



Case Study

**Local Council SA – Modern Data  
Analytics and User Engagement  
Platform**

Improving accessibility and  
accountability through rapid and reliable  
analytics to provide better community  
engagement and outcomes



# Local Council SA – Modern Data Analytics and User Engagement Platform

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## Problem.

This South Australian local council is working toward a community vision as part of their 20-year strategic plan, to develop the city and improve resident services. Technology and innovation lie at the heart of this journey as the council looks to modernise its systems and work practices. Part of this initiative called for greater access and visibility into operational data to make informed, evidence-based decisions as an immediate action.

This council faced challenges with gaining a strategic view of its community's needs due to the disparateness and incongruity in its data; further exacerbated by the static and isolated nature of its reporting systems and capabilities. Aside from the strategic impact, it also limited the council's ability to conduct its day-to-day operations effectively. It was, therefore, vital to get a deeper understanding of the data, its need and use across the business and establish baseline metrics to measure and report business performance.

Lack of a 'single source of truth' for reporting and analytical data also meant an absence of robust data governance practices and security controls. Therefore, any solution designed needed to consider governance, security and sustainability aspects while maximising the current investments in technology and providing consistent user experience.

## Solved.

The council engaged Exposé to design and deliver an integrated, readily available Data Analytics Platform to provide rapid and reliable analytics to varied user groups.

Exposé began by understanding and assessing the key business needs around data captured by a cross-section of business units through a series of stakeholder workshops. These requirements were then rationalised to identify common but critical areas of insights for both strategic and operational reporting and analytics. Exposé also examined the technical landscape and recommended a modular platform architecture which not only maximised the council's information assets but was also sustainable and future-looking.

Exposé utilised the Microsoft Azure ecosystem in combination with Power BI to deliver a cloud-based platform architecture and tailored analytics solutions. The architecture allows the solutions to ingest data from on-premises data sources (core customer and employee support systems) in an automated and secure manner. Once orchestrated, this data is transformed based on the business needs and rules and exposed through the Power BI service in the form of reports or dashboards to appropriate users. The platform also provides self-service capabilities to a small group of users based on their role. Exposé also designed and implemented an operational framework for Power BI to enable suitable platform configuration and governance regimes, ensuring a secure and sustained adoption at the council.

## Business Benefits.

The Data Analytics Platform provided instant benefits to the council in terms of data availability and visibility, automated reporting and valuable business insights. It also enabled the council to eliminate the manual effort previously spent in manipulating customer and workforce data for operational and strategic reporting. Other benefits realised to the council from the implementation of the platform included:

- Enhanced capability to quickly bring new analytics solutions online, including Smart City IoT-based workloads.
- Improved capability to observe, rectify and monitor data quality issues, improving the accuracy and completeness of data across a number of systems.
- Increased business access ensuring data is available when and where required, and in a format understood by the user.
- Improved visibility into the operational requests and workloads and daily trends.
- Reduced ad-hoc business requests allowing support functions to strengthen and enhance its Data Analytics capability and focus on critical operational issues and tasks.
- Enhanced ability to monitor and drive organisational performance, and manage associated costs and efficiencies through a set of standard performance metrics.

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Do you have any additional questions, or  
want to know more?

We would love to hear from you.

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