EXECUTIVE SUMMARY
On Point Technology’s Aggregate Workforce Analytics and Reporting Engine (Aware) is a suite of expert data analysis and management tools that provide business intelligence, sophisticated workforce reporting, and identity theft and organized fraud detection.

Nationwide, state workforce administrators recognize the power of Aware Enterprise to optimize organizational reporting efficiency and to defeat criminal attempts at identity theft and organized fraud that steal millions of dollars from unemployment insurance (UI) trust funds. There is no doubt that in this environment, State Workforce Agencies must make the pursuit of organized fraud a critical part of the agency’s mission.

In this digital age, state workforce agencies have no shortage of data. Whether it comes from internal data sets hosted across disparate systems throughout the organization or from external third-party databases, there is an ample source of inputs for analysis and reporting purposes. There is power in this data if and only if it can be converted into useful information in a timely manner.

Converting raw state workforce data into useful knowledge and information is Aware Enterprise’s reason for being. It lets end users quickly and easily generate reports and analyses that would otherwise require extensive resources from the IT department and would take weeks to evolve from conception to reality. Many analyses are never pursued, because it will consume scarce resources from the IT department or will not be ready in time to be truly useful. Aware Enterprise’s Workforce Reporter eliminates this obstacle and lets agencies generate analyses in minutes. Most importantly, no coding effort or programming knowledge required --- with an intuitive point-and-click user interface, new users can quickly become proficient in using Workforce Reporter.

More formal or complex reports can be created with any SQL compliant tool, such as Crystal Reports® or Cognos®. Aware Enterprise’s ODBC compliant interface allows it to execute SQL instructions or use SQL tools against data which previously required mainframe products such as Easytrieve or DYL-280. Extracts can now be performed without mainframe costs.

Beyond simply improving productivity and efficiency, Aware Enterprise enables a new type of analysis: an interactive real-time process in which users can literally “get inside” their data and traverse the data, while looking for meaningful patterns and relationships that can deliver any number of good results. This real-time analysis is proven to be more productive than the traditional cycle: request new report from IT, wait for results, view report, request changes to report, wait for changes to be coded, view report – and repeat this cycle as necessary.

In the initial deployments of Aware Enterprise at State Workforce Agencies, the ability to change analyses in real time, follow hunches, and investigate patterns has led to numerous breakthrough discoveries of organized fraud and identity theft. It only takes a few of these to recover enough state funds to have a positive ROI on the investment in Aware Enterprise. As such, payback on Aware Enterprise is usually a few months.
Despite the strong benefits of Aware Enterprise and rapid payback, many states are hesitant to take on yet another technology project. On Point Technology takes on the primary burden so Aware Enterprise can be implemented in very little time with only minimal use of IT resources at the agency.

This white paper explains how Aware Enterprise can fit into a state workforce agency’s existing technology infrastructure and addresses some common misperceptions regarding Aware Enterprise. It also clarifies how Aware Enterprise works and how it can be worked into existing agency IT plans.

**MISPERCEPTIONS CONCERNING AWARE ENTERPRISE IMPLEMENTATIONS**

**Misperception:** We cannot add Aware Enterprise to our development plans. We are too busy completely overhauling our systems to move to a completely new system. We have too much on our plate right now to take on a new project.

**Fact:** Aware Enterprise is easy to implement. While many enterprise reporting and data warehousing initiatives can take years to implement, Aware Enterprise’s timeframe for “go live” is typically six months or less.

On Point Technology consultants do all the installation work so the burden for the IT department is negligible, limited largely to identifying where files are and what they contain. On Point Technology’s team members are experts in state workforce agency data and processes, making them highly efficient.

Moreover, because Aware Enterprise makes it easy for end users to generate reports and analyses without having to involve the IT department, state workforce agencies will find that Aware Enterprise actually frees up IT resources, allowing them to be deployed on other high-value projects. Finally, in the context of a complete systems overhaul, Aware Enterprise is a valuable tool for doing rapid prototyping of reporting concepts for next-generation systems – as such, it becomes a valuable development tool for building new systems.

**Misperception:** We already have a data mall and it lets us generate whatever reports and analyses we want. So, we don’t need Aware Enterprise.

**Fact:** States that have implemented a data mall or are considering implementing a data mall in the future will still find Aware Enterprise to be a very useful addition to their IT arsenal. In fact, many states that are hesitant to take on a data mall implementation because of the high failure rates for these projects, exorbitant costs, and lengthy implementation timeframes will find that Aware Enterprise provides the functionality that they would obtain from a data mall initiative—and more.

Data malls and large data warehousing projects are valuable initiatives for state workforce agencies. However, data mall vendors typically provide a generic tool that was constructed devoid of any knowledge of what’s important to state workforce agencies. In contrast, Aware Enterprise taps into the expertise of On Point Technology’s staff, which has in-depth knowledge of state workforce agency data, reporting, and analytical needs. Aware Enterprise also taps into the best practices of other states. When a state identifies analyses that are useful – say, an analysis that might detect a new type of organized UI fraud – On Point Technology quickly distributes an Aware Enterprise update that allows all states to perform the analysis.
One key difference between Aware Enterprise and a data mall is how long it takes to generate a new analysis or report and who needs to be involved in the process. New data mall reports and analyses almost always require substantial effort from IT staff. A request must be made to the IT department and it must be prioritized against all the other demands on the IT group. Many reports that are desired never see the light of day because they are not deemed to be important enough on the priority list. Those that warrant IT attention may take weeks to implement, minimizing the value of the report request. If the report is truly urgent, IT may make the request a priority and complete it in a shorter timeframe, but this may be at the expense of other IT projects that are in process.

In contrast, Aware Enterprise lets the end users — a fraud investigator, a manager or an executive — generate their own reports without having to even contact the IT department. No knowledge of complex concepts like relational databases or SQL queries is required. Aware Enterprise’s graphical user interface does all the work. Reports that might typically have taken months to get, can now be obtained within a few minutes. A few clicks of the mouse allow the end user to change the report and improve it, without having to submit an IT Change Request Form and wait for the change to be implemented. Once a report or analysis is in a state that the end user deems to be valuable and worth keeping, it can be saved and can be run again on a regular basis or whenever the need arises. It can also be shared with colleagues.

Misperception: We were told that Aware Enterprise is a great identity fraud detection tool but we've also heard about identity fraud tools from other companies. We also have other reporting and analysis needs in other areas that Aware Enterprise may not handle.

Fact: Aware Enterprise is not exclusively an identity fraud detection tool. It is a powerful tool that transforms raw data into meaningful information that can be used for analysis and decision making. One application of Aware Enterprise is finding instances of identity fraud in state workforce agency data, but the superset of areas in which Aware Enterprise can be applied is limited only by the imagination and the files the agency has or can acquire. Aware Enterprise accepts as its inputs whatever data sets a state desires to analyze and then allows rapid, easy reporting and pattern analysis across the disparate data sets.

Specific capabilities of Aware Enterprise include the ability to:

» Perform queries across disparate databases
» Drill down into the details of data at a depth currently not possible with other tools
» Perform trend analysis and reporting
» Support “ad hoc” research into economic, demographic, and program specific data
» Eliminate the need to assign scarce IT staff to write new inquiries and generate responses
» Generate reports quickly and efficiently
» Record and save valuable queries for future use
» Graph and chart data for informational and instructional use
» Export data for use with other tools, like the Microsoft® Office Suite

In addition to being a next-generation data analysis tool that can be applied in a variety of functional areas, Aware Enterprise offers niche functionality that is exclusively designed to support state workforce agency needs. There are dedicated modules for UI Benefits, UI Tax, Misclassified Workers, and Workers Compensation. These modules contain precoded one-
click analyses that have been developed to meet state workforce agency requirements. These analyses were developed with input from several states and with oversight from senior On Point Technology staff, who have managed state workforce agencies in the past.

Identity fraud solutions from other companies typically have no functionality that specifically addresses workforce reporting and analytical needs. Rather, they are generic tools that in many cases have only recently been rebranded to be “identity fraud” software, based on identity fraud having become a hot topic in many circles. In contrast, On Point’s expertise in state workforce agency needs has been painstakingly developed over many years and represents best practices for several states. Moreover, the product continually is improved based on input from each state, allowing knowledge capital and development expense to be shared and amortized across multiple states.

Misperception: One of my IT analysts said that Aware Enterprise is old technology. We have transitioned all of our data to relational databases, and we prefer not to work with products that are not powered by relational databases.

Fact: Nothing could be further from the truth. On Point’s Aware Enterprise software is based on next-generation database technology that eliminates data redundancy and enables high performance data mining. On average, it compresses data by 80%, reducing file size and facilitating the rapid manipulation of large amounts of data. It is in many ways similar to the search engine technology that is taking the enterprise world by storm, allowing end users to find relevant data quickly. Many of the same algorithms that power search engine technology from leading vendors such as Google® and Verity® are also deployed within Aware Enterprise, allowing for rapid access to data. For IT developers, Aware Enterprise offers exposure to cutting-edge technology that is rapidly being embraced by forward-thinking enterprise organizations. Although the technology is cutting edge, it has been deployed successfully in a variety of production settings and is proven, time-tested, and scalable technology.

Relational database technology is now over twenty years old, and might more appropriately be classified as “old technology.” Aware Enterprise is not powered by a relational database because relational databases were not designed for rapid analysis of patterns in data and don’t inherently provide the ability to dynamically drill down through data looking for meaningful information. Aware Enterprise instead takes advantage of powerful data compression algorithms and binary indices that make it possible to quickly access data and turn it into meaningful information, without having to understand the nuances of table relationships or have to learn complex query language commands.

While Aware Enterprise itself is not powered by a relational database, it integrates seamlessly with relational databases. You can simply feed the relational data into Aware Enterprise and end users, with no programming skills, can immediately begin analyzing the data. In fact, beyond relational databases, Aware Enterprise can accept input data from any data source, including hierarchical databases and even structured text files or XML documents.

How cutting edge is Aware Enterprise? The software is based on patented technology that represents a unique approach to the storage and retrieval of data. The underlying technology was developed at the United Kingdom’s Ministry of Defence for security applications. Its innovative design provides total flexibility and eliminates dependency on a rigid data (design) model. In addition, Aware Enterprise’s visual data modeling environment represents a next-generation business intelligence tool, allowing even a computer novice to run sophisticated analyses with minimal training (typically, users are proficient in Aware Enterprise after a one-hour training session). On Point has the exclusive rights to market this technology in State Workforce Agencies.
Misperception: We looked at Aware Enterprise and we like it, but our IT team says they can build it in-house and replicate the functionality of Aware Enterprise.

Fact: Every IT investment that is evaluated is a “buy versus build” decision. State workforce agencies that believe they can develop Aware Enterprise’s functionality from scratch should consider the following:

» Aware Enterprise represents over 50 man years of development effort. Were a state agency to start on such a project and dedicate a five-man team to the effort, the elapsed time for the project would likely be ten years. In contrast, purchasing Aware Enterprise can result in a “go live” date within six months of purchase.

» By the time an in-house project is completed, Aware Enterprise will have evolved to include new functionality. The in-house project will never have functional parity with Aware Enterprise’s fast evolving feature set.

» Developing a new custom-coded application like Aware Enterprise represents a significant IT effort. The probability of failure is high, as it is in any large scale coding project. Aware Enterprise leverages patented technology that can not be replicated. In other words, an in-house result may not deliver any results.

» Time is money. Every day that a state workforce agency does not have Aware Enterprise is a lost opportunity to improve operations, eliminate fraud, and enhance agency performance. The ROI for Aware Enterprise is significant and investment recapture can be achieved within one or two months. An extensive custom-coding in-house project that lasts years will simply delay all of the benefits that can be rapidly achieved with Aware Enterprise.

» In an era where we are all asked to do more with less, IT departments at state workforce agencies have “bigger fish to fry” and, as such, purchasing off-the-shelf software like Aware Enterprise is a more sensible alternative than trying to replicate the functionality and performance levels of Aware Enterprise. Such a project would consumer scarce IT resources that would better be deployed on other high-value projects.

» Every IT shop has more projects than they can complete in any given time period. As such, IT resources are a precious commodity. Yet, many of those resources are dedicated to ad hoc report and information requests from users. By empowering end users to do their own ad hoc reports (and save them for future use), Aware Enterprise frees up IT resources and increases IT productivity.

» An in-house effort does not allow a state workforce agency to tap into the collaborative development across many states that powers Aware Enterprise’s development. On Point Technology works closely with many state workforce agencies. Aware Enterprise’s one-click audits were created as a mechanism to deliver shared experiences gathered from all state workforce agency Aware Enterprise users. Indeed, best practices and new features generated from state feedback are rapidly transitioned from one state to all Aware Enterprise states. States that do not participate will be “un-Aware” of new ideas and approaches.

Misperception: When Aware Enterprise hooks into our existing databases, we are concerned that it might slow performance on our transactional applications.

Fact: Aware Enterprise does not need to receive data in real-time from your other applications. Data can be provided on a batch basis. If you would like to feed real-time data into Aware Enterprise, that can be done without affecting the performance of your transactional applications.
Misperception: We don’t think that Aware Enterprise is compatible with our Agency database products and formats. Plus, there are some third-party databases that we want to work with for analytical purposes, and we don’t think Aware Enterprise can support external data sources.

Fact: Aware Enterprise can work with any database and any format. If you have any data set — literally, any data set from any source, whether in-house or from an external source — it can be fed into Aware Enterprise and the software will let you run analyses that span all of the input data sources.

Misperception: We are concerned about the operational implications of Aware Enterprise. Will we need to hire new staff to generate Aware Enterprise reports? Will this put a new burden on our IT staff? Will Aware Enterprise identify more fraud cases than we can process, causing a need for additional staff?

Fact: Aware Enterprise is a great efficiency enabler. There is no need to hire new Aware Enterprise analysts. Simply give existing employees access to Aware Enterprise and they can start using it. The training time is minimal. Aware Enterprise also includes a security layer that ensures that data is visible only to authorized individuals.

Aware Enterprise also doesn’t require any incremental investment in IT staff. Quite the opposite. It frees up IT staff from having to respond to ad hoc reporting requests because the end users can use Aware Enterprise to generate reports and analyses on their own. Implementation also does not impact IT resources; On Point Technology staff do the implementation, which is very straightforward and typically takes less than six months.

As for case detection, Aware Enterprise will identify more fraud cases. However, many of the frauds that Aware Enterprise detects are organized frauds that represent substantial theft of state agency funds. By increasing the recovery and prevention amounts beyond those that are typically associated with instances of individual fraud, Aware Enterprise is a money maker. It pays for existing staff and allows for expansion of staff if desired by the agency.

Aware Enterprise does not inherently redefine agency policies or operations. It is simply a tool. You decide how to deploy it within your organization and how it will affect your operations.

GETTING STARTED WITH AWARE ENTERPRISE
The intent of this white paper has been to clarify some common misperceptions concerning Aware Enterprise and how it relates to other IT projects within your agency.

You should now have a good understanding of what our software does. Aware Enterprise performs queries across multiple different databases, aggregates your data and lets you navigate through the information in real time. The module provides next-generation data mining technology that complements, yet is far superior to, traditional data mall, data mining, and data warehousing technologies.

You should also now understand that Aware Enterprise can easily fit into existing IT plans. It provides a powerful tool with a big quick payback on investment. On Point Technology specialists handle the implementation, so the impact on IT resources is minimal.

If somebody says an Aware Enterprise implementation is a big project that cannot be addressed at the present time, then they most likely don’t have a solid understanding of what Aware Enterprise is and how easy it is to work with. Elapsed time to implementation is rapid. Aware Enterprise functionality is unique and cannot be replicated. It leverages years of
workforce agency expertise and a shared knowledge pool that spans multiple states. Finally, the software and database are cutting-edge and represent the next-generation of business intelligence.

Do you still have questions about Aware Enterprise? Don’t fall into the trap of making an assumption about Aware Enterprise that may not be correct. Contact the experts at On Point Technology.

To learn more about Aware Enterprise, contact us at 866-482-0189 or info@onpointtech.com.