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OPUS GROUP, LLC SELECTED BY CITY OF ATLANTA TO IMPLEMENT AWARD-WINNING 311/CRM SOLUTION

McLean, Va.—(April 3, 2013)—Opus Group, LLC (Opus Group) has been awarded a contract by the City of Atlanta, Georgia to implement the constituent relationship management (CRM) solution for the city’s ATL311 initiative. As the primary CRM consultant, Opus Group will define, configure, and implement the ATL311 solution based on Opus Group 311 best practices for CRM, service management, knowledge management, business intelligence, and analytical reporting.

“ATL311 is a significant initiative for the City of Atlanta as we strive to improve customer service and we are pleased to move to the next level of the initiative with Opus Group,” says Joann Butler, the 311 Project Officer for the City of Atlanta.

According to Mark Damjan, managing member of Opus Group, “the City of Atlanta will set the bar for enterprise constituent relationship management with the ATL311 solution. By applying CRM and business intelligence best practices for front-office processes—along with tightly coupled integration with back-office work order management processes and technologies—the city will achieve remarkable business outcomes.”

By leveraging Opus Group’s 311 best practices, the final ATL311 solution will:

- Significantly enhance service delivery and allow the city to capture constituent wants and needs and then analyze that information to the benefit of the public as a whole.
- Provide management and employees the tools, information systems, and data necessary to ensure timely and satisfactory disposition of constituents’ requests.
- Deliver the necessary information to enable city leaders to make proactive resource allocation and operational decisions.

The ATL311 project will span a 24-month period of performance. Opus Group will perform comprehensive strategy planning, full solution implementation, and ongoing system refinement, resulting in a solution that will achieve the city’s vision and strategy for ATL311. Opus Group will conduct and deliver a functional gap analysis, solution scope, and solution blueprint as part of a best practices approach that efficiently maps the city’s business requirements to the commercial-off-the-shelf (COTS) Oracle software modules, maximizing out-of-the-box functionality. The solution will also highly leverage Oracle Managed Cloud Services, minimizing the city’s investments in IT infrastructure and platforms.

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ATL311 will be similar to the enterprise, CRM-based 311 system Opus Group designed and implemented for Montgomery County, Maryland, known as MC311. The MC311 solution allowed the county to document \$10.3M in savings during its first year of operation and received extensive industry recognition, including a Gartner award for customer analytics, recognition from the National Association of Counties (NACo), Oracle's CRM Blog, and two recognitions from the Public Technology Institute (PTI)—a CRM Excellence Award and Citizen-Engaged Community designation. Opus Group also won an Oracle Titan Award for its application of best practices during the MC311 implementation.

Opus Group, LLC is a Small Business Administration (SBA) certified 8(a) firm that provides customer relationship management (CRM) and Business Intelligence (BI) strategy, technology, and governance consulting services 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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