Business Intelligence

Application Services

Create information out of data
Customer Challenges
with Business Data Management

**Complexity**
How do you manage your various data sources to obtain relevant information?

**Accuracy**
How is your data currently helping you gaining a competitive advantage?

**Strategy**
How do you get the 360° view to realize your business potential and maximize profits?

**Visibility**
How do you create your KPIs to prevent business critical situations and drive innovation?

Need for Data and Business Intelligence expertise
What is Business Intelligence?

**Data Sources**
- Sales
- Finance
- Engineering
- Human Resources
- IoT / Big Data
- E-Commerce
- Plant
- Marketing
- NoSQL Data
- Multimedia

**Data Integration**
- Extract
- Transform
- Load

Data is updated with the last information available

**Data Storage**
- Single point of truth

- Data is ready to be consulted
- Data has been cleaned, standardized, and integrated
- The quality of data is better than in the original sources

Example: Where to put a new store?

**Analytics**

Descriptive and Predictive models behind the scenes

Business Users / Analysts
# What is Business Intelligence?

## Data Sources
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## Data Integration
- Extract
- Transform
- Load

## Data Storage
- Data Consolidation
  - On Data Warehouse / Data Mart
- Data Staging
  - Cleaning, transforming & loading
- Raw Data
  - Data Lake / Spark / Hadoop

## Analytics
- Semantic Models
- Machine Learning Models

**Business Users / Analysts**
What we can do for you:

Design & planning of Data Store

Implement the Data Store & process the Data

Reporting & presentation (Dashboards and KPIs)
# Business Intelligence Services

**OUTCOME**

Get the right data to make the right decisions for the right people at the right time.

✓ We will continuously add, update and improve components to transform your operating model to meet your information needs.

## REPORTS & INFORMATION MODEL

- **Reporting strategy and Information Model based on customer needs**
  - Understanding user-specific reporting needs to design corresponding artifacts
  - Building and testing of the customer-specific Information Model and reports
  - Deployment and configuration of Information Model and published reports

## IMPLEMENT DATA STORE & PROCESS DATA

- **Populated central data store with integrated, high-quality data**
  - Creation of efficient data preparation processes for periodic synchronization & historical data
  - Building and testing of data entry, preparation and loading processes for central data store
  - Central data store population by deploying, configuring and executing processes

## PLAN & DESIGN DATA STORE

- **Design concept of the customized central data store**
  - Introduction of BI concepts, their benefits and use cases
  - Data store design based on the information needs per business process
  - Solution ideation: Strategy planning and design

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**CUSTOMER**
Values of the Business Intelligence

Support Business Strategy

- Optimize and adjust the company's strategy with the help of actual and real situation representations.
- Realize competitive advantages through shorter and data driven decision making processes.
- React to customer trends with tailored Products and Services.

Increase Business Productivity and Efficiency

- Optimize processes earlier and react faster to new conditions based on customized thresholds.
- Align companies' activities with the right customers at the right time.
- Define goals and milestones which are tailored to the company's situation and needs.

Avoid Risks & Gain Confidence

- Avoid decisions based on outdated or incorrect situation representations.
- Implement Risk Management based on KPIs for customers, activities and products.
- Obtain quality data when it is required by business stakeholders.
- Reduce guesswork to address the underlying causes rather than just fixing symptoms.
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