



Case Study: Leveraging Technology to Transform the UK Scout Movement

Scouting is currently active in 216 countries and territories with a global membership of over 28 million youth participants. The Scout Association of the UK provides adventurous activities and personal development opportunities for 350,000 young people aged 6-25.

The UK Scout Association has effectively leveraged IBM U2 technology to communicate and manage information to enhance the services provided to the UK Scouts.



The Challenge:

The UK Scout association had a need to incorporate disparate data, housed in multiple databases and locations and collected over several decades, such as contacts, awards, volunteering history and training records. The goal was to have one central system that housed records of everyone involved in Scouting that limited the access of member records to those with line management responsibility and also allowed individuals to maintain their own records, whenever possible.

The Solution:

The Scout Association of the UK, working closely with IBM U2 Business Partner, APT Solutions, implemented one centralized membership database and contact management system, Stratum. Based on IBM UniData, the Stratum system incorporates the majority of the previous databases and organization processes. In addition, the implementation team used IBM WebSphere to gain Web access to the database. The go live for the new system was achieved on time and within budget.

The Results:

The new solution vastly improved the accuracy of the data and greatly reduced the administration across the organization. In addition, administrators were able to record additional data such as training details and youth data centrally. Another benefit was the ability to target their scouting communications and increase donations via targeted campaigns. By recording all of the volunteers, the Scouts organization was able to reward and thank them directly for their service. The Web has opened the Scouting world to these 400,000 youths and volunteers.

More Information: <http://www.scouts.org.uk> or <http://www.apsolutions.co.uk>

