OSCAR

Public Sector Intelligence and Engagement Solutions

We deliver data solutions that enhance engagement with UK Public Services. Our comprehensive database encompasses organisation and post-holder information, geographical insights and contract and regulatory details, all enriched by our legacy in public sector expertise, research, and database management. We equip organisations with unparalleled insights and connections.

500 Million Data Points | 25,000 Weekly Updates | 90,000 Public Bodies | 75,000 Suppliers | 7 Million Article Views

What we do

Customer Database Analysis

Contract and Supplier Intelligence

Supplier Showcase

Marketing and Communication Data

Political and Sector Reports

Data Cleansing and Enhancement

Event Promotion

Stakeholder Data Feeds

UK Public Body Universe

Market Research

Content Syndication

e-Lobbying Tool

Who we do it for

Professionals across:

Sales

Marketing

Business Development

Public Relations

Within:

Public Sector

Third Sector

Private Sector

How we deliver

Database Subscriptions

Online Platforms

Data Visualisations

Live Feeds

Website PlugIns

Bespoke Reports

Case Studies

Transforming a Legal Firm's Marketing Landscape

The Challenge:
A mid-sized legal practice specializing in Government and Housing sectors faced a marketing dilemma. Their approach was ad-hoc, lacking the punch needed to make a real impact. They struggled with a decaying customer list, disparate data sources, and the challenge of identifying key decision-makers in a dynamic market.

The Journey:
We embarked on a mission to revolutionize their marketing strategy. Our first step was a deep dive into their world – understanding their government and housing clients, and pinpointing exactly who needed to hear their message. With over 800 functional responsibilities at our fingertips, we identified the perfect mix of decision-makers and influencers for their campaign.

The Transformation:
Our solution was a game-changer: a dynamic, daily updated CRM feed, infused with rich postholder data and organizational insights. We ensured compliance and provided a roadmap for their marketing crusade, equipping them with precise targeting tools and a wealth of market intelligence.

The Impact:
The transformation wasn't just in their data or processes, but in the very way they felt about their work. They were no longer shooting arrows in the dark; each campaign was a well-aimed, powerful shot that resonated with their audience, bringing a wave of new opportunities and connections. The joy in their work returned, fueled by visible results and a newfound understanding of their market.

Case Studies

A Government Department's Data Odyssey

The Challenge:
A Government Department tasked with disseminating new procurement policies faced a monumental challenge. Their audience – a diverse array of public bodies – was a jigsaw puzzle of missing pieces, with limited data and an inability to tailor their message effectively.

The Journey:
We set out to construct a data bridge, connecting the department to the myriad of public bodies. This wasn't just about collecting names and numbers; it was about crafting a living, breathing database that understood the nuances of organization types, sizes, and geographical spread.

The Transformation:
Our solution was a marvel of data integration – a live feed that not only spoke the department's language but also offered insights into spending patterns and contractual nuances. This wasn't just data; it was intelligence.

The Impact:
The change was more than just operational; it was a shift in the department's heart and soul. Their messages weren't just sent out – they were heard, understood, and acted upon. This wasn't just about data; it was about making a real difference in how public services understood and implemented crucial policies.

Case Studies

Revolutionizing a Local Government Membership Organization

The Challenge:
A membership organization, pivotal to local government, found itself in a data quagmire. They needed to manage an ever-changing roster of management and elected officials, all while keeping up with the demands of a monthly publication.

The Journey:
We didn't just set out to clean up their data; we aimed to revolutionize how they interacted with it. This meant tracking elected officials and also understanding their roles, responsibilities, and political leanings.

The Transformation:
Our solution was a bespoke data ecosystem, pulsing with live updates and tailored to the organization's unique needs. We set up a streamlined communication system for publication preferences, ensuring that every update, every preference, was a seamless part of the workflow.

The Impact:
The organization's staff, who once felt like they were in an endless battle against data chaos, now found themselves in a world of clarity and efficiency. The change went beyond just saving time and money; it rekindled their passion for serving their members. Each updated publication, and each well-received communication, strengthened the bonds between the Local Government and their community. They were not just keeping up with changes; they were ahead of the curve, leading with confidence and a deep sense of fulfilment that came from truly connecting with and understanding their members.