

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD180

Title: Procurement of Tableau Software

Executive Summary:

The Technology Group within the GLA are looking to introduce a more advanced data visualisation tool to provide analytics for the GLA and to have interactive graphics on the GLA web pages / pages on the DataStore.

Data shown in charts or graphs is much more easily understood than large tables and allows a story to be told or context to be provided. A number of requirements for dashboards have also been identified where key indicators are shown side by side.

The new generation of web-based infographics allows a wider range of graphics to be created and users to interact with them (for instance clicking on the high point of a graph to be shown more detail, or being able to compare a borough with another and the London average).

Tableau will allow the Intelligence Unit to meet its requirements and will inform upcoming GLA projects including the testing of an alpha prototype GLA Website (approved under cover of DD1154) and the Second Generation London DataStore Platform (approved under cover of DD1179).

Decision:

That the Assistant Director approves:

1. Expenditure of £13,140 on:

- a) The purchase of 5 no. Tableau Professional Desktop licences including first years maintenance (£6,440);
- b) The purchase of 1 no. Tableau Public Premium (for publishing content to the public facing website) (£3,700);
- c) 3 days consulting with worked examples (£3,000).

2. A related exemption from the requirement (under section 3.6 of the GLA's Contracts and Funding Code) to seek three or more competitive quotations for the required services/call off the required services from an accessible framework.

AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT:

I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities. It has my approval.

Name: Andrew Collinge

Position: Assistant Director of Intelligence

Signature:

Date: 14 April 2014

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

1.1 The Technology Group within the GLA are looking to introduce a more advanced data visualisation tool to provide analytics for the GLA and to have interactive graphics on the GLA web pages / pages on the DataStore.

1.2 Data shown in charts or graphs is much more easily understood than large tables and allows a story to be told or context to be provided. A number of requirements for dashboards have also been identified where key indicators are shown side by side.

1.3 The new generation of web-based infographics allows a wider range of graphics to be created and users to interact with them (for instance clicking on the high point of a graph to be shown more detail, or being able to compare a borough with another and the London average). This approach to data visualisation is becoming more widely used by news outlets as it broadens the audience for statistics whilst allowing interested users to 'dig into' the data in the way that they wish.

1.4 The GLA's direct experience of creating interactive graphics has been limited to Census outputs and purchasing a limited number of Tableau licences will enable the Intelligence Unit to test the market for this approach to the GLA's data without the need to commission expensive bespoke programming.

1.5 The Intelligence Unit have developed a specification for a data visualisation building tool based on the experience of analysing and presenting data to teams across the GLA and technical discussions with the GLA Technology Group.

A recent review of the Business Intelligence tool market

<http://www.gartner.com/technology/reprints.do?id=1-1QLGACN&ct=140210&st=sb> showed Tableau to be the market leader. Based on testing of a trial download using GLA data against the specification, Tableau met or exceeded the requirements.

1.6 The proposed UK suppliers (Dotted Eyes) have been a long standing supplier to the GLA and are able to offer added value through free access to the common UK boundaries such as Boroughs and Wards, enabling the use of simple thematic maps to show data and allow users to select their area of interest.

2. Objectives and expected outcomes

2.1 Supply of Tableau Desktop for the creation of interactive (or static) infographics

2.2 Supply of Tableau Public Premium to allow the quick publishing of interactive graphics and the ability to refresh with updated data. NOTE: the graphics can be called into any web page using an iFrame meaning that they can be used in the current GLA website, the DataStore and any future websites.

2.3 The consultancy days will enable Intelligence Unit staff to learn quickly and have more complicated infographics created on our behalf.

3. Other considerations

- 3.1 This ADD seeks approval of an exemption from the requirement of section 3.6 of the GLA's Contracts and Funding Code to enable the appointment of Dotted Eyes to make the proposed supplies carry out the proposed services without competition. One of the grounds for exemption in section 5 from section 3.8 of the GLA's Contracts and Funding Code to undertake a competitive procurement exercise is where no other supplier is able to undertake the services. Officers have confirmed that this is the case. Several of the key infographics required use simple thematic maps to show the results of combining different datasets. Other infographics use maps of boroughs and wards to allow users to select their area of interest. Finally through the Web Mapping Service option we will be able to call in locations (such as police stations on the confidence map).
- 3.2 It is considered by officers that in this instance the risks of complying with section 3.6 of the Contracts and Funding Code and the benefits of approving the exemption outweigh (in the reasonable opinion of the relevant decision-maker in light of all the circumstances) the risks associated with approving the exemption. This is because:
- (a) Officers have reviewed the UK suppliers of Tableau (a UK supplier is required due to the requirement for on-site training to be delivered). Dotted Eyes are the only UK reseller of Tableau with a mapping expertise (the alternative suppliers are Business Information or Management specialist). Specific advantages of appointing Dotted Eyes include:
- Free access to the commonly used boundaries in Tableau format (Boroughs, Wards, census areas, etc) that Dotted Eyes have already created
 - Their ability to create custom areas in Tableau format (such as the Central Activities Zone)
 - The required level of expertise for the consultancy/training will be available to create advanced interactive data visualisations with the spatial element used in a creative way
- (b) Tableau is available in a small number of standard products with standard prices. Following the review of the Business Intelligence tool market noted at section 1.5 above officers consider that the most economically advantageous combination of products has been chosen to meet the specification at the lowest cost to the GLA. The Dotted Eyes quotation is comparable with a Computacentre quotation, although Computacentre cannot provide the specialist support and advice.
- (c) Dotted Eyes are a long standing supplier to the GLA and are able to offer added value through free access to the common UK boundaries such as Boroughs and Wards, enabling the use of simple thematic maps to show data and allow users to select their area of interest.
- 3.3 An important use of the proposed data visualisations is for crime analysis. The use of an 'off the shelf' product to create the visualisations such as Tableau is economically advantageous to the GLA but also allows for the immediate start up of the internal service to create visualisations.

The first identified use of the visualisations is a meeting on the MOPAC 'Gangs Panel' on 30th April.

Activity	Timeline
ADD	Friday 11 th April
Purchase order raised	Mon 14 th – Weds 23 rd April
Initial training session from Dotted Eyes (using MOPAC as worked example)	Thurs 24 th April
Complete Gangs visualisation	Fri 25 th – Tues 29 th April
MOPAC Gangs Panel	Weds 30 th April 2014

Accordingly it is considered that there is a significant risk, if a competitive procurement exercise is undertaken that it is unlikely to result in missing this deadline whilst not being any more economically advantageous than directly appointing Dotted Eyes.

Possible risk – Non delivery

Mitigation – Delivery is via download, trial version already installed on an Intelligence Unit laptop

Possible risk – Doesn't allow for the creation of required infographics.

Mitigation – Demonstration already carried out by Dotted Eyes using GLA data

Possible risk – Manual retyping of data required

Mitigation – tableau is able to link or import to all common database types including those currently used by the GLA

Links to Mayoral strategies and priorities –

Smart London Plan - Double the number of users on the Datastore and Dashboard by 2018

Long-term Infrastructure Investment Plan (draft recommendations) - Open Data will be easily accessible from centrally from the GLA. Londoners will be encouraged to understand and use Open Data

Impact assessments and consultations – The impact of not making this purchase is that the GLA will incur greater costs through having to commission a bespoke system – or fall behind in the presentation of data. Consultation has taken place with MOPAC who are planning a purchase later in the year all teams across the IU and with the Technology Group (who have assisted in defining the functional requirements).

Based on consultation between the team managers in the GLA Intelligence Unit, five staff from across the teams have been chosen to be the primary users of Tableau and to support other staff across the GLA by the creation of data visualisations. The licences are installed on a per PC basis, requiring five desktop licences.

Multiple desktop installations can publish visualisations to the same Tableau Public account and so only one of these will be purchased.

4 Financial comments

- 4.1 The cost of the proposed contract with 'Dotted Eyes' (for which an exemption to the contracts & funding code is also being sought) for the purchase of the Software Licenses and the consultancy totals £13,140 and will be funded from the 2014-15 DMAG budget (DAMG P/2001/GG.0220.003.001) held within the Intelligence Unit and approved as part of the 2014-15 GLA budget.
- 4.2 Any changes to this proposal, including budgetary implications will be subject to further approval via the Authority's decision-making process. All appropriate budget adjustments will be made.
- 4.3 The Intelligence Unit within the Communities & Intelligence Directorate will be responsible for managing this project and ensuring that all expenditure complies with the Authority's Financial Regulations, Contracts & Funding Code and Expenses & Benefits Framework.

5. Legal Comments

- 5.1 Under section 30 of the Greater London Authority Act 1999 (the 'Act'), the GLA is entitled to do anything that it considers will further the promotion, within Greater London, of economic development and wealth creation, social development and the improvement of the environment.
- 5.2 Furthermore, section 34 of the Act allows the GLA to do anything which is calculated to facilitate, or is conducive or incidental to, the exercise of any functions of the GLA. In this case, the proposed contracting arrangements may be viewed as being calculated to facilitate and conducive and incidental to all of GLA's various functions.
- 5.3 Section 3.6 of the GLA's Contracts and Funding Code (the "Code") requires that the GLA seek three or more written quotations or make a call off from an accessible framework for procurements with a value between £5,000 and £125,000. However, section 5.4 of the Code also provides that an exemption from this requirement may be justified on the basis that the risks of complying with section 3.6 and the benefits of approving the exemption outweigh (in the reasonable opinion of the relevant decision-maker in light of all the circumstances) the risks associated with approving the exemption.
- 5.4 The officers have indicated at section of this report that risks associated with the GLA's not entering into the proposed contracting arrangements with Dotted Eyes and the benefits associated with the Assistant Director's approving the exemption from the requirements of the Code, so that the GLA may enter into the said contract. In light of these risk and benefits, the Assistant Director may approve the decisions, if so minded.
- 5.5 Officers must ensure that an appropriate contract documentation is put in place between the GLA and Dotted Eyes before the commencement of the supplies and services required.

Planned delivery approach and next steps

Activity	Timeline
Procurement of contract [for externally delivered projects]	23 April 2014
Announcement [if applicable]	n/a
Delivery Start Date [for project proposals]	24 April 2014
Final evaluation start and finish (self/external) [delete as applicable]:	n/a
Delivery End Date [for project proposals]	n/a
Project Closure: [for project proposals]	31 March 2015

Appendices and supporting papers:

none

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOI Act) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary.

Note: This form (Part 1) will either be published within one working day after approval or on the defer date.

Part 1 Deferral:

Is the publication of Part 1 of this approval to be deferred? NO

If YES, for what reason:

Until what date: (a date is required if deferring)

Part 2 Confidentiality: Only the facts or advice considered to be exempt from disclosure under the FOI Act should be in the separate Part 2 form, together with the legal rationale for non-publication.

Is there a part 2 form – NO

ORIGINATING OFFICER DECLARATION:

Drafting officer
to confirm the
following (✓)

Drafting officer:

Paul Hodgson has drafted this report in accordance with GLA procedures and confirms that the Finance and Legal teams have commented on this proposal as required, and this decision reflects their comments.

✓

HEAD OF GOVERNANCE AND RESILIENCE:

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature:

Date: