

BUSINESS INTELLIGENCE SOLUTIONS

Overview

In the highly dynamic and competitive e-business landscape, business intelligence systems have become powerful tools as companies strive to become more responsive to customers and more competitive in the marketplace. Successful companies realize that effective business intelligence is key to maintaining customer loyalty and identifying new areas for growth.

Structured to empower business users to explore and exploit a company's information assets — from the Web site to the back office — these systems utilize core data from all applications, provide a comprehensive view of customers, products, and services, and deliver results through a wide array of formats and channels.

Business Intelligence Services is dedicated to helping organizations successfully develop, implement, and maintain these leading-edge solutions. Providing experienced project teams and leveraging partnerships with market leaders, BIS quickly and effectively helps companies in nearly every industry take full advantage of the power of business intelligence.

The Business Case

- **Personalization** — Business intelligence solutions can be leveraged to personalize the experience customers have with your business. Web content and layout can be customized based on past activity, e-mail responses can be tailored to the needs of each customer, and your customer care representatives can have access to information that personalizes their interactions with your customers.

- **Close the Loop** — True business intelligence does not end at report delivery. To leverage your investment, a business intelligence solution must be architected to support your customer facing applications. For instance, integrating business intelligence into a marketing automation capability, using a closed loop configuration, will enhance both applications. Business Intelligence Services has the end-to-end solution development capability to integrate and leverage business intelligence to support your critical customer facing systems.

- **Intelligence** — Anywhere, Anytime — As your work force becomes increasingly mobile, you need to provide critical business information to your knowledge workers where and when they need it most. Using leading edge technologies such as the Wireless Application Protocol (WAP), Business Intelligence Services helps you leverage your business intelligence solution to provide access anywhere, anytime.

- **Enterprise Portal Solutions** — Portals provide to your employees, customers, and suppliers a consolidated point of entry to key information. Authorized users can readily access corporate data, customer profile information, and supply chain status through a common portal interface. BIS is on the leading edge of portal deployment, combining search engine capability, customized content delivery, on-line services, and creative design to develop an enterprise portal customized for your business.

The Business Intelligence Services Solution

Business Intelligence Services expertise and proven experience necessary to develop the right answers to complex business problems — delivering significant benefits to your organization. BIS provides dedicated, experienced project teams that partner with our clients and with leading product vendors to deliver complete and sustainable business intelligence solutions. In addition, we use the BIS Strategy, our proven, industry standard methodology, to ensure the success of your solution implementation.

BIS services include:

● **User Needs Assessment** — Interviews are designed and conducted to identify an organization's critical business goals and needs. The results are summarized, describing each data/knowledge set along with the creation, maintenance, access, and analysis activities for each user group in the organization. Based on a thorough analysis of each group's needs, detailed requirements and design specifications are documented to ensure the solution supports critical business objectives. Our consultants have the business and technology expertise to facilitate the definition of your strategic goals.

● **Planning and Scoping** — A planning and scoping effort is undertaken to assure a rapid return on investment from short-term deliverables. The overall implementation strategy will ensure that all business needs are met in a timely fashion and that the solution supports system growth.

● **Project Management** — BIS supplies project leaders, analysts, practitioners, architects, and training and education services to create a flexible set of solutions that support the operation and evolution of your business intelligence application. Our senior level project managers have extensive experience in all related business and technology areas

● **Implementation and Support** — BIS consultants provide a wide range of expertise in the areas of database design and implementation, extraction and transformation development, reporting and query tool deployment, and end-user training. We can implement your business intelligence solution and provide on-going support as needed.

● **Report Design and Generation** — A flexible report generation interface provides business analysts and executives with custom reports and the ability to perform detailed analysis from their desktops via Web browsers, existing applications, or custom reporting software. With a flexible report generation interface, end-users will have the power to analyze integrated data sets and knowledge in ways they never imagined possible. Information that previously could not be obtained, or required intensive manual effort to create, will be readily available.

● **Technical Architecture** — BIS will assist you in building a business intelligence solution based on leading-edge technology. We utilize industry best practices, proven methodologies, and a compilation of recommended database, extraction, and data modeling tools and technologies to design a technical architecture that best fits your environment. Based on this technical architecture, a solution that provides you with optimum performance, scalability, and the ability to expand as your business needs change, will be delivered to you.

● **Data Modeling** — Critical to the success of your business intelligence solution is an effective data management strategy, including: identification of data standards, development and maintenance of metadata, and definition of data aggregation rules. BIS consultants are experienced in all aspects of data management and can assist your DBAs in building logical, physical, and multidimensional data models.

● **Data Cleansing & Conversion** — Our consultants are experienced in the development of data cleansing and conversion methodologies that assist clients in the transfer of accurate up-to-date data from any source, including critical clickstream data, into their business intelligence application. We can integrate data from proprietary and standard formats as well as from commercially available data sets. We have the expertise, and relationships with leading extraction and translation tool vendors, to implement a rapid and repeatable data cleansing and conversion process. High quality, accurate data is the end result.

● **Prototype Definition** — Using actual data, BIS provides a working model through data, system architecture, and dimensional analysis proto-types. This model can then be manipulated, reported, and tested in your environment. By testing known results against the prototypes, any unforeseen errors in data extracts, data cleansing and conversion, and/or business rules can be addressed quickly, ensuring that the highest level of data integrity exists upon implementation. A prototype project is also used to foster learning, demonstrate results, and provide an understanding of organizational and leadership challenges.

Complementary Services

As part of the deployment of a successful business intelligence solution, BIS offers a wide variety of complementary services to ensure your success: Strategy and Management Consulting, Creative Design, e-Application Development, Business-to-Business Solutions, Enterprise Application Integration, Customer Relationship Management, and Enterprise Solutions.