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Contact: Angela Horton
(703) 677-9810
info@opusgroupllc.com

OPUS GROUP SUCCESSFULLY LAUNCHES HIGH-PROFILE ATLANTA 311 SOLUTION

McLean, Va.—(April 28, 2014)—Opus Group, LLC (Opus Group) announced today that it has successfully launched the City of Atlanta, Georgia’s new 311 customer relationship management (CRM) and business intelligence (BI) solution known as ATL311.

Opus Group partnered with the City of Atlanta—center of the ninth largest metro population in the US with nearly 5.5 million people—to transform citizen services through a CRM modernization effort as part of a key initiative backed by a high-profile innovation delivery grant from Bloomberg Philanthropies. The ATL311 solution now supports a new, 100-agent, multi-channel contact center to support 15 city departments and provide a single point of contact for residents to access city information and services.

“ATL311 provides an additional platform for community engagement with city government,” said City of Atlanta Interim Chief Information Officer, Michael Dogan. “This new solution allows the ability to simplify and streamline residents’ and visitors’ requests for a quicker and more efficient response. The primary goal of information technology is to enable city agencies to make better business decisions. This new tool will allow the capability of predicting and providing improved levels of service in the future. Ultimately, our goal in moving forward is to continuously strive to meet and exceed our citizens’ needs in using innovation to deliver exceptional customer service.”

“This is a pivotal moment for the City of Atlanta,” says John Park, managing member of Opus Group. “For the first time its leaders will be empowered to measure performance of its service delivery and gain a 360-degree view of its operations.”

ATL311 is based on a tightly-coupled Oracle CRM, BI, and Analytics software package configured to deploy Opus Group 311 best practices for CRM, service management, knowledge management, business intelligence, and analytical reporting—best practices that have earned other municipalities broad industry recognition. ATL311 is also fully hosted by Oracle Managed Cloud Services, minimizing the city’s investments in IT infrastructure and platforms.

The ATL311 solution was designed, implemented, and deployed over a 12-month period of performance. Opus Group will provide ongoing system refinement post go-live to optimize the system and further integrate it with government legacy systems, resulting in a solution that maximizes the city’s return on investment, reduces its total cost of ownership, and fully achieves its vision and strategy for delivering exceptional citizen services.

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The City of Atlanta's new 311 initiative was recently highlighted in an Oracle case study on delivering customer experiences in a secure government cloud. The case study can be found at the following web address: <http://medianetwork.oracle.com/video/player/3198785832001>.

Opus Group, LLC is an award-winning Small Business Administration (SBA) certified 8(a) firm that provides strategy, technology, and governance consulting services in the areas of customer relationship management (CRM), Business Intelligence (BI), Data Warehouse (DW), and Service Oriented Architecture (SOA) to public sector, commercial, and non-profit clients. For more information, please visit www.opusgroupllc.com or email info@opusgroupllc.com.

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