



# The Socitm Applications Register

Your essential route to key information about local public service organisations:

- Their IT spend
- Software, hardware and services used
- Competitors' products and market penetration
- Buyers' ratings of products and suppliers
- Acquisition and renewal dates



The register includes:

594

buying organisations

70

partnerships

4804

products

2609

suppliers

30464

records of applications used

Data as at July 2011

“

*Subscribing to the register provides access to a wealth of information about your customers, prospects and competitors. It also allows you to find out what buyers think of your products and the way you support them.*

**David Bryant**  
Managing Director, Hytec  
Chair, Socitm Commercial Board

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## If you sell software, hardware, IT services or consultancy to local authorities and other public services, your company and products are likely to feature in the Socitm Applications Register.

You can check this out by visiting [www.socitmdirect.net](http://www.socitmdirect.net) and searching for your company or product names.

The information comes from your customers, who keep Socitm informed about what they buy and use in exchange for free access to the register. They also tell us and each other what they think of the functionality and performance of the products they use, rate the service they receive from suppliers, and use the database to support all buying decisions.

By subscribing to the register, you can see beyond the simple listing available on the public website, to find out what their customers are saying about you and your products. You can also find out about your competitors, their product range and market penetration, and what their customers are saying about them.

## How it works

Socitm has been collecting information about usage of software, hardware and IT services by local public service organisations since 1987.

Local authorities, social housing providers, police, fire and other local public services provide Socitm with their information in return for free access to information about others. This enables them to exchange notes about products and suppliers, and increasingly, to set up shared services or carry out joint procurements.

The Applications Register shows what products and services are used by which organisations, when they were acquired, and when they are due for renewal. It also gives ratings for product functionality, reliability and integration services, and their suppliers' performance on technical support, after-sales, and communication.

The core data that populates the Applications Register comes from users alone, and can only be changed by them. However, Applications Register subscribers can enhance this basic listing.

Subscribers can also access all the information local public service organisations have provided about your products and services, and about those of other suppliers

In addition you can look at a wide range of information about customers and prospects, including what they are buying, who from, the size of their budgets and when products are due for renewal.

These benefits are available even if your products do not appear in the Register, whether that is because you are new to the market, or because your customers have not included your products to their listing.

**Whatever your position in the marketplace, subscribing to the Applications Register will enable you to manage the way your company and products are presented in this important and dynamic marketplace.**

As a tier one subscriber, you can access information about buyers' product usage, satisfaction and renewal dates, as well as information about their ICT budgets and breakdown, IT staff employed, membership of groups and partnerships. You can also provide a link from your listing to your website, and add address, telephone and other contact details.

Tier two subscribers get all of the above benefits, as well as the opportunity to add to your listing branding, links, case studies, descriptions of products not on the register, and news feeds from your website.

Subscribers can find a wealth of information about the market, and individual suppliers, from the Applications Register. It allows you to search on suppliers by name, and on products by name and type.

You can then find out what your customers and prospects think about competitors' products and performance.

Finally, as a subscriber, you can check information that your customers are placing on the register about you and, if you think there are oversights or inaccuracies, you can contact them and ask them to amend their entries.

## How supplier information is displayed

Subscribing to the Applications Register allows you to add information to your profile to support your sales and marketing approaches.

This information will be accessed by buyers from local public service organisations looking to renew or replace products and services. Non-subscribers will still be represented if the products are in use but with only basic information.

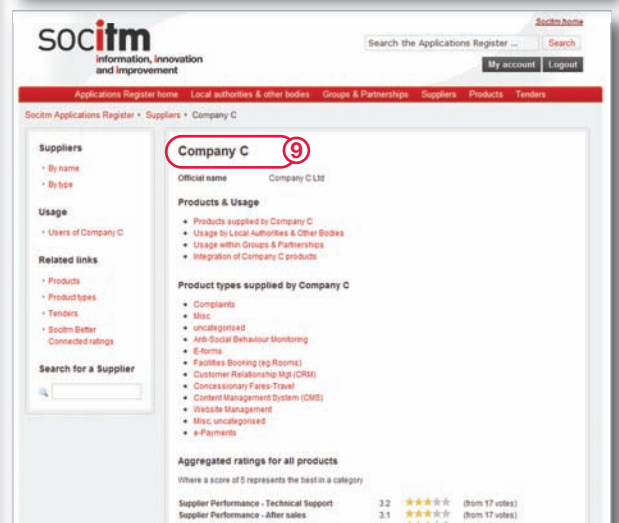
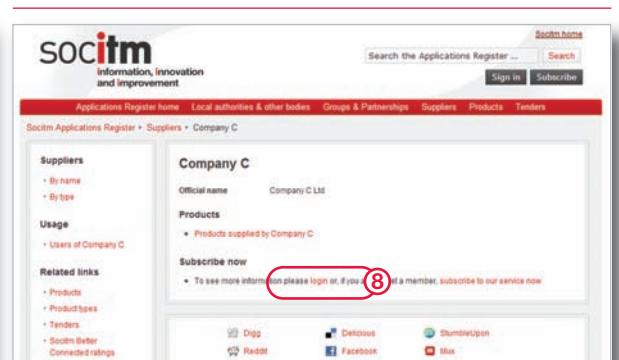
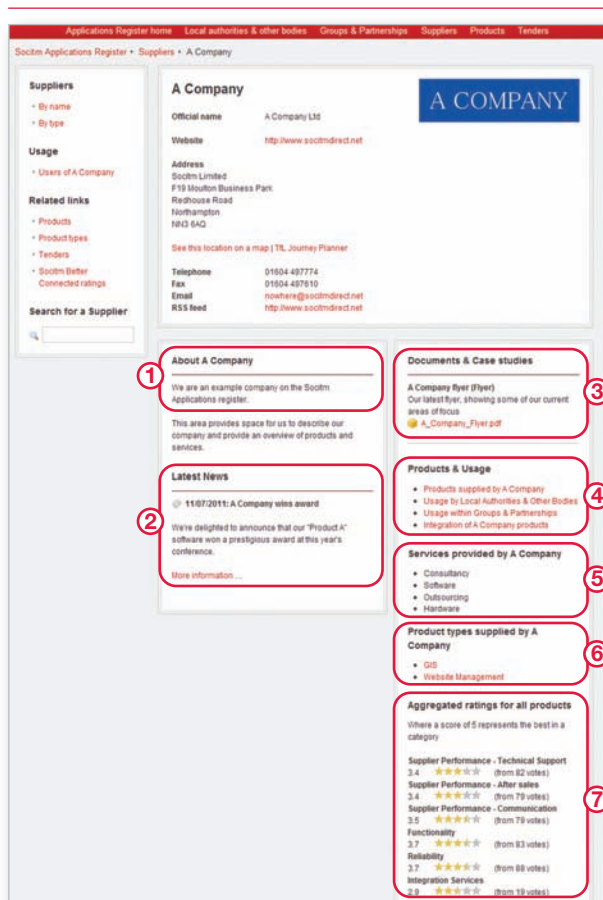


Image shows tier two subscriber information.

### 1. About

You can add information about your business including key products. This is particularly useful if customers have not added all your products to the register.

### 2. Latest news

An opportunity to post details of your latest success, or announce new products not yet on the register.

### 3. Documents & case studies

You can add 'pdfs' or headlines that link to your website.

### 4. Products & usage

This information is generated by the register and is entirely based on information supplied by your customers.

### 5. Services provided

You specify this information.

### 6. Product types

This information is generated by the register and is entirely based on information supplied by your customers.

### 7. Ratings

This information is generated by the register and is entirely based on information supplied by your customers.

### 8. Login

This is required to see product and usage information.

### 9. Non-subscribers

Company C does not subscribe and is, therefore, unable to add the sort of information 'A Company' (opposite) has added to its profile.

## How product information is displayed

All product information on the register is supplied by users working in local public services.

Product usage comparison is another useful feature available to subscribers.

These screenshots show different ways that subscribers can view products/ suppliers information.

This screenshot displays a list of products supplied by a specific company. The interface includes a search bar, navigation tabs, and a sidebar with filters. The main content is a table with the following data:

Product	Supplier	Type(s)	Users	Reviewed
Product A	A Company	Website Management	Users	29/02/2008
Product B	A Company	General Ledger Debtors Debt Recovery Creditors Income Management SRM (Procurement Purchasing) e-Procurement	Users	04/02/2011
Product C	A Company	GIS	Users	04/02/2011
Product D	A Company	GIS	Users	04/02/2011
Product E	A Company	GIS	Users	04/02/2011
Product F	A Company	GIS	Users	04/02/2011
Product G	A Company	GIS	Users	04/02/2011

This screenshot shows a detailed comparison of product usage between three different products. It features several charts and data points:

- Status of installation:** Three donut charts showing 100% installation for Product A, Product B, and Product C.
- Year of implementation:** A list of years with percentages, such as 1993 (2.9%), 1995 (2.9%), 1997 (5.9%), 1998 (5.9%), 2000 (5.9%), 2001 (11.8%), 2002 (5.9%), 2004 (5.9%), 2006 (5.9%), 2008 (5.9%), and Not specified (35.2%).
- Year to be replaced:** A list of years with percentages, such as 2005 (5.9%), 2007 (2.9%), 2008 (2.9%), and Not specified (86.2%).
- Scores for this product:** A list of categories and scores, such as Technical Support - 3.6, After sales - 3.6, Communication - 3.6, Functionality - 3.6, Reliability - 3.6, and Integration Services - 2.1.
- Types of users:** A pie chart showing 100% usage by 'Users'.
- Regions of usage:** A map of the United Kingdom with a red pin indicating usage location.

This screenshot displays the usage of a specific product across different local authorities. The interface includes a search bar, navigation tabs, and a sidebar with filters. The main content is a table with the following data:

Body	Product type(s)	Supplier	Status	Date live
Local Authority 1	General Ledger	A Company		2004
Local Authority 1	Debtors	A Company		2004
Local Authority 1	Debt Recovery	A Company		2004
Local Authority 1	Creditors	A Company		2004
Local Authority 2	General Ledger	A Company		2006
Local Authority 2	Debtors	A Company		2006
Local Authority 2	Debt Recovery	A Company		2006
Local Authority 2	Income Management	A Company		2006
Local Authority 2	SRM (Procurement Purchasing)	A Company		2006
Local Authority 2	e-Procurement	A Company		2006
Local Authority 2	Creditors	A Company		2006

This screenshot provides detailed information for a specific product, including its usage and aggregated ratings. The main content includes:

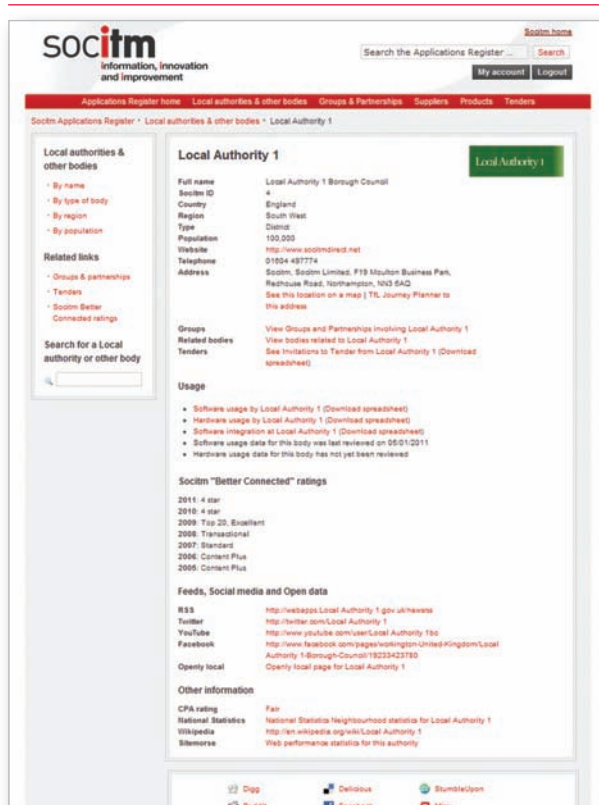
- Product Q:** Supplier: Company C; Product type(s): Complaints, Misc, uncategorised, Anti-Social Behaviour Monitoring, E-forms, Facilities Booking (eg Rooms), Customer Relationship Mgt (CRM).
- Usage:** A list of usage categories and their counts, such as All usage of this product (download spreadsheet), Usage within Complaints, Usage within Misc, Usage within uncategorised, Usage within Anti-Social Behaviour Monitoring, Usage within E-forms, Usage within Facilities Booking (eg Rooms), Usage within Customer Relationship Mgt (CRM), and Group & partnership usage.
- Integration:** Integration involving this product.
- Aggregated ratings:** A table showing ratings for various categories:

Category	Score	Stars	Count
Supplier Performance - Technical Support	3	☆☆☆☆	(from 4 votes)
Supplier Performance - After sales	3	☆☆☆☆	(from 4 votes)
Supplier Performance - Communication	2	☆☆☆☆	(from 4 votes)
Functionality	4	☆☆☆☆	(from 4 votes)
Reliability	2	☆☆☆☆	(from 4 votes)
Integration Services	3	☆☆☆☆	(from 4 votes)

## How information about local public service organisations is displayed

The Applications Register contains a wealth of up-to-date and easily accessible information about existing and potential customers.

Access to the Applications Register by local public service organisations is conditional on their keeping their information up to date. As a result what you see there is likely to be the best and most up-to-date information available.



**Local Authority 1**

Full name: Local Authority 1 Borough Council  
 Sweets ID: 4  
 Country: England  
 Region: South West  
 Type: District  
 Population: 100,000  
 Website: <http://www.socimdirect.net>  
 Telephone: 01504 497774  
 Address: Socim, Socim Limited, F19 Moulton Business Park, Roshouse Road, Northampton, NN3 5AD  
 See this location on a map | TL Journey Planner to this address

**Usage**

- Software usage by Local Authority 1 (Download spreadsheet)
- Hardware usage by Local Authority 1 (Download spreadsheet)
- Software integration at Local Authority 1 (Download spreadsheet)
- Software usage data for this body was last reviewed on 05/01/2011
- Hardware usage data for this body has not yet been reviewed

**Socitm "Better Connected" ratings**

2011: 4 star  
 2010: 4 star  
 2009: Top 20, Excellent  
 2008: Tripartite  
 2007: Standard  
 2006: Content Plus  
 2005: Content Plus

**Feeds, Social media and Open data**

RSS: <http://weblogs.LocalAuthority1.gov.uk/news>  
 Twitter: <http://twitter.com/LocalAuthority1>  
 YouTube: <http://www.youtube.com/user/LocalAuthority180>  
 Facebook: <http://www.facebook.com/pages/LocalAuthority1/18233423780>  
 Openly local: Openly local page for Local Authority 1

**Other information**

CPIA rating: Fair  
 National Statistics: National Statistics Neighbourhood statistics for Local Authority 1  
 Wikipedia: [http://en.wikipedia.org/wiki/Local\\_Authority\\_1](http://en.wikipedia.org/wiki/Local_Authority_1)  
 Sitemorse: Web performance statistics for this authority



**Local Authority 1**

IT Trends Survey - Return to body page

Type: London Borough  
 Year of this response: 2011  
 Year of last response: 3AA  
 Responder: A/N Other  
 Responder job title: ICT Strategy Manager

**Central ICT budget (excluding voice communications)**

Revenue (€000s)	1000
Capital (€000s)	0

**Data & voice communications (excluding call charges)**

Revenue (€000s)	2100
Capital (€000s)	0

**Departmental ICT (other than recharges from central ICT included above)**

Revenue (€000s)	500
Capital (€000s)	700

**Budget allocation (how the money is spent)**

Hardware (including procurement & support)	10%
Software (including procurement & support)	15%
Data and voice communications	5%
Staff cost	50%
Consultancy and interim management	0%
Contracts for external service provision	0%

**ICT Staff employed - FTEs**

In Central ICT	100
In departments	10
By providers of contracted services and shared service	0
Consultants and contract staff	0

This information is obtained from Socitm's annual IT Trends survey.

This information comes from local public service organisations that participate in the register, as well as from Socitm's own research and publically available information.

## Subscription options

### Tier one - £795 per year

Includes:

- Access to the register to view information including details of other suppliers, their products, usage and ratings
- Link to your website
- Contact details - address, telephone, fax, email

### Tier two - £1,295 per year

As above, plus options to add:

- Logo and link
- Company description and products/services offer
- News and/or news feed
- Case studies

## To subscribe

You can do this online at [www.socitm.net](http://www.socitm.net)

## Get your customers to add their information to the Applications Register!

Having your products listed and rated on the Applications Register is down to your customers keeping their information current and comprehensive. You can raise your profile by **encouraging them to participate and keep their information current.**

If you have concerns about any errors and omissions in the information your customers have provided, please contact them directly to get this changed.

## Scope

594

public sector organisations

156

functional areas

4804

products from

2609

suppliers

## Usage since launch

12,424

Visits

136,475

Page views

10.98

Pages/visit

22.78%

Bounce rate\*

07:41

Average minutes on site

48.06%

New visits

\* 'Bounce rate' refers to the percentage of visitors who leave the site without visiting any other page. A low bounce rate is a good indicator that the site is of interest to visitors.

## About Socitm

Socitm is the membership association for professionals working in IT and associated fields to support, develop and transform public and civil society organisations. Membership is open to any individual who believes they could benefit, including consultants and those working in private sector organisations. Socitm:

- provides opportunities, networks and support for personal and professional development
- informs and influences local and national policy development
- facilitates and leads collaboration in the innovation, development and delivery of digital services, sharing of research and best practice
- develops relevant value added products and services for members and stakeholders
- works closely with the IT industry to enable greater understanding and collaboration between suppliers, civil society organisations and local public service organisations

**socitm**

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