



Objective

➔ Housing Associations

The UK housing market is undergoing significant change as the deepening crisis of too few homes continues to proliferate, thus placing a growing strain on the already stretched resources of many Registered Social Landlords.

Pressures are coming at housing providers from all directions. From tenants in the form of demands for better homes, better service and better value. From Government in the form of legislation and regulation including reporting requirements imposed by the Housing Corporation Assessments (HCAs) annual reports and obligations under the Registered Social Landlords (RSLs) "Better Homes" initiative.

For RSLs every pound spent on anything other than the provision of quality housing services, new builds, refurbishment or maintenance is seen as detracting from these core targets. However, careful investment elsewhere can improve services and lead to additional funds being released back to the front line through efficiency gains, to both tackle the housing shortage and improve the overall quality of housing.

Real improvements can be delivered by taking control of how corporate information is managed and delivered. Understanding how information adds value to the business processes of social housing providers can deliver substantial improvements in tenant service, in housing stock quality and in the provision of a sustainable, yet agile platform for the future.

Industry

Housing Associations

Solution

Objective Enterprise Content Management for Housing

Market Drivers

- Tenant Service Standards
- Registered Social Landlords (RSLs) Better Homes
- Housing Corporation Assessments (HCAs)
- Regulatory and Statistical Returns (RSRs)
- Consolidation and Standardisation of Legacy Systems

Business Benefits

- Provision of superior tenant service through immediate electronic access to all inbound and outbound documentation at the point of need
- Reduction in storage costs – less paper, less storage, less management
- Ability to meet current and future compliance requirements
- Facilitation of rapid consolidation following acquisition or merger
- Single, consolidated content repository – faster, reliable and accurate access to housing information



“We looked at a number of ECM providers solutions but Objective stood out as the best **all round solution** for a number of key business reasons. Objective enables us to **consolidate** our information **effectively** using one platform, cutting IT costs at a stroke and making the **management** of our information very straightforward. The solution itself is very **resilient** and **scalable**, critical to an organisation growing at the rate we are, and it is **accessible** to all our staff at each office, which is key to the **success** of our projects.”

Tony Hayes
IT Director
The Places for People Group

➔ Objective **Industry Solutions**

Objective’s Enterprise Content Management (ECM) is enabling forward thinking Housing Associations to modernise and eliminate traditional paper-based processes and focus upon core business whilst ensuring compliance with regulatory requirements.

The sheer volume and variety of information that RSLs have to manage relating to housing stock assets and other corporate matters, continues to grow at an alarming rate. This includes, for example:

- maintenance and land records of all past and present properties
- refurbishment plans and histories
- all inbound and outbound correspondence
- tenant information, current, past and prospective
- housing stock acquisition and disposition
- general finance, corporate and staff information

Managing all of these information assets in a manual, paper based environment or using multiple legacy applications or systems can lead to loss or duplication of information, posing serious issues for compliance. Objective ECM provides a single environment in which to manage corporate information in a comprehensive, integrated, auditable manner.

HCA’s and performance indicators show great variance in the volume and quality of data held by UK Housing Associations. Objective’s solutions are allowing RSLs to improve the management, quality and control of information; to improve the collection and dissemination of information and to provide accurate, auditable metrics for the annual Regulatory and Statistical Returns (RSR) to the Audit Commission.

For the housing sector, the time is right to capitalise on and take advantage of Objective’s solutions that manage information throughout the enterprise to improve HCA scores, aid compliance and deliver better homes, better service and better value. This solid body of corporate knowledge can support initiatives to create more homes and ease pressure on an overburdened market.

Business Driver

Case Management

- Manage property and tenant information in one place

Management of historical and current housing records

Line of business integration

Compliance

Improved tenant services



Objective

Solution	Benefits
<p>Single view of all inbound and outbound tenant and property related information.</p> <p>Automated workflow processes to manage housing tasks such as repairs management, complaints and lettings. Full audit trails to track who did what and when at each stage of a housing process.</p>	<p>All information stored in a single intuitive system.</p> <p>Metrics available for business analysis and process improvements.</p> <p>Automated steps improve service to tenants and reduce vacant periods.</p>
<p>Hybrid Records Management with a single solution to manage both physical records (leases, correspondence etc.) and electronic records (emails, scanned images, word processed documents, drawings, spreadsheets etc).</p>	<p>Best value solution as paper records can be kept, yet efficiently managed and scanned as needed.</p> <p>Full security allowing access to only authorised staff.</p>
<p>Objective Xlinks and full API set allow integration with a wide range of applications to ensure all relevant records are kept in the appropriate manner.</p>	<p>Integration allows users to focus on the business of housing whilst Objective ensures appropriate records are created and kept automatically.</p>
<p>Objective provides a fully auditable and configurable environment to manage documents and records within the RSL regulatory framework.</p>	<p>Automated disposal and retention schedules eliminate human error and the need for duplication. Provision of comprehensive audit trails and reporting capability.</p>
<p>Automated processes to deal with tenant enquiries.</p> <p>Powerful search capabilities to find any tenant or property information held in the Objective system or in other corporate information repositories through a single search interface.</p>	<p>Single call resolution possible on many enquiries.</p> <p>Tenant response times improved due to automated processes.</p> <p>Costs of service provision reduced.</p>

Case Study

The **Places for People** Group

One of the UK's leading housing and urban regeneration specialists and a not for dividend organisation, Places for People manages over 52,000 homes across the UK, including properties for sale and rent, through 10 subsidiary companies. It employs 1600 people across offices in London, Preston and York plus 25 local sites.

Following a period of successful and speedy growth, in addition to a number of acquisitions, Places for People found itself with multiple IT and records management systems and a number of different databases, which it was unable to integrate, not to mention a vast quantity of physical paper. To ensure that documents and records are filed effectively and can be accessed easily from any site to support tenant and partner services, Places for People selected Objective's ECM solution.

"Objective provides us with a future proof solution, through its web content management for example, and it is very easy to use – making the change of system less of an issue for our staff while giving them the tools and information they need. We have also found a partner in Objective Corporation who holds to the same ideals as we do and will be able to support us as our business continues to change and develop."

Tony Hayes

IT Director
The Places for People Group



Objective Enterprise Content Management for Housing is a comprehensive solution that connects your people to your enterprise content and housing business processes.

Objective effectively manages the entire range and life-cycle of an organisation's unstructured content - electronic documents, records, email, web content, engineering drawings and more. It manages document-centric processes, controlling, automating and optimising housing processes.

Organisations implement Objective to re-use corporate memory, minimise processing costs, prove regulatory, legislative and corporate compliance, provide security and accountability of information and most importantly, make effective decisions based on complete information.

Managing content alone however is not a solution. In order to leverage content as a strategic asset, it should meet the needs of the people who rely on content in their daily work. Staff, suppliers, contractors, partners and tenants - all consume, manage and contribute content to an organisation's knowledge store. Objective meets the diverse needs of all these people, delivering ultimate value to the organisation.

The Objective Solution

The Objective Solution was engineered with both large and small organisations in mind - that's why Objective can handle masses of unstructured information, flexible deployment characteristics and complex business requirements.

Objective is a comprehensive suite of Enterprise Content Management modules built upon a single ECM architecture.

Together with Infrastructure Integration options and a comprehensive Software Development Kit for Application Integration, Objective spans the entire breadth of an organisation's unstructured information.



Foundation

The cornerstone for every Objective solution, integrated application services integral to all modules. This delivers comprehensive audit trails for proof of compliance with standards and regulations.

Electronic Document Management

Supporting any kind of electronic information throughout its lifecycle, captured from any source. Users can create and revise documents, send documents to peers or management for review and can publish approved documents.

Records Management

A comprehensive platform for compliance and accountability of business records and effective lifecycle management. Providing organisations with the ability to manage both physical and electronic records within a single solution.

Drawing Management

Manage technical and engineering drawings, CAD files, their renditions and references to paper drawings alongside all of other enterprise content.

Web Content Management

Delivering the publishing benefits of template-based website design with the control and governance facilities provided by advanced document management functionality. Providing true single sourcing for content published to the internet or an intranet, improving efficiency in publishing and assisting in ensuring information is current and accurate.

Workflow

A highly functional process management capability that works within your ECM framework allowing people to control and extend business processes while eliminating the security risks and logistical costs associated with paperbound, manual processes. Providing both object-centric and traditional process-centric workflow, streamlining business processes, improving productivity and providing essential business knowledge to users.

Application Integration and Infrastructure Integration

Providing comprehensive Application Integration through a Software Development Kit and the ability to integrate seamlessly with your Infrastructure through a broad set of Xlink Modules. Visit www.objective.com for a complete list.



About Objective Corporation

Objective Corporation works extensively with both the public and private sectors to help organisations gain control of information throughout the enterprise. Bringing together the right information, with the right people, at the right time, results in processes that deliver measurable value. Objective helps solve real-world business issues such as improving operational efficiency within increasingly regulated environments.

Through the provision of timely and accurate information, in a secure and auditable environment, Objective solutions are able to meet the challenges in information and process intensive environments, whilst minimising cost and maximising re-use of corporate memory.

Objective works closely with both end user organisations and business partners to ensure maximum returns are realised in timeframes that are realistic and that build a flexible basis for future organisational change.

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