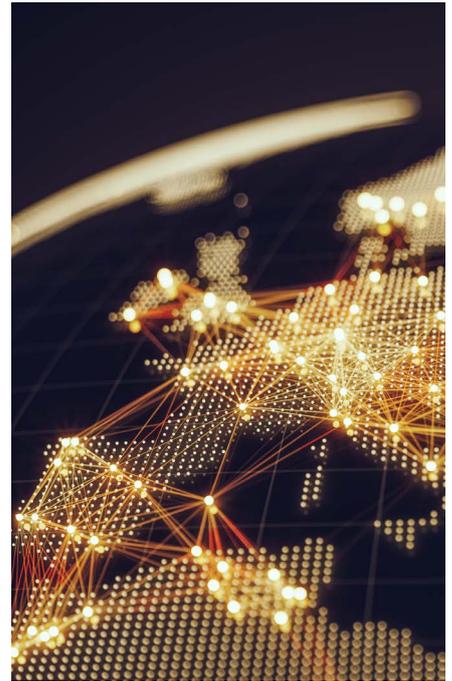
ClearCore: mission-critical matching

Infoshare's ClearCore family of software products provides business-orientated technology to cleanse, match and enrich data from disparate sources and transform it into a single view and a strategic asset. The evidence-based data quality and management technology is industry-leading and unbeaten, proven to enable organisations to use their data strategically, effectively communicate with customers, make faster, more accurate business decisions and drive significant cost savings.

ConsentMaster: automated consent management

ConsentMaster is a software component that, when deployed with a ClearCore single customer view, ensures that outbound customer communications and interactions access the most current contact permissions to help safeguard against consent breaches. ConsentMaster also facilitates subject access requests with transparent evidence records to demonstrate data accuracy; this an important step in data a governance process to support GDPR compliance and data privacy best practice.

Why choose Atos and Infoshare?

Atos' partnership with Infoshare underlines our commitment to collaborate to solve complex problems and deliver breakthroughs for our customers.

For Atos customers, the partnership is a way to offer proven, specialist capabilities that are integrated into their operations to turn data into an invaluable asset. As a long-established IT and knowledge integrator, Atos brings a deep understanding of our customers' specific business, IT and data challenges, together with digital transformation expertise. As an innovative SME, Infoshare delivers agile digital solutions that drive new value from data.

Benefits we can deliver together for customers

Making savings and achieving compliance:
- Lower operational costs
- Higher operational efficiencies, including faster information retrieval, more automation, fewer errors and less duplication
- Measurable cost savings on service delivery, for example by providing robust trusted data to underpin digital transformation, migration and service innovation
- Significant reductions in fraud
- GDPR compliance by supporting customers' rights over their data and reflecting their consent.

Improved customer service and higher returns on investment:
- Improved understanding of the individual and ability to tailor communications more effectively
- Building trust and loyalty by respecting contact permissions.

> The Horizons programme is our unique approach to bring our customers the best talent and solutions from the SME market at pace. Working together we are able to solve complex business problems and deliver the breakthroughs that excite our customers.

Nikki Kelly,
Senior Vice President, Public Sector and Health, Atos

> For Infoshare, the Horizons programme is immensely valuable – opening up new opportunities for us, while working in an agile way, to accelerate really innovative solutions for our customers.

Pamela Cook,
CEO, Infoshare

Sharing success stories: partnering to make a difference

Atos and Infoshare have worked together to bring agile and innovative solutions to solve key business challenges for customers in the public and private sectors.

Commercialising data assets

Royal Mail Group

Customer Challenge

Royal Mail Group interacts with customers in different ways across all its departments and deep silos existed between its datasets. Their data was never static; there are tens of thousands of changes to their customer data every day. At the same time, it faced regulatory challenges: Royal Mail Group needed to ensure robust, demonstrable compliance with GDPR in relation to customer permissions.

Royal Mail Group has huge volumes of daily transactional data which it needed to exploit to improve customer communication and drive strategic commercial activity in a changing market. Yet with 20 separate systems, and no unique customer IDs, making sense of all that data and then leveraging it as an asset was an enormous challenge.

Our Solution

With Atos providing managed hosting services, Infoshare developed a solution using:

- ClearCore for daily cleansing, enriching and matching of multiple millions of new and updated records from disparate sources, all brought together into a single view of customers
- ConsentMaster was used to reconcile customers' marketing permissions across systems and incorporate external preference data sources to meet the requirements of GDPR.

Benefits Delivered

Royal Mail Group can now see the totality of its interactions with each customer, including their consent information. Benefits include:

- Strategic corporate data asset based on consumer and business mail transactions, which it can use to shape and deliver strategic commercial strategies and activities
- Proven compliance with GDPR, including evidence trails, with a single view of customers' consent that feeds into key marketing and customer relationship management systems
- Better customer experiences through more targeted communications and management of customer consent
- Lower operational costs protecting core Royal Mail revenue and reducing marketing costs. One quick win was to reduce operational costs for managing returned mail and associated human resources.

Sharing success stories: partnering to make a difference

> No-one else in the market had the flexible technology that Infoshare's ClearCore provided us. This was an innovative SME producing exactly what we needed.

Jim Conning,
Managing Director, Royal Mail Group Data Services

Creating an accurate and compliant police records system

East Midlands Police Collaboration

Customer Challenge

All UK police forces are required to implement Review, Retention and Disposal (RRD) procedures to ensure that they handle their data appropriately. When done manually, these are extremely time-consuming given the vast amounts of ever-changing information that forces hold in numerous policing systems and databases. What's more, any problems with the accuracy of data, such as duplicate or incorrect records, may increase risks to frontline officers and the public.

In response, Lincolnshire Police wanted a more cost-effective and efficient way of ensuring its data and RRD processes were compliant with Management of Police Information (MoPI) standards while improving the quality of its data to support operational policing.

Our Solution

ClearCore cleans the data daily, highlighting errors and duplications and matching any related records in order to create a single accurate record containing all relevant data.

The RRD solution combines ClearCore with Lincolnshire Police's in-house system to automate much of the RRD processes based on a complete view of all available information about people, objects, locations and events. This greatly improved the efficiency of the process, and supported evidence-based decision-making.

Benefits Delivered

Lincolnshire Police's innovative and automated system set new standards and is now used by five other forces across the East Midlands. Benefits to all six forces include:

- Cost-efficiencies with time previously spent by police officers and other staff freed up for high-value activities. Lincolnshire Police alone save roughly £90,000 per year, with the other forces likely saving a similar amount
- Improved risk assessments and investigations because when senior managers are making decisions on high-risk deployments, confidence in key information is critical and improves accountability, as well as reducing risk to frontline offers
- Better public protection because frontline officers are better able to assess and reduce risk to members of the public and can more quickly and effectively target interventions for vulnerable and at-risk individuals
- Recognised compliance with all six forces achieving full MoPI compliance and peace of mind.

> The decision to bring Infoshare in was an easy one. The RRD process couldn't have been done without them. They helped us have a better understanding of our data as well; being able to remove errors and duplicates and create a single record for nominals in our systems has helped reduce risk in operational police and decision making, as well as helping us to better protect the public.

Simon Mumford,
Regional RRD & Data Quality Manager

Sharing success stories: partnering to make a difference

Protecting vulnerable people through multi-agency data sharing

Customer Challenge

Blaenau Gwent County Borough Council and other local agencies all gather valuable information about citizens, but they had no means of sharing this data to provide a single view of the citizen and all the factors influencing them. Each organisation was monitoring different vulnerability characteristics and the lack of data-sharing meant that decisions on interventions were not based on combined intelligence. As a result, at-risk citizens were not always prioritised or treated sensitively, sometimes with tragic consequences.

Led by Blaenau Gwent County Borough Council, together with Torfaen County Borough Council, Caerphilly County Borough Council, Aneurin Bevan University Health Board and Gwent Police, the project was established to enhance the quality of response based on comprehensive, consistent and accurate information.

Our Solution

Atos and Infoshare together created a secure means for transporting and sharing the data from all partner agencies, with a data repository and use of ClearCore to clean, match and join up the data to create a single view of each citizen.

Atos supported a consultative dialogue to help achieve better identification of individuals and groups most at risk in the area.

Benefits Delivered

All agencies now have a more detailed, holistic picture of each individual and their needs, helping to radically change how public sector agencies can work together. Benefits include:

- More co-ordinated, effective and timely responses with needs assessments based on accurate, consistent information and more effective identification of vulnerable people and groups
- Ability to shape strategies and services using intelligence to strategically plan and improve operational delivery in collaboration using evidence-based dashboards and reports
- Greater cost-effectiveness because by delivering the right interventions at the right time, agencies can in turn reduce the costs associated with reactive or remedial services
- Preventative strategies by enabling earlier, more targeted interventions and support for potentially vulnerable people.

Infoshare brought in an extensive amount of knowledge about public sector datasets. That enabled us to be much further along in terms of the single view of the citizen.

Jonathan Pinkney,
Blaenau Gwent County Borough Council

Get in touch

Together, Atos and Infoshare deliver innovative solutions that create step changes for our customers. If you'd like to know more, or have a data challenge you'd like to discuss, please get in touch: atos.net/en-gb/united-kingdom/horizons

About Atos

Atos is a global leader in digital transformation with over 110,000 employees in 73 countries and annual revenue of over € 11 billion.

European number one in Cloud, Cybersecurity and High-Performance Computing, the Group provides end-to-end Orchestrated Hybrid Cloud, Big Data, Business Applications and Digital Workplace solutions. The group is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and operates under the brands Atos, Atos Syntel, and Unify. Atos is a SE (Societas Europaea), listed on the CAC40 Paris stock index.

The purpose of Atos is to help design the future of the information technology space. Its expertise and services support the development of knowledge, education as well as multicultural and pluralistic approaches to research that contribute to scientific and technological excellence. Across the world, the group enables its customers, employees and collaborators, and members of societies at large to live, work and develop sustainably and confidently in the information technology space.

Find out more about us
atos.net
atos.net/careers

Let's start a discussion together

For more information: atos.net/en-gb/united-kingdom/horizons