



The Institute of the Motor Industry:

How improving data quality and use is increasing revenue, efficiency, and business confidence

The IMI is modernising its IT systems and ways of working as part of an ambitious five-year organisational change programme. Sempré is helping them improve data quality and use, simplify and consolidate systems, and streamline processes.

So far, the IMI has increased revenue by implementing a minimal-effort course buying process, built by Sempré. Improved data quality and availability is helping the IMI plan more effectively, report more accurately, and deliver a better experience for its members.

Key outcomes

1

Fast, easy course bookings, increasing sales and eliminating manual processing.

2

Improved data quality and visibility, enabling more proactive and effective business planning and reporting.

3

Richer, more flexible membership data, improving marketing effectiveness and member engagement.

4

Simplified and consolidated IT systems, increasing operational and cost efficiencies.

5

Automated processes and data sync, reducing manual workarounds and eliminating error risk.

Introducing the IMI

The Institute of the Motor Industry (IMI) has been the voice of the UK motorist industry for over 100 years. As well as supporting 90,000+ members, the IMI provides e-learning and in-person courses leading to various qualifications, accreditations, and continuing professional development. The IMI offers courses directly and via partners including Kwik Fit and MOT Juice.

The challenge:

Fragmented data, limited business insights and efficiencies

The IMI is undertaking a five-year organisational change programme to upgrade its IT systems and modernise its ways of working so it can continue to grow and thrive as a business.

Major challenges included siloed data, unlinked systems, and too many applications – all a legacy of IMI's history as two separately-run bodies (for membership and awards). These challenges led to lots of manual workarounds and duplicated efforts to collate, check, and analyse data. This was time-consuming, inefficient, and increased the risk of errors creeping in.

The lack of reliable, joined-up data hampered proactive and effective business planning, reporting, and marketing activities – all of which the IMI was keen to strengthen. And with membership skyrocketing from 12,000 to 90,000 in just five years, ensuring quality member engagement has become a much bigger challenge.

The IMI also wanted to increase revenue from selling courses through partner organisations. Before, the partner had to call the IMI to book a course. After the IMI generated an access code, the partner would go to the course website and type in the code. The IMI wanted to make this a much easier, quicker process, to encourage more sales.

“If you don't have data, you act without insight. You cannot manage what you do not understand – it's just an impossibility.”

Ric Sheldon, Fractional CTO



How Sempre became involved

Implementing the data integration platform Informatica was a crucial first step in the IMI's drive to improve data quality and use, and simplify its systems. The IMI chose Sempre Analytics as its service partner for their Informatica expertise combined with their strategic focus and pragmatic approach.

"We chose Sempre because they clearly knew Informatica back to front. And more importantly, they brought a business-focused, problem-solving perspective,"

Ric recalls...



...Digital Solutions Architect **Dave Baldwin agrees:**

"Having compared Sempre's offer to others, it was a much better fit and approach for us. Sempre provided really relevant and relatable examples to us as an organisation, and showed us a realistic path to start solving the issues we faced."

The process:

Reimagining data architecture and streamlining systems and processes

Sempre first mapped out the IMI's systems and data, listed pain points, and identified areas where they could make the biggest difference. After the IMI confirmed their priorities, Sempre set to work.

Alongside installing Informatica, Sempre carried out a deep review and realignment of the IMI's data architecture. This meant sorting, cleansing, and reorganising all data to best meet the IMI's needs – both operational and strategic.

Sempre also:

- Built an operational data store (ODS) to hold the newly cleansed and sorted data.
- Consolidated and coupled systems to streamline workflows.
- Set up automated data synchronisation and sharing.

Sempre built a powerful Partner API that allows the IMI's partners to sell its online courses directly, with virtually zero human effort. The automated booking process takes mere seconds, and means no more manual phone calls or fiddling about with access codes.

To improve internal reporting, Sempre set up a data warehouse with Microsoft Power BI for data analytics. This allows IMI staff to easily run reports on the membership data, filtered in multiple ways, to analyse changes, spot trends, and create data-driven projections.

Sempre is also helping the IMI to simplify and consolidate its systems, for instance by switching to Dynamics 365 to manage all customer engagement. This will generate cost savings for the IMI, as Dynamics 365 will replace three separate applications previously used for customer relationship management and marketing.





“We’ve got absolute facts and clarity now around numbers, without needing to do lots of manual checking.”

Dave Baldwin,
Digital Solutions Architect

The solution:

Increased sales, deeper insights, and greater efficiency

Although the digital transformation programme is still ongoing, the IMI is already experiencing benefits including increased revenue, more accurate forecasting and reporting, and improved operating efficiencies.

Now that booking courses is a swift, frictionless, minimal-effort process for partner organisations, sales have shot up – boosting both revenue and business confidence. Dave explains:

“Instantly, it’s allowed us to win new business, and to win back business from other organisations. It’s a massive success. Delivery has been seamless since it went live. It’s been fantastic for the confidence of the business – a great example of how we’ve bought something in, changed our approach, and made it work.”

The improved membership data and analytics capabilities gives the IMI greater visibility of current and projected membership numbers, which helps them plan more effectively. With reliable, up-to-date data at their fingertips in a whole range of areas – tracking and predicting MOT annual assessment numbers,

for example – staff can focus on higher value tasks rather than inefficient manual data processing.

Delivering clean, well-formatted data into Dynamics 365 has thrown open a dazzling array of new possibilities for the IMI to significantly improve their member experience and engagement. Now they can effectively target and deliver marketing activities for different customer segments, and use automation to work more efficiently. Dave explains:

“The real benefit in terms of our ability to market effectively is the breadth of data that is now packed into Dynamics 365 for us to use. Now our communications team have the tools and the data to be much more dynamic and proactive in keeping in touch with our members, in ways that just weren’t achievable before.”

The process – and success – of realigning the data architecture and upgrading systems is helping to drive a broader organisational shift in the IMI towards a more proactive and outcomes-focused approach.



“The foundations that we’ve put in place through the work we’ve done with Sempre – it’s built a confidence. It’s changed the ways of working. It’s changed the conversation. It’s changed the culture to some degree, which is unheard of from an IT perspective. Now we talk about the business benefits and outcomes rather than the tech. We’re more proactive, less reactive.”

Ric Sheldon, Fractional CTO



Working with Sempre Analytics

“What keeps me up at night? Data quality, data availability and the trust of my business colleagues as an IT director. What gets me up in the morning? Working with Sempre to fix all that stuff. Sempre bring a straightforward, human, problem-solving approach, and that’s made a huge difference.”

“The organisational transformation programme as a whole could not have been as successful as it has been without Sempre. They’ve been absolutely lynchpin, because of their commitment to problem solving. Not focusing on the tech, but focusing on where the data comes from and what you’re trying to do with it, and what you want as the end goal. So it’s not a tech conversation. We don’t talk about Power BI and Informatica. We talk about: how can I get reports on a standardised dashboard to predict membership dips, or to show me how many MOT sales I’ve got during January?”

Ric Sheldon, Fractional CTO

“With Sempre, there’s a real depth of collaboration which has been great. They’re not just looking to tick a box, to install tech for tech’s sake. We discuss problems and see how we can best tackle them. I can’t think of anything Sempre have done that hasn’t exceeded expectations in terms of quality or timeframe as well.”

“We’ve met so many targets and achieved so much, but it’s all been done by putting the right foundations in and getting the data set up right. Each conversation with Sempre is about how we can reuse parts of systems, to get extra benefit from them. And that’s often led to us being able to achieve one thing and then very quickly roll out other parts we hadn’t even intended to pick up, as the business has pivoted and we’ve managed to keep pace. That really shows the benefit of the work we’ve done.”

Dave Baldwin, Digital Solutions Architect

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