

# Shared Learning Group

## Integration Framework & CRM/LLPG Solution

### Background

The Shared Learning Group (SLG) is a group of ten local authorities that have come together to collaborate on innovative ways in which local government ICT can make a difference. The SLG aim is to share the benefits of experience gained within the SLG authorities amongst the group and also with the larger community of Local Government.

The SLG currently runs a number of work streams aimed at making a difference in their chosen area. This information sheet relates to one such work stream: integration.

The purpose of the integration work stream is to investigate the feasibility of integrating commonly used public sector systems and services utilising the Microsoft BizTalk integration architecture. The work stream aims to show how a common set of business processes could be implemented within one local authority and then scaled in a simple and effective manner to all members of the SLG, in so doing proving that the solution could scale to a broader audience. With this aim in mind the first project within the work stream was set up to deliver integration between a Local Land and Property Gazetteer (LLPG) and a Customer Relationship Management system (CRM).

The SLG selected Solidsoft - winner of the Microsoft World Wide Partner Award for Business Process and Integration and an organisation with years of experience providing integration solutions to local authorities - to architect, design and implement this solution.

### Solution Benefits

- ✓ Use the framework as a template for implementing new business processes
- ✓ Completely open solution built using industry standards and design patterns
- ✓ Plug and play new edge systems / adapters to integrate to your existing systems
- ✓ Solution design documented from top to bottom
- ✓ Framework designed to be simple to understand
- ✓ Created by world renowned leaders in Business Process Management and Integration

### CRM/LLPG Benefits

- ✓ Implements common business processes between LLPG and CRM as defined by your peers in the SLG
- ✓ Extension points to allow you to customise the process to your own needs
- ✓ Model solution for implementing business process
- ✓ Implements Siebel CRM and Symphony LLPG adapters and allows you to plug in different adapters as your needs dictate for your own systems
- ✓ Step by step guide provided to adding a new end point solution
- ✓ BS7666 compliant solution
- ✓ Solution implemented at Rotherham MBC

### The Solution

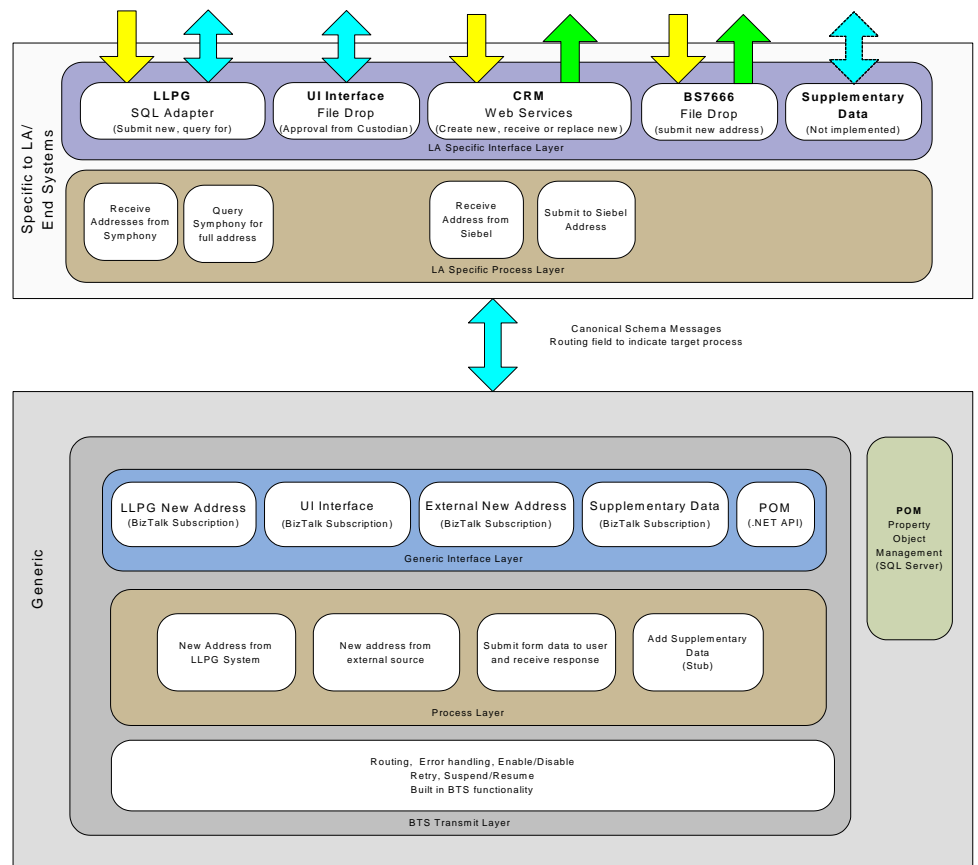
The solution Solidsoft has created on behalf of the SLG implements various business processes that enable addresses and other relevant data to be synchronised between a CRM and a LLPG system. It automates what is typically a set of manual processes within an authority and improves the quality of the data in these systems. This enhances the quality of services an authority provides whilst allowing savings through delivery of efficiency gains. Solidsoft is building the initial solution for implementation at Rotherham MBC, which will integrate its Siebel CRM and Symphony GMS systems.

The technical solution had two primary goals: to establish an integration framework for all local authorities to use as a template for their future integration solutions, and to show this framework in action by implementing a solution to meet the needs of a LLPG to a CRM integration solution.

To meet these goals the solution has been designed to clearly separate the parts of the processes that are generic and those that are specific to an individual edge system. In addition the solution has been designed in a manner which enables it to be simply extended, so other edge systems that would like to consume addresses from LLPG can be connected without impacting any existing shared process.

These goals are achieved by taking full advantage of the “publish and subscribe” model of BizTalk and by using design patterns that take into account the reusable nature of the framework. Fully featured business processes have extensible connection points that enable other edge systems to be connected instead of or as well as the provided edge systems connectors.

The solution for Rotherham MBC connects the framework to its Siebel CRM system using Web services. The specifics of this interface are implemented in a separate BizTalk application demonstrating that this part is completely independent from the generic parts of the solution. Likewise the connector to LLPG is in a separate interface which uses the BizTalk SQL Adapter.



Solution Architecture



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