

## Insource Add PerformancePoint to their Microsoft Competencies

Insource are pleased to announce that they have achieved the full Microsoft® Business Intelligence competency. This competency comprises “Business Intelligence Platform Specialisation” based around SQL Server 2005 and “Performance Management Specialisation” based around PerformancePoint. The achievement of both these specialisations means that our clients are receiving leading-edge solutions and expertise from us based around Microsoft technologies.

Insource have been working with the NHS for over 12 years successfully delivering Information Management solutions. Our expertise within the Business Intelligence arena, underpinned by our Data Warehousing product, Data Academy®, has allowed many trusts to realise value from their Business Intelligence solution at a fraction of the time and cost of the traditional approaches.

Insource has been a Microsoft Business Partner for 10 years and a Microsoft Gold Certified Partner for three years providing evidence of contin-

**Microsoft**  
**GOLD CERTIFIED**

*Partner*

ued delivery of high quality information management solutions. Our continued relationship with Microsoft allows our NHS client base to obtain the best value from the NHS Enterprise Licensing Agreement. We are proud of our relationship with Microsoft and this achievement demonstrates our proven Microsoft experience and cements our continued commitment to the Microsoft Business Intelligence platform

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## FAST Radar

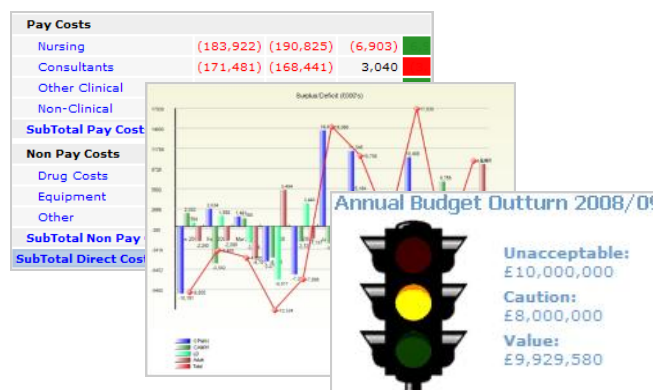
As you are probably aware, Microsoft purchased FAST Search and Transfer on 24th April 2008. The purchase included FAST Radar.

Insource have been able to negotiate an agreement with Microsoft that allows us to sell Radar until Spring 2009. Additionally we have received assurances that the product will be supported for a further three years until 2012. This ensures NHS Trusts can continue to capitalise on the specific benefits that Radar brings to their users:

- Intuitive Dashboards
- Multi layer “drill-through” from charts to data
- Pro-active management with user created gauges and alerts.

Ideal as an introductory tool for new BI solutions you have only a few months to be able to benefit before further sales are no longer possible.

For more details please [contact us](#).



For more information

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Insource is part of the Insource Group  
Data Management &  
Business Intelligence Specialists



November Briefing was held at the ICC in Birmingham

## Insource NHS Briefings - Series 6

The Insource NHS Briefings commenced a fresh season in September 2008. Five events have taken place now with four of them at regional locations ranging from Chester to Newmarket and Barnsley to Birmingham in addition to the Microsoft hosted event in Victoria Place, London.

Series 6 has a key objective of delivering information about the power of Business Intelligence and the benefits of taking a strategic approach without having to become an expert in every technical nuance.

Comments from delegates confirm that we are meeting this objective.

*"A good insight into Management Information Systems and solutions. Eye Opener"*

*"Seeing the User view and interaction was extremely useful"*

*"Seeing how to influence change in management of information for decision making was really helpful"*

*"The concepts, functionality and demos were explained in a clear and understandable manner. They were exceedingly relevant to Trust and PCT requirements."*

*"The combination of presentation with demo makes this morning informative and fruitful for me."*

We have more briefings in this series in the New Year at venues in Newmarket, Leeds, Warrington and Birmingham. For further information please [click here](#).

*"Business Intelligence is not simply about reaching a defined destination; it is more of continual journey towards enlightenment through accurate information, presented in an accessible way"*

**Graham Obeney,  
Associate Director of  
Information  
Management  
Richmond &  
Twickenham PCT**

## Your turn...

We spend at least 85% of our time meeting with you in your Trusts and PCTs. We hear about a number of issues which appear to each organisation to be unique and yet we know are issues to many. To mention just a few examples...

- More flexible reporting options from ESR to gain greater business benefits.
- How to prepare for and meet the demands of world class commissioning by improving business intelligence.
- How to proactively manage and keep on top of statutory targets such as 4 hour A+E Attendees.
- How to maintain a Data Warehouse strategy in PCTs as they get more separation between their Commissioning and Provider activities.
- How to accurately consolidate Financial and Activity information.

Users of our data warehouse product, Data Academy<sup>®</sup> have the ability to address all of the above with the minimum of pain. What's more Data Academy has functionality built into it which allows specific, relevant elements of any of our solutions to be shared with other NHS trusts that also have Data Academy - no hidden charges, no catches.

So now to explain why this is "**Your Turn...**" Let us know what you think the benefits or pitfalls might be of sharing elements of your BI solution with another Trust or PCT. We will publish representative comments on both sides of the coin in our next issue. Debate is healthy and we always learn from your comments.



**Insource's Management  
Information Solution for  
Heart of England NHS  
Foundation Trust - runners  
up for the Obis Omni 2008  
Champions Award for  
innovation and excellence in  
Business Intelligence**



## Insource Data Academy<sup>®</sup> is now officially recognised

Insource has been notified by the UK Patent Office that the term Data Academy is now a registered trade mark within classes 9 and 42, and has been placed within the Trade Marks Registry.

This is a formal recognition by the Government body of the value of the name held by Insource

and is an important piece of intellectual property.

For our customers it means we are able to protect our name and reputation more effectively.



## New Clients

We have always had a broad client base covering primary and secondary care as well as other service organisations.

Additionally we have always had a broad geographical coverage (it seems our technical consultants enjoy all the benefits of travel to beautiful counties in the UK).

The following are a sample of our new clients and illustrate our coverage very well.

- Kent and Medway Health Informatics Service
- Bolton Primary Care Trust

- Norfolk & Norwich University Hospitals NHS Trust
- The Queen Elizabeth Hospital King's Lynn NHS Trust
- North Lancashire Primary Care Trust
- North Yorkshire and York Primary Care Trust

## Press Releases

It is always nice for us when a new client outwardly expresses their excitement when confirming their Order.

Recently two new clients have taken this a step further and have made Press Releases.

[Norfolk and Norwich University Hospitals](#) and [Bolton PCT](#) have the following to say about their new projects:

Commenting on the new system, **Nick Dunkley at Norfolk and Norwich University Hospital** said, "Selecting Insource was a strategic decision for the Trust. Insource have shown that their domain knowledge and expertise for delivering strategic Business Intelligence systems in a Healthcare setting is second to none and we look forward to working with them to revolutionise our information service"

**Chris Russ and Grace Birch (Assistant Directors for IM&T and Performance) at Bolton PCT** said, "We are really excited to be working with the Insource Group. We had previously acknowledged that we had an issue with the fragmentation of data and the production of valuable Information. It was clear that we needed a strategic partner to help us re-organise things and provide a future proofed Data Warehouse solution with software to provide valuable Business Intelligence at the time of need."

## A real project Timeline

Project commenced January 2007, with end-user training delivered just four weeks later.

Automated Trust Board Monthly Reports delivered just eight weeks after project commencement.

Rolled out to 500 users Trust-wide within three months including:

- Financials
- Contract & Monitoring
- Admissions & Discharges
- Waiting Lists
- Deaths
- Accident & Emergency

Users increased to 1,000 in January 2008 for Consultants Data Quality reports

Web-based applications and clientless technology saved deployment time.



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The one common element of our solutions, be it business intelligence, data migration or data quality, is the data warehouse, the core and foundation of the overall solution, for which we use Insource Data Academy® in conjunction with Microsoft® SQL Server 2005™.

Insource Data Academy is a transparent box data warehouse builder that harnesses the functionality of SQL by building data warehouses that are robust, fault tolerant, expandable and supportable. Since Insource Data Academy writes Microsoft SQL code, it provides output in the form of structured data sets and Microsoft SQL Server Analysis Services CUBEs. It can therefore be used as the foundation for almost any Business Intelligence solution provided that the reporting tool can report from SQL Server tables or SSAS cubes.

Insource Data Academy is compatible with many reporting, analytics, performance management and visualisation products currently on the market today - even those that purport to not require a data warehouse.



Insource is far more than a data warehousing and business intelligence partner to the NHS; our solutions are strategic and built on sound business and technological philosophies. We create a common technology platform and data layer for trusts to base long term and flexible solutions. Insource solutions enable Trusts to incorporate in-house developed or third-party software applications into an overall integrated information strategy, with minimum replication and maximum benefit.

Our mission - to help you realise the importance and value of interoperability - assists NHS organisations to avoid the pitfalls of stand-alone applications relying on separate pools of data and continual manual support, update and intervention. We partner with Trusts who recognise the benefits of a cohesive, structured integrated information-centric trust- wide strategy brings tangible returns on their existing investments.

We would just like to take this opportunity to pass on

*Season's Greetings*

to all of you.

To our loyal client base

*"Thank you for working with us over the past year"*

and to those of you that will be working with us in 2009

*"We look forward to meeting and working with you"*