Arcus
Salesforce Central Government CRM

Service Definition

Software

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Service Description

Service Summary

Arcus is pleased to offer our market-specific Central Government CRM Solution across the UK.

Built on top of the industry leading Salesforce.com Service Cloud CRM product, our solution includes a raft of customisations designed with central government in mind and includes our team of highly experienced security-cleared specialists and optional Salesforce SHIELD integrations, as well as other integrations, all set up with the aim of enabling the user.

Salesforce SHIELD integration is optional but allows the provided system to meet the central government security requirements. It comprises a trio of security tools that admins and developers can use to build a new level of trust, transparency, compliance, and governance right into business-critical apps.
It includes Platform Encryption, Event Monitoring, and Field Audit Trail.

- Platform Encryption allows you to encrypt your most sensitive data at rest across all your Salesforce apps. This helps you protect PII, sensitive, confidential, or proprietary data and meet both external and internal data compliance policies while keeping critical app functionality.
- Event Monitoring gives you access to detailed performance, security, and usage data on all your Salesforce apps. Every interaction is tracked and accessible via API, so you can view it in the data visualization app of your choice. See who is accessing critical business data when, and from where. Understand user adoption across your apps. Troubleshoot and optimize performance to improve end-user experience. Event Monitoring data can be easily imported into any data visualization or application monitoring tool.
- Field Audit Trail lets you know the state and value of your data for any date, at any time. You can use it for regulatory compliance, internal governance, audit, or customer service. Built on a big data backend for massive scalability, Field Audit Trail helps companies create a forensic data-level audit trail with up to 10 years of history, and set triggers for when data is deleted.

Extending the market leading out-of-the-box base Salesforce CRM product using our central government app will:

- Reduce the time required to go live within your contact centre by making available standard components for central government related requirements.
- Utilise our experience from a number of successful large CRM deployments; including at local authorities of all sizes such as Peterborough and Bristol City Councils and Aylesbury Vale and Mid-Sussex District Councils.
- Provide tools to generate a catalogue of council services and link these directly to pre-existing digital forms or back office systems supporting cross skilling.
- Allow the CRM to be easily extended as a platform to provide complementary products including the Arcus Digital Services Hub providing a portal for residents

and businesses as well as a number of full line of business applications built on the force.com platform.

Arcus customises the relational standard Salesforce objects and ensures they have a clean, clear and concise look, enhancing the user experience and enabling the officer to do their day to day work with the minimum amount of clicks and navigation.

Salesforce native reports and dashboards functionality is provided as standard and allows ad hoc reporting as well as creation of adoption and analysis dashboards.

An additional Arcus product that is not included as standard in the Central Government CRM Solution is the **Regulatory Services Product,** for Licensing activities that may need to be applied for and that need to be assessed for due diligence. Some areas of regulatory services features are screenshot below, and may be considered beneficial particularly in areas that can be complex, such as a licence application, approval and renewal process.

Arcus Regulatory Services platform is an independent Arcus product, and as such has its own G-Cloud offering. This service offers advanced workflow creation and automation tools for service delivery teams of any discipline. Workflows as implemented within the Arcus product platform are referred to as 'processes'

Processes defining the scope of a workstack form a wrapper around the specific steps and actions that must be completed in order to advance a process to its outcome. The Arcus process engine provides action and time-based business logic to enable system administrators to implement automation where needed to drive efficiency in delivery and internal resourcing. The Arcus solution comes pre-configured with a wide range of regulatory business processes all of which can be modified by system administrators.

Automation should be applied to processes to remove repetitive and predictable tasks from the officer workload. Sending communications related to a specific action, creating and scheduling a future activity, calculating a future activity date based on a current outcome, time and criteria-based escalation and assignment of work as well as individual field-based logic.

Features, Advantages & Benefits

Feature	Advantage	Benefit
Cloud System	Only need an internet connection and a browser to access the system. No need to be on a specific closed network.	Available to council officers anywhere, anytime. Enables collaboration with other services and agencies within the system.
Responsive design	All information can be accessed on a mobile phone or tablet in the field.	Enables officers access to live data to make decisions, and update data in the field.
Browser User Interface	No installation needed; no server hardware needed.	Reduces cost of ownership for IT.

Open APIs providing multiple routes for back office integrations	Open APIs providing multiple routes for back office integrations.	Council can be confident of integration capabilities and costs from day one. Free API integration capability for back office systems saving time.
Drag and Drop Reporting	Usable without technical skills or knowledge of data structures. Anyone can interrogate the data in real time.	Enables all licenced users to create adhoc reports and dashboards. Realtime tracking of KPIs and individual user reporting.
Provision of mapping tools for plotting, including integration with Local Authority GIS	Accurately capture details of a reported incident.	Provides officers with an at-a-glance view of where an issue is on a map, including other reported issues.
Highly scalable and resilient architecture	The system is upgraded by Salesforce three times a year, and the Arcus systems are built in a customised but scalable, upgradeable way.	The system does not go out of date, and there is a clear path of upgrade from Salesforce.
Salesforce service cloud console user interface	Easy to use, clean and clear interface. Made to make the day easier without lots of navigation and clicks.	Flexible and cost-effective management in a high availability platform.
Support for local government specific catalogue of services	Extensive catalogue of services specific to local gov using long-running experience in issues being faced by residents and businesses.	Ability to quickly link cases to services for reporting and logging guidance, target resolution levels and providing an overview of often used services.
Tailored representations of citizens and business customers	Officers can see at a glance in the system, which contact is a resident and which contact is a business, making decisions and levels of support easier to assign.	Tailored views for citizens and business contacts

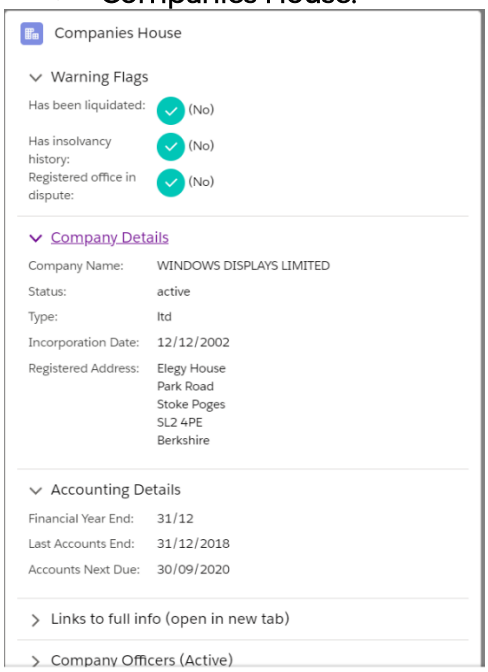
Further information and examples:

Businesses

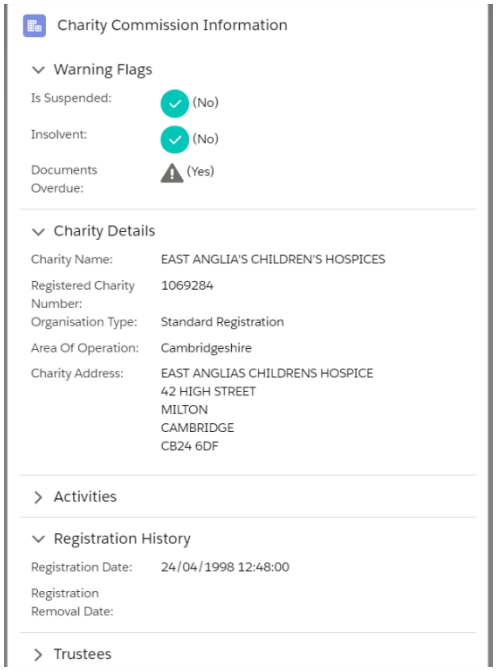
- Optional integration of Companies House, Charities Commission and Food Hygiene to provide at-a-glance company data
- A clean looking screen with pertinent information displayed prominently
- Flags and banners to enable to user to instantly see what the key information is and what they should be aware of should there be any interactions with the customer

- Calculations dependent on Turnover, and areas for application responses for additional activities or services carried out by the Government department

- Companies House:



- Charities Commission:

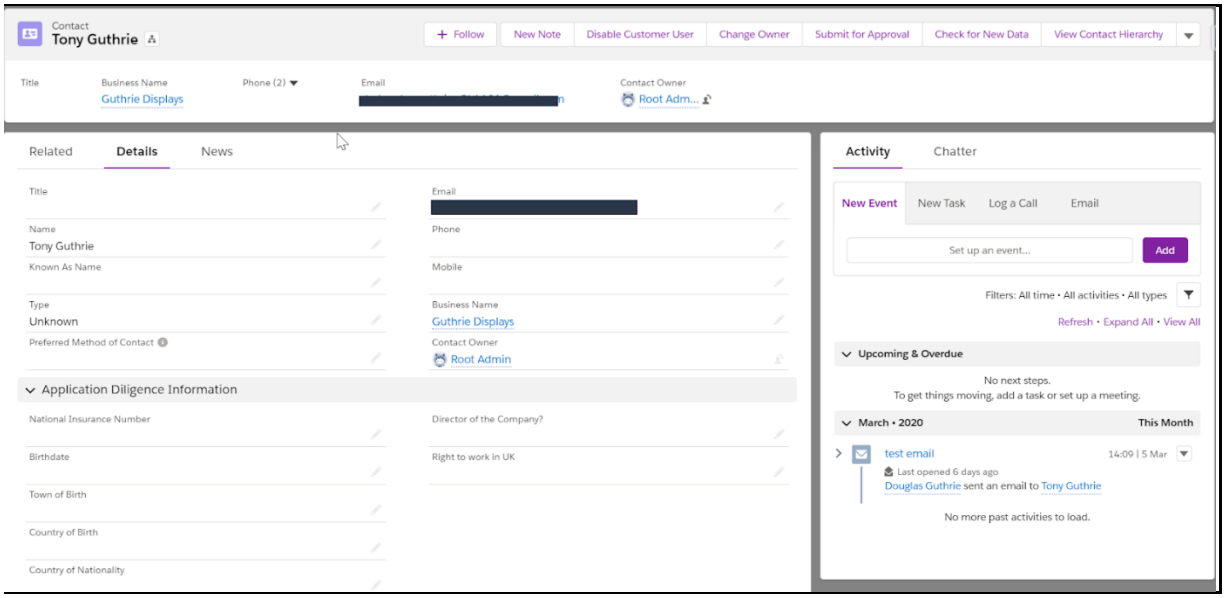


- Food Hygiene:

Contacts

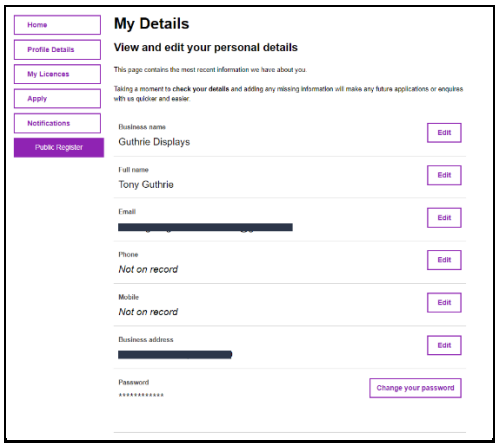
- Pertinent information is given higher visibility priority

- Due diligence and activity information is recorded as appropriate
- Communication can be carried out from the contact record using Email or Chatter, and is recorded and therefore auditable.



Applicant Portal - for Licensing Activities - optional addition to service

- Arcus builds and customises on top of the Salesforce community, for a logged in user Portal
- Arcus ensures that each customer portal is applicable to the central government work and services that are carried out.
- User can view their registration details
- Arcus can create flows that allow external users to register, have the contact and business created automatically, and can be run through the process of applying for services, for example:



Public Register Portal - optional addition to service

- Arcus builds and customises on top of the Salesforce community, for the public user who does not need to be logged in to carry out searches.
- Arcus ensures that each customer portal is applicable to the central government work and services that are carried out.
- Public Register here allowing members of the public to carry out searches for a Licenced user

Active Checks Portal - optional addition to service

- Arcus builds and customises on top of the Salesforce community, for the public user who wishes to register for active checks on a Licenced person or business. They need to be logged in for this activity and so this portal is similar to the applicant portal.
- Arcus ensures that each customer portal is applicable to the central government work and services that are carried out.

The Digital Services Hub: Widening the Platform

The Arcus Digital Services Hub (DSH) provides a single, secure, scalable environment for digital interactions for Citizens, Local Business, Officers, Elected Members, Business Partners and other stakeholders. The DHS for Citizen & Business engagement allows Citizens to interact with the Authority across all lines of business from simple to complex queries and service requests across business areas such as Revenues and Benefits, Waste Management, Built Environment, Regulatory Services, Licensing, Social Care and many other business areas on a growing list of capabilities.

The DSH for Officer & Elected Members offers a single point for all internal needs such as IT support requests, Procurement requisitions, Legal support requisitions etc. For HR & Payroll, it offers electronic communications of payslips and benefit statements as well as handling absence requests. Specifically, for elected officials, the DSH offers a view on local case data and provides members with a data dashboard showing information for their wards and parishes.

The DSH for Business Partners and Other External Stakeholders allows 3rd Parties to participate in the provision of services to Citizens giving them a view of and interaction with only data that is relevant and pertinent to the task at hand. For example, where a group of subcontractors is providing services for an elderly person who has recently been discharged from hospital and is in receipt of a re-ablement care package. All the providers will need to see some of the data held and be able to interact and update it so others with a role in successful care fulfilment see the most relevant and recent data available improving the quality of care.

The Arcus Digital Services Hub is the first step to a truly integrated Digital Authority. When used in collaboration with the wider Arcus product suite, transactions are truly integrated between front and back office. The DSH can also be integrated with other new "Cloud" applications and the more traditional on-premise and hosted Legacy Applications estate in use in many Local Authorities.

Based on the world leading Software as a Service (SaaS) technology platform from Salesforce, the Arcus Digital Services Hub is a product that meets and exceeds the most stringent technology evaluations whilst delivering exceptional value. As part of a new Digital Eco-System for Local Government, we are helping to change the way services are delivered and ensuring Authorities can not only survive but thrive in the current financial climate.

Features

- Authenticated and Un-authenticated communication threads
- Single portal for all communications
- Totally secure
- Multiple transactions in a single session
- Easy to maintain and scale
- Integrates with on premise or other cloud systems
- Multi-Level customer authentication
- Delivers key reporting statistics in a single click

Consumer Responsibilities

Project Roles

In order to help us to deliver the project to you effectively and on time, we expect that you will provide the following people to work with us.

Senior User	Senior Manager of the new system to work closely with the implementation team.
Responsibilities	• Responsible for completion of Master configuration information • Prioritises implementation tasks • Signs off on completed work. Answers Technical consultant questions and provides regular feedback.
Required for	*3 days a week from Initiation to close down of the project*

Project Manager	To manager the customer project plan and all project activities
Responsibilities	• Provides regular project updates internally to own organisation • Manages customer resources to ensure they are available at the required time for Arcus project • Manages payment milestones for the project Manages customer deliverables
Required for	*3 days a week from Initiation to close down of the project*

IT / Technical lead	A member of the IT department available to help set up all internal IT required to deliver the project on time.
Responsibilities	• Provides information on APIs, integrations or websites that are required to deliver the project. • Provides access to legacy systems as and when required • Provides guidance on internal IT process for Handover to support
Required for	*5 hours per week From Initiation to close down of the project*

Data Lead	Skilled team member to correctly extract and translate data into .csv format
Responsibilities	• Attend initial discovery session with Arcus lead data resource to understand legacy system data. • Perform data cleansing activities • Extraction of Data • Mapping of data to Arcus schema
Required for	*3 days a week from Initiation to close down of the project*

Collateral and Documentation

Prior to project commencement you will need to provide:

- API details and access to any systems wanting integration from Salesforce
- Example letter and email templates
- Example reports
- Logos/ branding
- List of users and roles
- Example data extract

System Requirements

Arcus solutions run on the Salesforce Platform as a Service technology stack. It can run on any computer with an internet connection. It is assumed that port 80 and 443 are open for all users and that any web filtering software and firewalls will allow free access to the URLs used by the service.

We support the latest versions of the following browsers:

- Mozilla Firefox
- Google Chrome
- Apple Safari
- Microsoft Edge

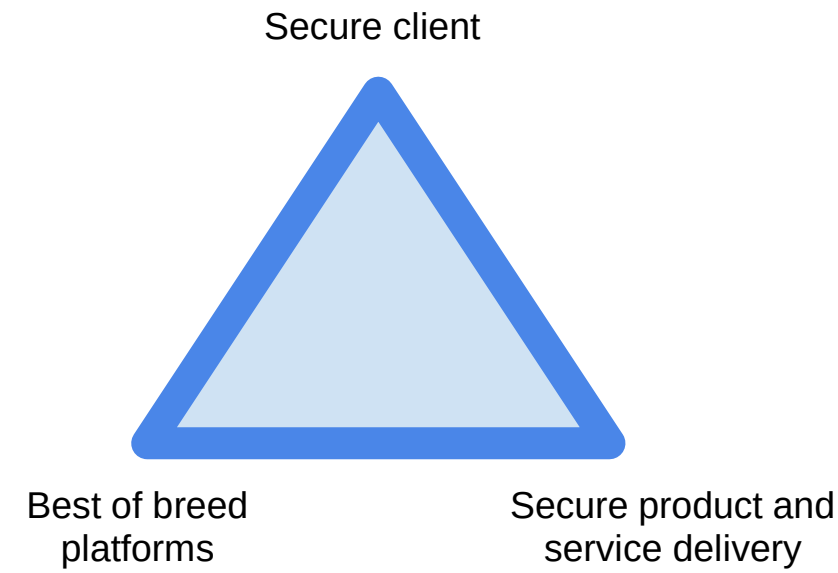
Further information around supported browsers can be found at:
https://help.salesforce.com/articleView?id=getstart_browsers_sfx.htm&type=5

Your responsibilities are for Internet connectivity, Bandwidth and utilisation on the customer corporate network. We recommend that at least 128kbps are available per concurrent user of the system.

Arcus Global approach to information security

Arcus Global is committed to improving the impact of technology on its customers and the communities they serve. We do so by adopting, adapting and extending best-of-breed cloud technologies to deliver solutions that work for the unique circumstances of each of our customers in a sustainable and cost-effective way.

It is clear that the security of information systems is crucial to their success. Arcus Global takes a three-pronged approach to delivering security:



Best of breed platforms

Our team has selected two primary technology partners - Salesforce and Amazon Web Services. These leading cloud computing service providers deliver market-leading functional capabilities and share our belief that security is crucial to maintaining the confidence of our customers.

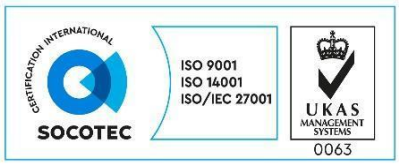
The technologies are highly certified across a broad range of internationally recognised standards, maintaining microsites dedicated to communicating this information:

Salesforce Compliance: Certifications - https://compliance.salesforce.com/en

AWS Compliance Programs - https://aws.amazon.com/compliance/programs/

Secure product and service delivery

Arcus Global is committed to ensuring that the products and services it delivers to extend the offerings of our platform partners do not compromise the market-leading security arrangements they offer.



All Arcus Global operations are all covered by our Business Management System. This is certified to ISO27001:2013 (information security), ISO9001:2015 (quality) and ISO 14001:2015 (environmental management).

We have a roadmap to complete Salesforce security reviews for all of our standard Salesforce applications - Arcus Shared Gov already holds this certification. The roadmap includes the core building blocks that are also used for clients for whom we are delivering custom development.

Members of our project delivery and managed service / support teams can be vetted (if not already completed for other customers) to client standards e.g. SC clearance.

Operating a fully cloud-based business, our office networks and devices / client machines are straightforward, but still certified to the Cyber Security Essentials standard.

Secure client environments

Like all component technologies the security of the end solutions into which they are assembled is dependent upon the way in which they are customised, configured and maintained.

Arcus Global delivery methodologies ensure that security arrangements are considered throughout the project lifecycle and implemented in line with customer requirements and risk posture. This includes support for penetration tests and other 3rd party security assessments.

Further guidance is provided on topical information security issues (such as GDPR) to assist customers is making use of Arcus (partner) technology in a way that complies with all applicable regulations whilst continuing to deliver business value.

NCSC guidance

Arcus regularly reviews and evaluates the security of its arrangements in light of National Cyber Security Centre guidelines including the 14 Cloud Security Principles with which our cloud services are fully aligned.

Further details on alignment with NCSC standards and other information security considerations is available upon request - NDA may be required.

About Arcus Global

Based in Cambridge, Arcus Global was set up in 2009 to help transform the public sector through digital innovation. At the heart of Arcus Global is a vision to simplify the cumbersome technology that often dominates the sector, making it more flexible and fit for purpose for today and tomorrow's customer requirements.

Recognising the potential that cloud computing can offer, Arcus Global delivers mission critical technology solutions that enable local authorities and other public sector organisations to transform their service delivery. It helps them to gain greater efficiencies, improving the quality and governance of their data through modern system architectures that provide real insight.

To achieve this vision, Arcus Global delivers Software-as-a-Service (SaaS) solutions that harness Salesforce, a world-leading technology with continuous product investment. Since 2011, Arcus Global has utilised this technology in a disruptive way, making it accessible to the public sector by developing a platform-based suite of applications.

From addressing the challenges of legacy technology in citizens' digital interactions to planning, building control, licensing and environmental health. Arcus Global works with over 30 customers including Folkestone & Hythe District Council, St Albans City & District Council, Eastleigh Borough Council and the London Borough of Southwark.

Arcus Global supports customers so they can realise true efficiencies and meet the digital expectations of citizens through SaaS applications, secure hosting environments, and cost optimisation services.

What Our Customers Say

Arcus pride ourselves on working closely and collaboratively with our customers, evidence of which is provided below:

Ministry of Housing, Communities & Local Government

Arcus built and runs our cloud infrastructure which hosts some very sensitive applications. This is more secure and resilient than its predecessor and has provided significant cost savings. They are a true partner, pro-actively suggesting improvements, overcoming obstacles and consistently delivering a great service.

Jack McGarrigle, Head of IT Applications, Ministry of Housing, Communities & Local Government

Arcus look to the future and bring their vision back to us as clients. Arcus are collaborative and understand customers' needs, which is what I appreciate so much about them. They speak the same language as us; our mindsets are compatible and we bought into their vision.

Andrew Grant, CEO, Aylesbury Vale District Council

AYLESBURY VALE DISTRICT COUNCIL

St Albans City & District Council

In the short-term, implementing the digital platform has paid for itself and is making significant savings across the Council. The longer-term opportunity is for us to further consolidate systems and data. Data consolidation will remove vast amounts of manual work and more importantly will reduce the associated risks surrounding data quality. It will also move us towards a single view of the customer; a position to better understand the customer and their interactions across the Council – to better support them – and reduce duplication of effort. From an IT perspective, the estate is shrinking which means the significant risk associated with old kit is reduced, as is the skills and resource to support them as we have far fewer systems.

Caroline Croft, Digital and ICT manager St Albans City and District council

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