HOUSING TECHNOLOGY 2019
WHAT DOES YOUR DATA KNOW THAT YOU DON'T?
6-7 MARCH 2019
THE OXFORD BELFRY HOTEL

YOUR CUSTOMER NEEDS ARE CHANGING

Last month, for the first time in history, there were more people **over the age of 65 than under 5**

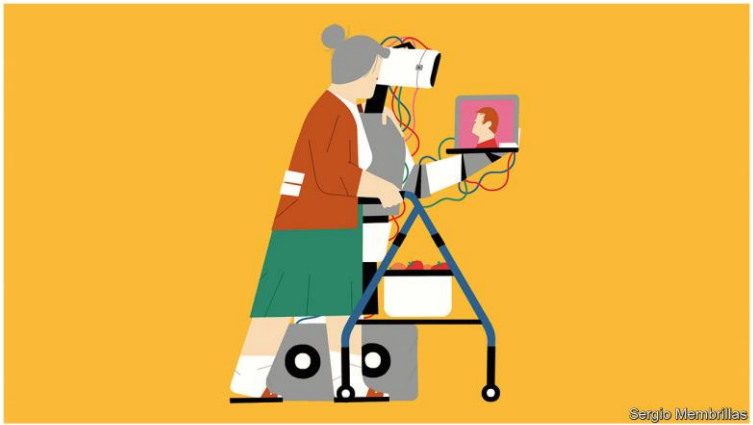
- How can data and new technologies help you tackle this?
- Are you taking advantage of the latest technologies available?
- How do you unlock your data to prepare for this phase of technological innovation?

The Economist

Grandma's little helper

An ageing world needs more resourceful robots

Rather than take people's jobs, machines will help care for them in their old age



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YOUR CLIENTS ARE SOME OF THE MOST VULNERABLE IN SOCIETY, THEY HAVE COMPLEX NEEDS

New technologies can provide a disruptive force to address the unique challenges of your industry

1. Keep rents affordable

2. Quality of service and housing must be kept high

3. A duty to expand in the face of uncertainty

You need to do more with less and a combination of the latest software, data and analytics can help you achieve this

Brainnwave are experts in data engineering and applying new technologies

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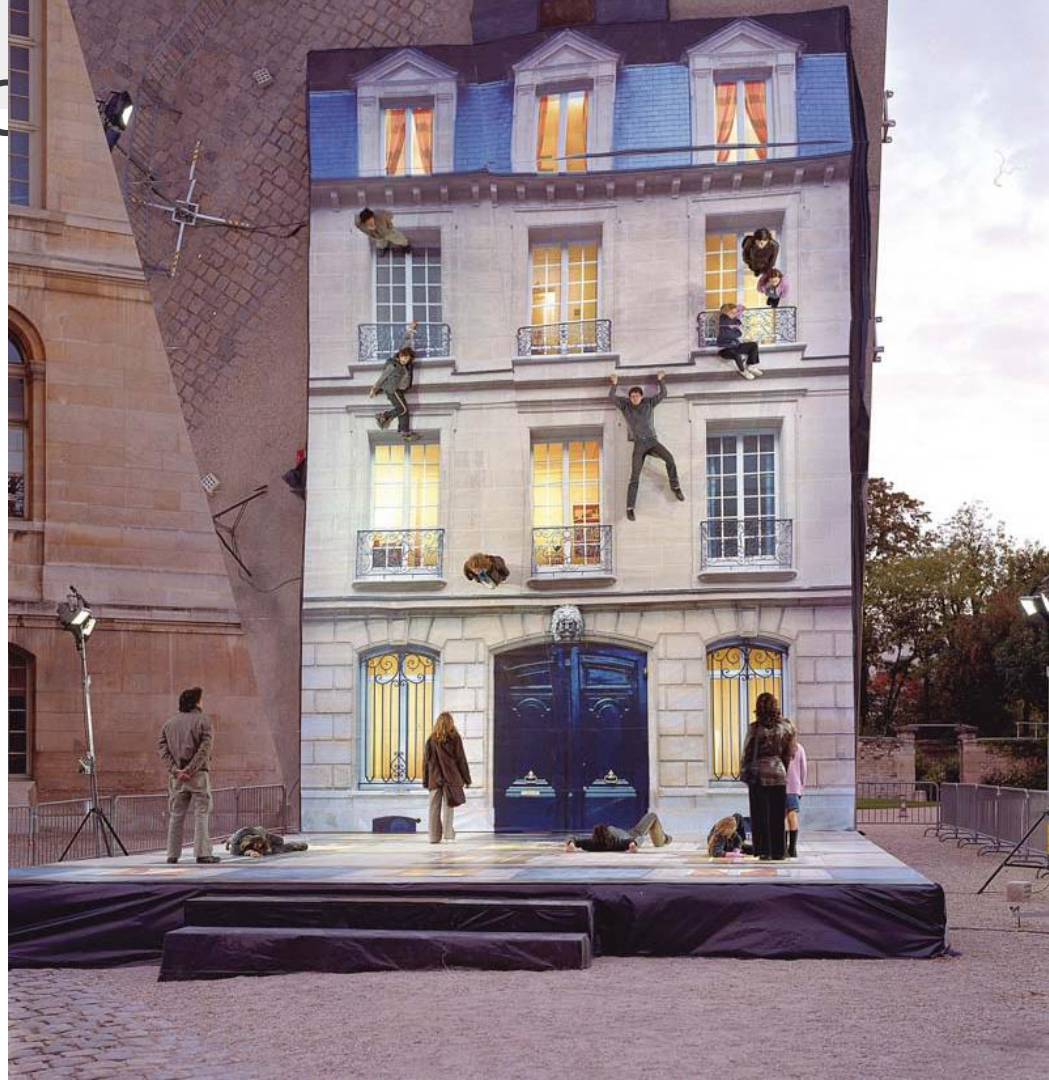
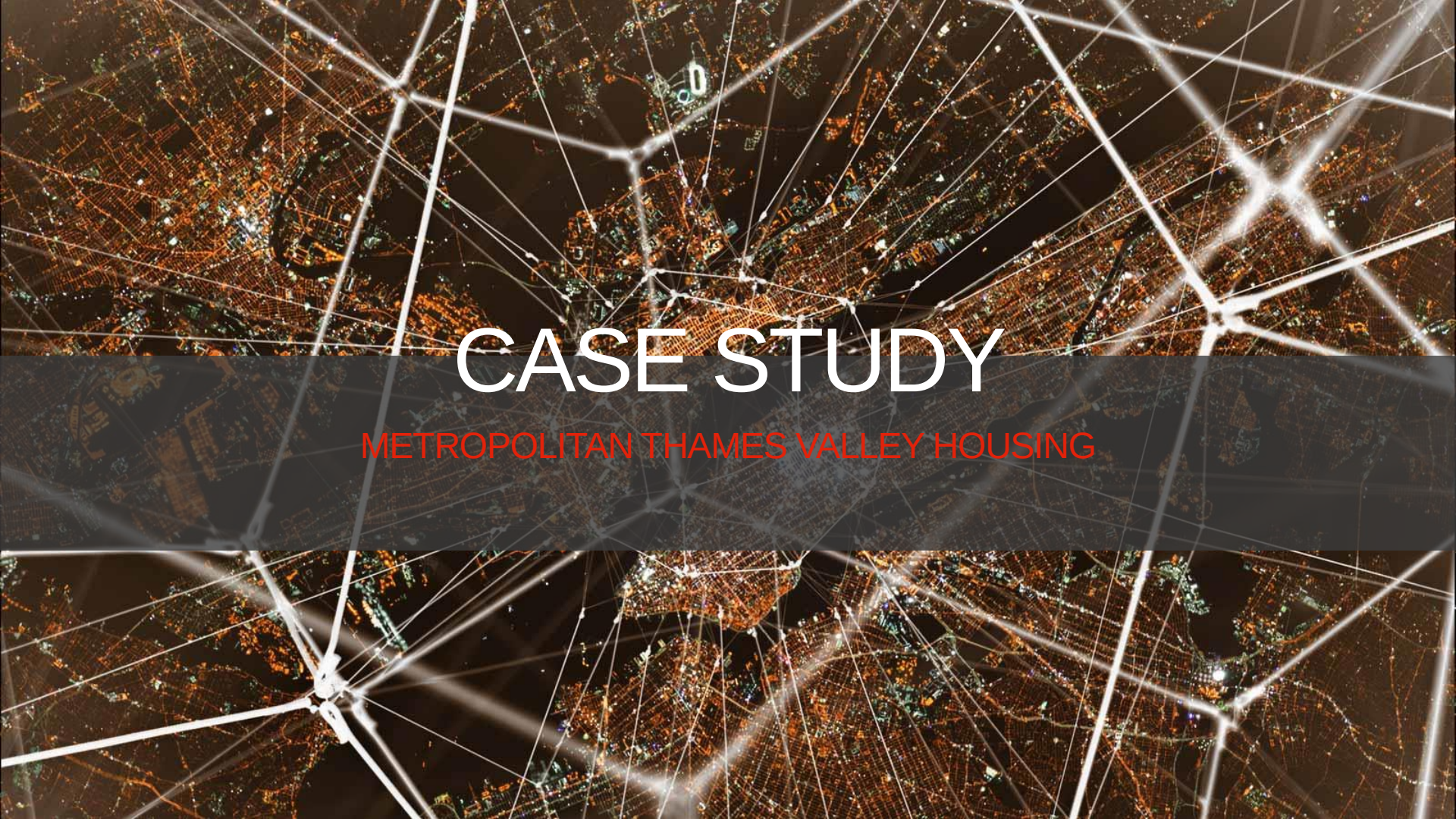
A DIFFERENT PERSPEC

- We come from a background of government intelligence, finance and the energy sector.
- We understand the value of exposing the right people to the right data at the right time.
- We have experienced your challenges in our sector expertise:
  - Expensive legacy systems that have become difficult to use and don’t enable a modern approach to data & analytics
  - Poor data governance leading to messy and unusable data
  - Extensive workarounds (e.g. spreadsheets) become the norm





CASE STUDY

METROPOLITAN THAMES VALLEY HOUSING

MODERN BUSINESS INTELLIGENCE FOR THE HOUSING SECTOR

Metropolitan Thames Valley's internal data – past, present & future

Semarchy

brainwave®

Data blending, intelligence, analytics & visualisation

External market data, news & crime data

For example:

UKCrimeStats

GOV.UK

Producing a dynamic and complete intelligence platform

BUSINESS BENEFITS

- Accurate rent management
- Improved efficiency
- Optimised Customer Engagement
- Respond to emerging trends
- Gain competitive edge
- Build trust

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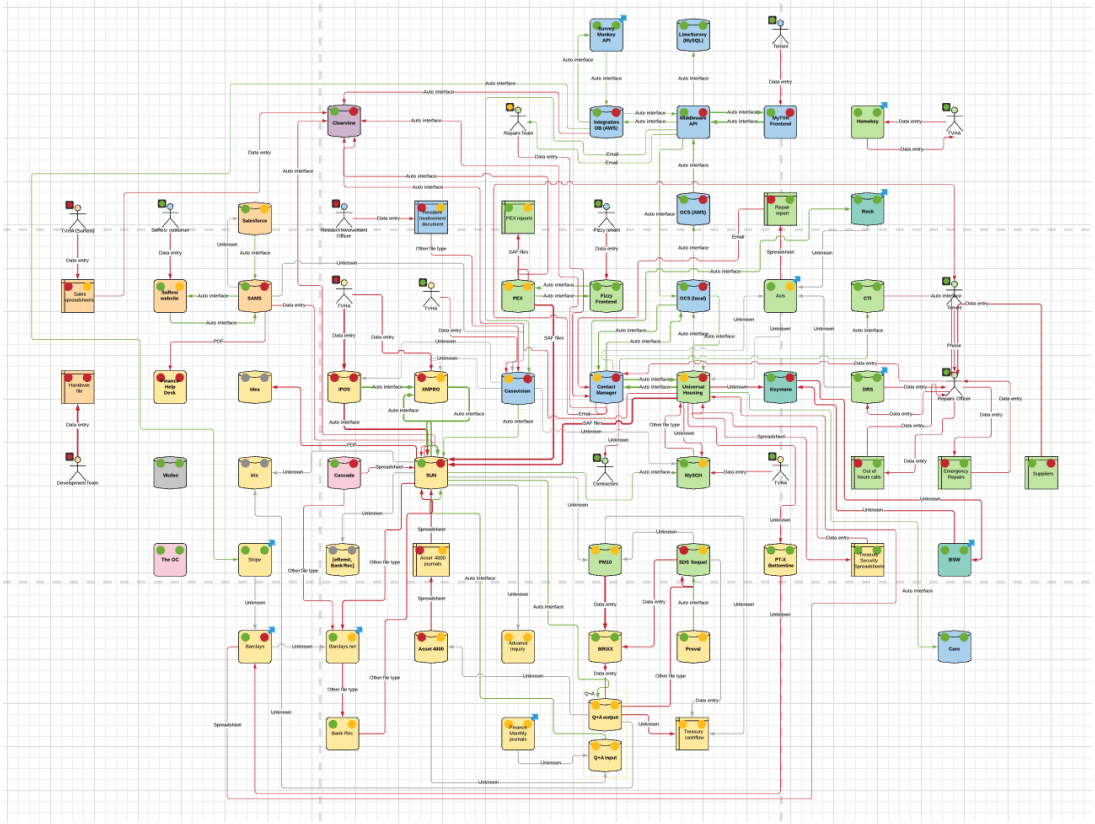
START WITH A SINGLE SOURCE OF TRUTH

Metropolitan Thames Valley

We built an interactive data map to understand the complexity of the flow of data throughout MTVH

The map identifies key risks that exist in the current data processes and provides a complete picture of the data available for analysis and where it sits within the organisation

This was the starting point to plug MTVH into our business intelligence software



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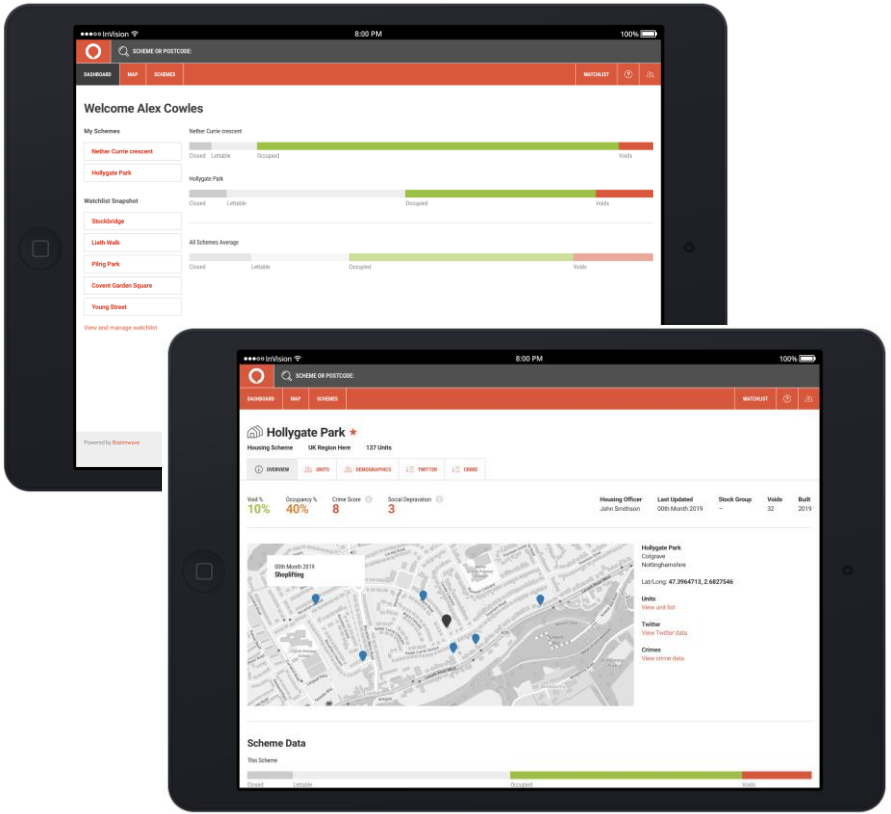
CONNECT AND ORGANISE, BRING THE DATA TO LIFE

Metropolitan Thames Valley

We connected to the data from the legacy systems to our Ossian data intelligence platform:

- Expose data to the right people at the right time
- Enable people in the business to discover new insights
- Give confidence in the decisions knowing they are driven from reliable data



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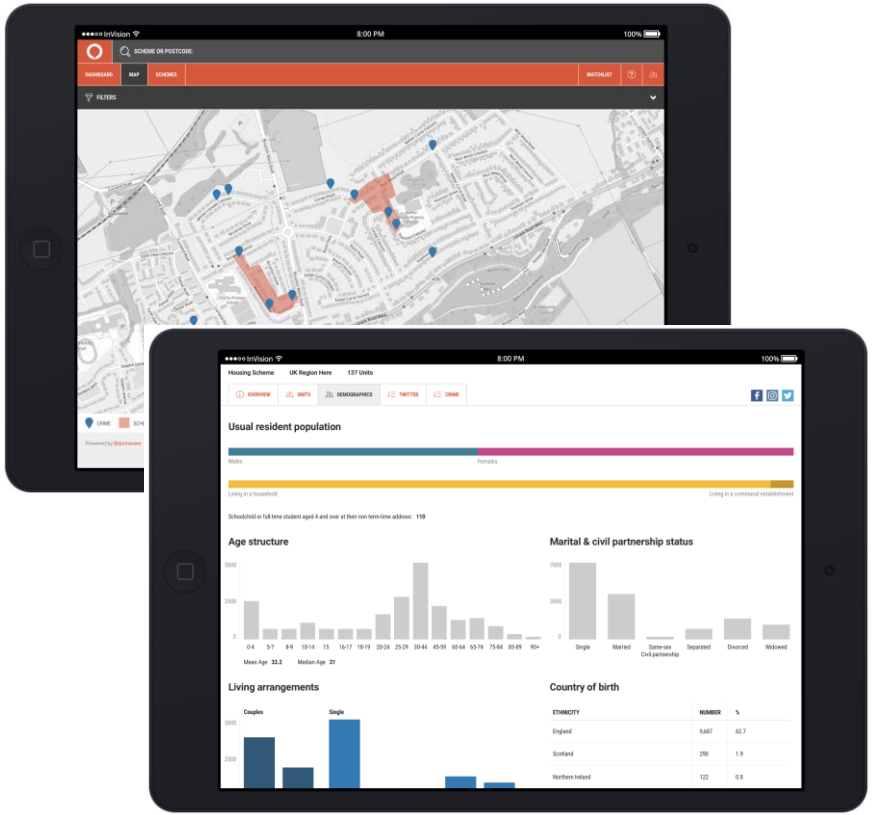
SPATIAL ANALYTICS AND OVERLAYS

Metropolitan Thames Valley

We made spatial analytics easy, it is part of our core technology

We incorporate open source data (e.g. OS Vector Maps, demographic statistics..) it is not expensive to build the layers that inform he insights



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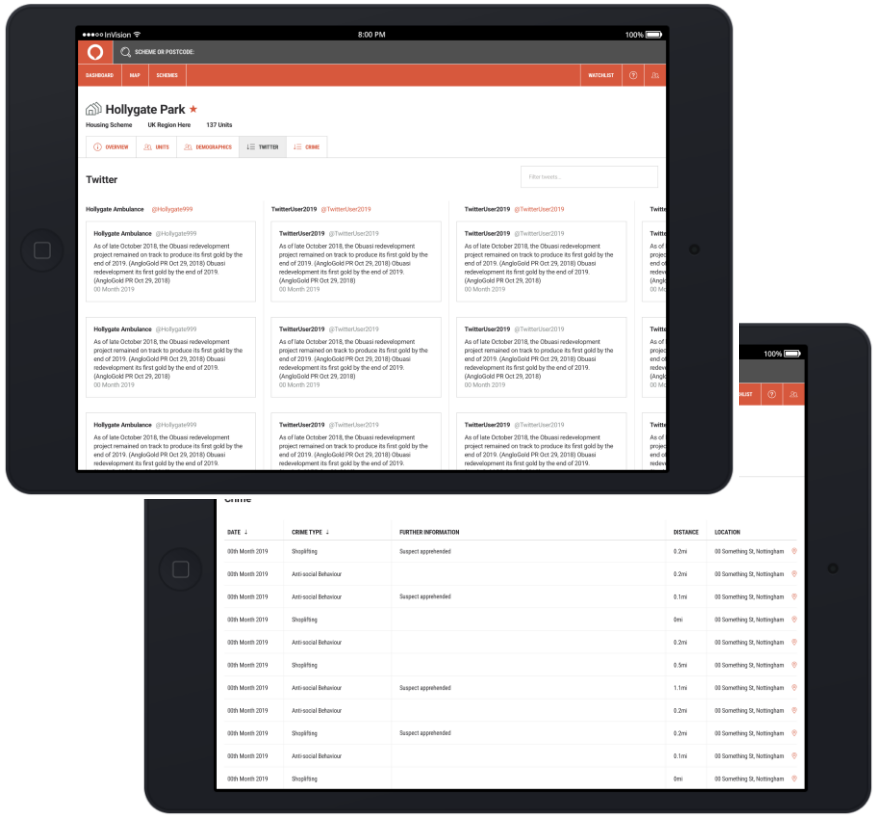
LISTEN TO YOUR ENVIRONMENT

Metropolitan Thames Valley

We connect into local sources of social media and use sentiment algorithms to understand the “temperature” of the wider environment

We provide a deep understanding of all the factors that influence the behavior of your tenants, enabling you to address issues before they become problems and deliver a better customer service experience



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SUMMARY

- Brainnwave are experts in data engineering and business intelligence, we can help you navigate your journey to new technologies leveraging the best data science available with confidence
- We have unique technology that supports strategic decision-making and extracts insights and intelligence from data, we can help you deliver the value that technology promises to deliver
- We work using agile, with continuous delivery that builds modules of functionality delivering business outcomes throughout the process
- We are new comers to the housing sector but learning fast, we want to apply our technology and experience to help our housing sector clients accelerate their own digital transformation programmes
- We can help you:
  - Understand your data assets and how you can extract value from your data
  - Develop your data strategies and support your technology decision making
  - Apply data science to your business
  - Connect you to our business intelligence cloud technology to unlock your data
- We empower your employees to make the right decisions quickly, given them access to data and insights that they simply haven’t had access to before

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