



OSCAR RESEARCH

Public Service Data, Digital and Intelligence Solutions.

WHAT DO WE DO?

Founded in 1999, we provide data, intelligence and digital solutions for those wishing to understand and communicate with UK Public Services.

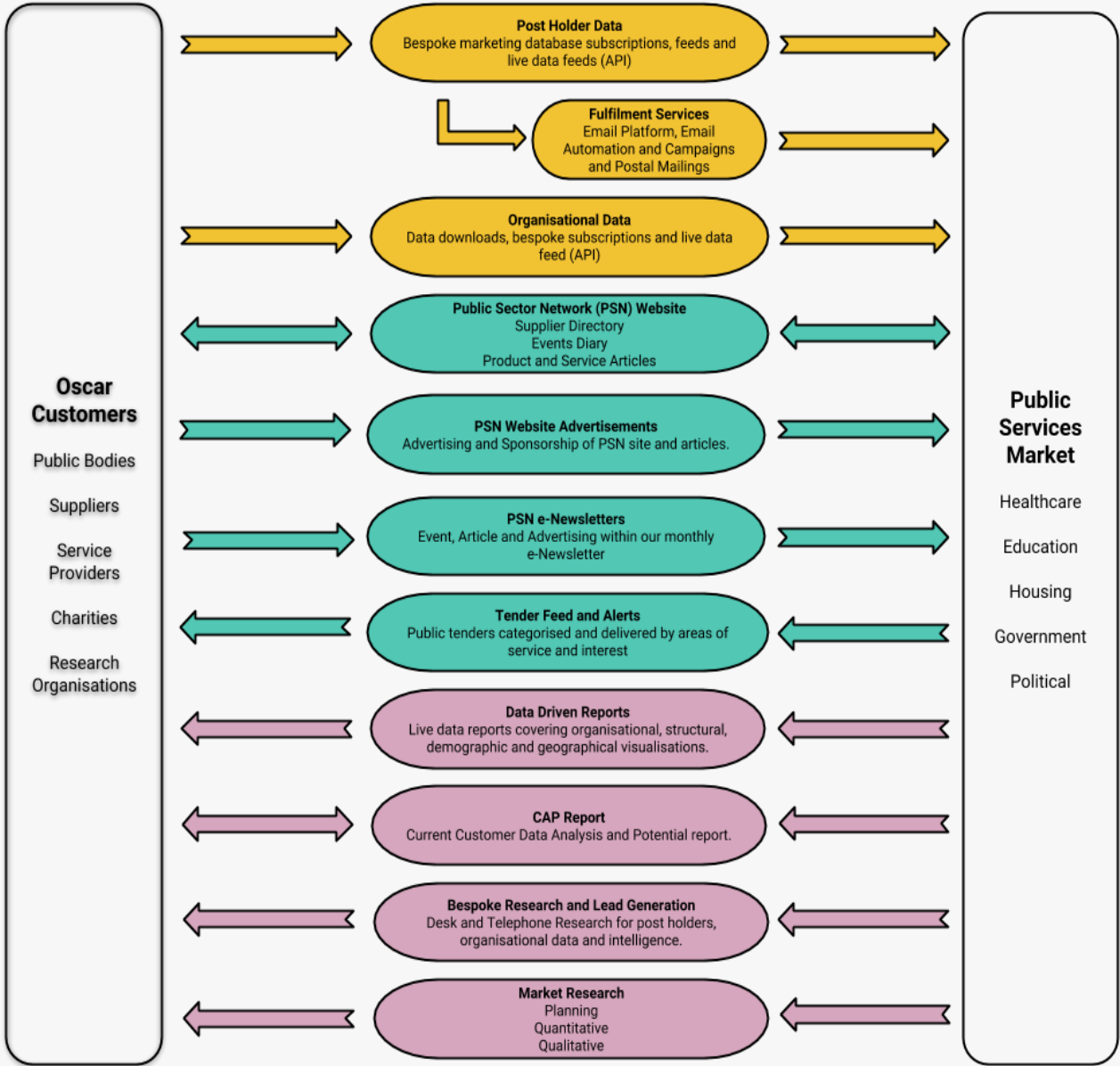
Mixing data, research and technology; utilising our combined expertise of the structure and responsibilities of Government with the development and deployment of live data and database driven systems, intelligence, information and digital solutions.

The result; a suite of services and subscription aimed at Public Service organisations and those supplying them. From Government Departments and Universities, Blue Chips, Charities and Research companies to PR Agencies and SMEs.

Many of our services overlap and can be delivered in conjunction with each other. Ultimately, whether it's the live feed of a dataset with complimentary digital media, market research and campaign management or a very specific piece of market intelligence or market research, we aim to provide a totally bespoke service for all clients and users.

Let's get started.

CONNECTING AND INFORMING



Index



1. Data

We research and provide the largest and most complete live database of UK Government and Public Service Organisations and Post Holders. Used for Communication, Marketing, Analysis, Research and Bespoke feeds. Delivered via our unique live database system; coupled with flexible electronic and postal fulfilment options.



10. Digital

PSN - The largest Public Sector digital news, data and information network in the UK. Free access for everyone in Government. With thousands of users and a range of unique media and promotional opportunities for Public Bodies, Suppliers, Contractors and Service Providers including our unique PSN Supplier Subscription and Tenders Feed.



18. Intelligence

Utilising our extensive Government experience, industry leading data systems and our core database of Government organisations and post holders. We provide a suite of Public Sector Market Reports, Analysis, Intelligence and Research services.

Data

Bespoke Public Service data subscriptions and live feeds for organisations wanting to communicate with and market to UK Public Services, as well as those wishing to understand, research, compile and consume information about this market.

All Subscriptions include live access to our continuously maintained database and offer unlimited updates and downloads via our unique, award winning, online database selection and download system or through our automated live API.

We have a range of complimentary services to help use our data for your communication and research applications. This includes an email broadcast platform, email set up and broadcast, campaign management, creative design, print and postal fulfilment.

"We have found Oscar Research databases to be very useful and accurate on number of occasions. They are also friendly, helpful and quick to respond to any query or problem. We would happily recommend their services." - YouGov



Post Holder Data

Bespoke Government and Public Service Contact and Post Holder data subscriptions for postal, telephone and email communication, marketing and research.

We hold an extensive database of over 250,000 posts across 90,000 organisations within Public Services. Updated continuously by our in-house team of specialist researchers. Extensively categorised by granular responsibility and management level linked to detailed organisational, demographic and regional selectability.

[Click here](#) to see a breakdown of areas of Government and links to individual datasheets



All Subscriptions include tailored access to our live database and offer unlimited updates and downloads via our award winning online database selection and download system or through our automated live API. You can see more about our unique data delivery methods [here](#)

Run [free counts online](#) via our live online selection tool and receive one of our (magic) live quotes here or please contact our experienced sales team to discuss your requirements.

“Having the assurance that all counterparties within our OSCAR Research file have been Public Sector verified has enabled us to move from a manual to an automated credit assessment solution. This saves hours per month across the team, which in an environment where speed of turnaround is essential has great benefits.” - nPower



Organisational Data

A live and continuously updated database of every Government and Public Service Organisation in the UK. Built from, and benchmarked against, official regulatory data sources and then researched directly by our in-house research team. Detailed categorisation, demographics and core contact information from a single source in one format and structure. The complete Intelligence and Benchmark database of UK Public Services.

Data available by live direct download as well as customised data feeds and APIs. Perfect for market benchmarking, credit approval matching, website directory and information feeds, analysis and the basis for bespoke research projects.

Complete Organisational Subscription

[View our presentation here](#)



Bespoke Selections and Feeds

Customised data feeds and downloads of any combination of Public Service Organisations and Post Holder data by type, size or location. Feeds can be combined with open data to enrich the feeds with extra demographic, statistical, regulatory or geographical fields and delivered in any format, method or frequency to suit your project or requirement.

Feeds can be provided in any format via download, direct feed or API to suit clients needs and systems.



Email Broadcast Platform and Campaign Management

Oscar Post Holder Data subscribers can access our email delivery and campaign automation platform through a dedicated client account. This provides drag and drop functionality for building emails, extensive reporting on opens, clicks and engagement, as well as managing bounces and opt-outs. Not just an email broadcast platform, the software includes extensive campaign automation configuration and reporting.

[View our fulfilment presentation here](#)

Oscar Email Delivery
and Automation
Platform



To fully capitalise on our email platform and data, we offer a range of additional services:

- Email Creative Design
- Email Set-up, Broadcasting and Reporting
- Campaign Planning, Management, Creation and Automation

Postal Mailings

A comprehensive set of mailing options for clients; from small one-off projects to ongoing large mailings. Our mailing centre can comfortably handle projects from 500 units upwards. We offer additional discounts for customers who licence data and arrange their mailings through us.

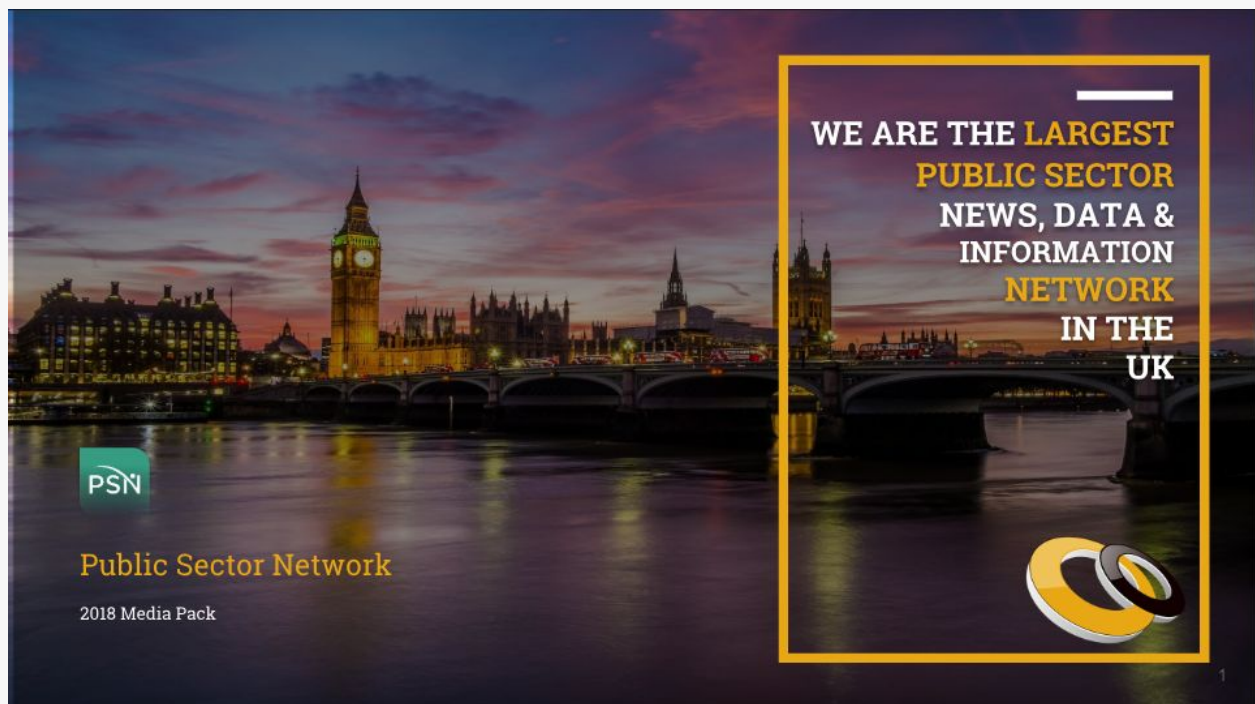
- Postcards
- Letters
- Newsletters and Publications
- Brochures

“Really appreciate the information from the PSN site - quick, reliable and comprehensive” - Norfolk County Council

Digital

Public Sector Network (PSN) is our Public Sector facing website and is the largest Public Sector news, data and information network in the UK. Free access is available for everyone in Government and the site and associated e-Newsletters provide a range of unique digital media and promotional opportunities for Public Sector Bodies, Suppliers and Service Providers.

[View our Digital Media Pack presentation here](#)



Public Sector Network Supplier Subscription

Low cost subscription for all Public Sector Suppliers, Service Providers and Contractors. Subscribers also receive discounts from all other data and digital services. [Click here to sign up](#)



ENTRY IN THE PSN SUPPLIER DIRECTORY

Provide an in-depth profile of your organisation and your services. Details are listed in our suppliers directory and search engine, used by thousands of officers for supplier identification and recruitment



BESPOKE TENDER FEED AND ALERTS BY EMAIL

We gather details of tenders from a number of official sources, categorise them. Tenders most relevant to your services are available in your account area and grouped into weekly e-mail alerts.



UNLIMITED ENTRIES IN THE EVENTS DIARY

Post details of events, conferences and seminars you are organising, or just those that you feel are relevant, to gain exposure to our entire Public Sector user base within the PSN Events Diary.

Intelligence

Utilising our extensive Government experience, industry leading data systems and our core database of Government organisations, structures and posts. We provide a suite of Public Sector Market Reports, Analysis and Research services.

Live Market Reports

Driven by the Oscar database our own dynamic live market reports, intelligence and data visualisations can be seen [here](#).

They include:

- Schools
- Care Homes
- Housing Associations
- Local Authority Political

We welcome being commissioned to produce bespoke reports and intelligence solutions for individual clients. Please get in touch to discuss your requirements.

Public Service Customer Analysis and Potential (CAP) Report

As the market leader in Public Sector data we have an unrivaled universe of Government and Public Service organisations and structures upon which to build insights and as an informed gateway to providing new and enhanced Public Services data for clients.

Our CAP report uses the Oscar database as a benchmark to match and profile your current Public Services customer data; providing both Intelligence and Enhancement potential and helping to ensure data protection compliance via identification of the legal status for customer organisations.

On the basis of the report, we can then provide costings for any enhancement, new data or bespoke research work that may be required as well as possibilities for automated data feeds, updates and integration into the Oscar database.

[View our CAP presentation here](#)



Post Holder and Organisational Research

Desk Research

Combining existing data sources, public data and online research to build a requested post holder dataset based on an initial target account list, or gathering organisational lists, data and key demographics.

Telephone Research

Telephone research work to identify and validate a requested post holder or organisational data based around either existing data or an initial target account list or sector.

Consent Generation

Telephone or electronic correspondence to identify post holders from either a target account list or existing post holder dataset and gather consent for further communication from specific client.

Lead Generation

Further qualification beyond consent to identify post holders current or future specific requirements based on individual client services.

Market Research

Quantitative and Qualitative research services available through our Public Sector research team. We expedite surveys and studies about post holder or organisational interests, attitudes or practices. We can help clients devise the objectives, required information and questions that best suit the market, evaluate feasibility, as well as compile and interpret the results.

Talk to Us

We'd love to discuss your requirements or just tell you a little more about what we can do for you.

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