

Bromley Council Integrates Environmental Health Back-Office IT System with Microsoft Dynamics CRM and Cuts Integration Costs using the Optevia Dynamic Integration Hub



THE LONDON BOROUGH

July 2010, the London Borough of Bromley Council is using a newly launched integration system, the Optevia Dynamic Integration Hub, to rapidly and cost-effectively link its organisation wide Microsoft Dynamics CRM system to its CAPS UNI-form Environmental Health system. The Hub enables Bromley Council to completely avoid the cost of purchasing an Application Programme Interface (API) from CAPS Solutions to handle this integration link. Vendor APIs can cost as much as £80-£90k for a single use. By comparison, the replicable, multi-use Hub costs just £20,000, plus a small additional cost for supporting software¹, for unlimited integrations between Microsoft Dynamics CRM and multiple back-office systems.

¹The Hub includes software from Optevia, an Active Windows Integrator tool from NDL-Metascybe and, in this particular integration case, some portable middle wear developed by Bromley Council.

At Bromley Council the UNI-form system is in use for the management and logging of environmental health services enquiries, such as: health and safety, food, public health and licensing enquiries. As a result of the successful integration between systems, customer transaction data held in the UNI-form system is now presented to front office call centre agents on a single screen, via Microsoft Dynamics CRM.

"The London Borough of Bromley's front office call centre agents can now handle environmental health enquiries from Bromley residents at the first point of contact within the Council's corporate call centre," says Tim Vernon, Optevia's Managing Director. "This 'frees' back-office, expert staff to focus on more complex enquiries and continually improve the environmental health services provided by the Council. Also because call centre agents only have to access one system, residents benefit from faster more efficient service and less replication of information sharing and processing.

In addition, because call centre agents already know and continuously use Dynamics CRM, which looks and feels to users like Microsoft's other Office applications, Bromley Council has reduced the cost of training its staff to use multiple back office systems. This delivers further efficiencies and cost savings on a continuous basis."

Bromley Council is already planning to use this integration solution to link additional back office software applications to its Dynamics CRM system. For instance, systems that handle residents street enquiries and the reporting of abandoned vehicles.

The Optevia Dynamic Integration Hub – which includes Optevia software and the Active Windows Integrator tool from NDL-Metascybe - is provided by Optevia as a packaged solution. Optevia also supplies supporting analysis, implementation & support services to help local authorities make an even greater return on their investment in the Microsoft Dynamics CRM's standard packaged solution.

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