



Objective

OBJECTIVE CASE STUDY PLACES FOR PEOPLE

ORGANISATION

Places for People

INDUSTRY

Housing Association

BENEFITS AT A GLANCE

- Better visibility of corporate information
- Improved governance
- Increased process efficiencies
- Enhanced information audit capability
- Increased staff productivity
- Improved ability to comply with information management legislation

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Places for People is one of the UK's largest property management and development groups. It owns and manages over 56,000 homes and works in partnership with more than 200 local authorities and other bodies.

ORGANISATIONAL CHANGE

Over the past few years, Places for People has undertaken a major organisational development process as well as a number of mergers and acquisitions. This change process has led to challenges along the way. Tony Hayes, IT Director, explains: "One of our primary issues was not being able to manage business critical information effectively. We were unclear about what information was held where and who should have ownership of it, especially where we had inherited processes from organisations we had acquired. This was all compounded by increasing regulations and legislation relating to information management."

Places for People selected Objective to provide an information and records management



solution, a decision that was very much influenced by Objective's partnership approach.

"Our extensive evaluation process identified Objective as the supplier that paid most attention to what we were trying to achieve and the way we wanted to achieve it," said Project Manager, Karen Bennison.

BENEFITS OF INFORMATION MANAGEMENT

The project involves implementation to all of Places for People's central departments and 30 area offices with many benefits, including increased standardisation and process efficiencies, improved governance and some cost reductions.

Tony Hayes explains: "The Objective solution has provided significant efficiencies across the organisation, both in terms of staff being able to find and retrieve accurate information when required and also in terms of managing the business. For example, we are now able to move office premises much more efficiently,

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Mr Tony Hayes
IT Director, Places for People



without having to worry about moving vast amounts of paper-based information, which was a major problem in the past.”

Additionally, visibility of information ownership has improved significantly, along with Places for People’s ability to ensure that information is retained by the organisation, rather than being at risk if someone leaves.

Objective’s audit capability also shows who has interacted with records and how they have been used. Retention schedules ensure that information is not kept for longer than necessary and risks associated with managing paper-based information, such as misfiling, loss, fire, flood and theft, have been significantly reduced. Costs have also been reduced through less off-site storage and office space has been freed-up.

BUSINESS PROCESS MANAGEMENT

Places for People is now starting to gain extra value from the Objective solution by automating its business processes.

“With the infrastructure part of the solution in place, we can add applications which provide real added value to the business.

One example of this is invoice scanning: Objective is integrated with Kofax, which allows us to scan invoices we receive, using OCR and then to process them electronically. The combination of OCR technology and automatic workflow has saved us the equivalent of 1.4 full time employees - freeing their time for more productive work,” reports Tony Hayes.

MOVING FORWARD

Once the rollout to all its area offices and central departments has been completed, Places for People sees plenty more opportunities to gain from having the Objective solution in place.

“Our plans include encouraging the use of existing functionality to handle approvals and reviews as well as extending the system with the introduction of further workflow elements” says Karen Bennison.

IT Director, Tony Hayes, summarises the investment: “Choosing Objective has had a major impact on our business. We’ve consolidated our information effectively using a single platform and now find the management of our information much more straightforward. The solution itself is very resilient and scalable, and it is accessible to all staff at each office, which is key to the success of our projects.”

ABOUT OBJECTIVE CORPORATION

Objective Corporation (ASX:OCL) is an established leader and specialist provider of proven content, collaboration and process management solutions for the public sector.

Our solutions empower public sector effectiveness, efficiency and transparency, helping governments deliver better services at a lower cost to the community.

Through direct customer engagement, Objective is committed to delivering outcomes that have a positive effect on the public sector, its citizens and the community.

Since 1987, we have been trusted by Government and Top 1000 corporations to deliver long-term valued business outcomes.