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| Microsoft Dynamics  Customer Case Study |
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| Summary  **Country:** Spain  **Industry:** Public Sector  Customer profile  The Generalitat of Catalonia is an institutional system that is politically organized by the self-government of Catalonia. The Department of Interior has a staff 24,000 people.  Situation  The Generalitat wanted to change the system of care to victims of domestic violence with the goal of reducing the number of victims in Catalonia.  Solution  Those responsible of the Department of Interior decided to deploy the SIAV system (Integrated System for Care of Victims) based on Microsoft Dynamics CRM.  Benefits   * Increased productivity. * Improvement in the service of care to victims. * Cost savings. * Better management of public resources. * Better public image. |  |  | ”The solution based on Microsoft Dynamics CRM will allow us to work on the protection of victims in a more cohesive and, therefore, more effective way with the use of public resources.”  Andreu Martínez, General Director of Security Administration of the Generalitat of Catalonia. |
|  |  | Early last year, those responsible for the Department of Interior of the Generalitat of Catalonia thought about the possibility of changing the method of attention and care to the victims of gender and domestic violence, as they were convinced that the Public Administration could and should give a more effective answer to this serious scourge that mainly affects women, but also children and the elderly.  Thus, in order to reduce the number of victims, guarantee their safety and improve care, SIAV was born, the new Integrated System for Care of Victims based on Microsoft Dynamincs CRM and used by the Generalitat of Catalonia. |
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Situation

Early last year, those responsible for the Department of Interior of the Generalitat of Catalonia thought about the possibility of changing the method of attention and care to the victims of gender and domestic violence, as they were convinced that the Public Administration could and should give a more effective answer to this serious scourge that mainly affects women, but also children and the elderly.

The goal: reduce the number of victims, guarantee their safety and improve care.

With this goal in mind, and after long months of work and involvement of over one hundred people, both internally and externally, in defining the most appropriate system for the real needs of the Mossos d’Esquadra (Catalan police), in late 2011 SIAV (Integrated System for Care of Victims) was born, a project whose genesis forms part of the Government’s plan for the Generalitat of Catalonia (2011-2014), and whose mission is to take a step forward in preventing gender violence through an integrated and coordinated approach with other departments of the Generalitat.

The conversion of the project in reality needed a technological platform that would allow them not only to visualize the required information of the victim and the suffered abuse, but also manage the care and monitoring, through diverse activities stipulated and predefined by the level of protection determined for each case.

Solution

With these requirements as a starting point, those responsible in the Generalitat started to study possible solutions, and finally decided on the standard version of Microsoft Dynamics CRM, whose Services module adapted to the needs of the Victim Assistance Group (GAV) of the Police of the Generalitat-Mossos d’Esquadra.

“The new system relies heavily on Microsoft Dynamics CRM solution, a solution that has enabled us to create a platform to continuously improve and evolve, which represents a relevant qualitative and quantitative advance with regard to police care, and therefore, in what the care for victims is concerned”, states Andreu Martinez, General Director of Security Administration of the Generalitat of Catalonia.

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The above mentioned platform, in which Vodafone (Prime Contractor) and Pasiona (Application Developer) have intervened in its development and deployment, identifies the degree of danger that each victim experiences, automatically records telephone conversations, and, most importantly, has a database that is permanently updated with each case. This means that when a victim goes to the police station to report an abuse, the agent that sees them will immediately be able to choose a level of risk this person is exposed to (no risk, low, medium and high), and depending on the level, activate protection measures.

The core of the solution revolves around the record management of a person who has been abused and through a data interface with the system of police management (SIP) collects all the information relating to both the victim (reports, testimonials, formalities, statements…etc) and the aggressor.

The system also includes a list of social entities that can help the victim, which has been called the *resource map.*  By using this information, the relationship with the victim can be managed in a closer and more personalized way offering a better public service for security.

In this sense, Andreu Martínez highlights that “in addition to providing optimization of technological resources, by using the solution based on Microsoft Dynamics CRM we have more knowledge of the victims’ situation, allowing us to achieve a more effective police action. We designed a technological solution that will enable us to work on the protection and security of the victims in a more cohesive and, therefore, more effective way with the use of public resources.

Another of the “multiple factors to highlight”, in Andreu Martínez’s opinion is the “great adaption of the solution, the usability, an easy and agile parameterization, the integration with other Microsoft Office products and its scability towards mobility products”.

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| “The solution stands out due to its great adaption, the usability, an easy and agile parameterization, the integration with other Microsoft Office products and its scability towards mobility products”.  Andreu Martínez, General Director of Security Administration of the  Generalitat of Catalonia. |

The handling of the system, according to those responsible in the Department of Interior of the Generalitat, is very simple: a digital panel divided in four differentiated parts: view of records, tasks to complete, follow-up calls and pending notices. The system provides an easy navigation and improved usability of the solution.

* The view of records is intended so that the police agent can visualize all the information that is summarized onto one screen and get to know as soon as possible the situation the victim is in, the risk and protection.
* The tasks to complete are determined automatically (workflow management) by the level of protection that will be offered to the victim which will be conditioned by the result of risk assessment done by the police. This is one of the key elements of this solution that will allow us to evaluate, through a questionnaire, the degree of danger to which a victim may be subject, upon which we will establish a level of protection. The tasks to complete can be 24 hour protection, accompanying the victim to institutions of the Generalitat (court, etc.) or follow-up calls.
* With regard to the follow-up calls, we defined a procedure and through the integration of the Vodafone Offices, the calls are registered into the system so they can be offered to a judicial authority in case they were required. The system also allows the agent to take note of anything he may see fit.
* Lastly, the pending notices are integrated with the core application of the police and can be created from visits done by the victims to the police station, changes made in files and cases (for example, modification and/or addition of statements to the report) or task reports done by patrolling the city, among others.

As to the actual deployment, the process has taken place in two distinct phases: the first one occurred during October to December 2011, and consisted of deploying the solution as a pilot in the Basic Areal Police of l’Hospitalet de Llobregat, one of the most troubled areas when it comes to gender violence. The second phase, that has already started and will take place during all of 2012, will consist of extending the project to the other police regions in Catalonia. At the end of the deployment process, the solution will be managed by about 200 users spread throughout Catalonia.

Both in the deployment and in the design and construction of the solution, according to the responsible of Security Administration in the Generalitat, the role of Microsoft Services has been crucial. “A

project of this magnitude required the participation of the manufacturer and technological partner that Microsoft is. This has allowed us have the best professionals in this solution, both in the project management as in the consulting, programming and integration of the solution with the police applications of the Generalitat-Mossos d’Esquadra”, states Andreu Martínez. In fact, he believes this has been one of the keys of success of the project: “there has been an excellent understanding of our requirements from Microsoft and a praiseworthy personal implication, as well as a very good integration with our staff.”

Benefits

At present, with a background of several months testing the solution, “our evaluation is very positive”, states Teresa Prats, Mossa d’Esquadra of the Support Unit and Care for Victims. “By using the methodology proposed by Microsoft Services we have been able to integrate and update the core business processes of this solution (management of files and cases, telephone integration, completion of the police risk assessment questionnaire, etc). During this time, we found a noticeable improvement in the usability of the tool: visualizing the victim’s problem at a glance, integrating the police risk assessment questionnaire, automating the steps to be done by the agent depending on the selected protection level, integration of follow-up calls and subsequent recording, integrating the police documents ..."

For Prats it is clear that the users of the solution have gained in productivity and ease of use but, in her opinion, the victims will benefit most from SIAV, as they will receive a higher and better level of service.

“From now on, victims may feel more protected and better served due to this 360 degree vision which the solution provides," concludes Prats.

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While it is still early to quantify the benefits, those responsible for the Department of the Interior of the Generalitat of Catalonia claim that they expect a considerable increase in productivity at a medium term, better performance in tasks and a greater and better usability and integration with other mobility solutions. They are also very convinced that it will be a significant increase in service to the victim because, among other things, it will prevent the *re-victimization* that many victims suffer when they have to explain various times and to different people the situation of abuse they are experiencing. In this sense, Prats believes that the policemen of the victim care group will eventually become the “commercial” or “service advisor” and that the victim will end up identifying the agent as the person who protects and helps them in the process to gradual recovery of normality.

As far as costs are concerned, Andreu Martínez believes that “the fact of being able to manage the files and cases in an integrated way will be a significant gain”.

The General Director of Security Administration lastly points out, in his opinion, the advantages there are to have Microsoft as a partner: “There are multiple advantages of working with the solution manufacturer as they perfectly know and dominate the tool as well as provide us with professionals who control like no other the technology from which the solution is based on. Furthermore –he continues-, we know we have the guarantee in continuity of service and in new versions that can provide us with new advantages for our citizens and users. “

* Increased productivity.
* Improvement in the service of care to victims.
* Cost savings.
* Better management of public resources.
* Better public image.

Microsoft Dynamics

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| Software and Services   * Microsoft Dynamics | * Microsoft Dynamics CRM |

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