



**MCA**  
CONNECT

# Business Analytics Service Offerings

USING ANALYTICS TO DRIVE MEANINGFUL,  
MEASURABLE, AND SUSTAINABLE IMPROVEMENT  
TO BUSINESS PERFORMANCE

**Microsoft  
Partner**

Gold Enterprise Resource Planning  
Gold Cloud Customer Relationship Management  
Gold Cloud Platform  
Silver Data Platform

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# Business Analytics Service Offerings

MCA Connect works with companies who are looking to gain a competitive advantage through technology. By combining product and industry expertise with our proven strategic alignment methods, MCA Connect is able to consistently deliver innovative solutions that help our clients realize their vision, as evidenced by the millions of dollars we've helped customers add to their bottom line.

## Why Choose Us?

- 1. We have a proven track record.** Our strategy is to start small, prove the value of analytics, while helping companies embrace a culture of analytics-supported decisions - then expand methodically from there. Using our pre-built industry solutions can give you a head start.
- 2. We have a committed, credentialed team of professionals.** Relationships are the foundation of our business. We hire from the best in the industry and make long term investments in our consultants. You'll have our seasoned leaders out on site, overseeing every aspect of your project.
- 3. Our solutions accelerate your performance.** We begin with the end in mind, viewing every project through a strategic filter. We understand that the technology itself is not the answer. Your people, processes, technology and performance management must all be aligned.

WE MEASURE OUR SUCCESS BY YOUR SUCCESS!



## Business Analytics Service Areas

Our Business Analytics division focuses on helping you simplify, streamline and maximize your core business practices by giving you decision-driving insight, based on your enterprise data.



### Strategy & Analytics Alignment

Organizations who want to drive performance with data-driven decisions must adopt analytics as part of their company culture. We start each project by creating definition around which metrics should be analyzed and how that information will be used to drive business insight.

### Business Intelligence and Data Warehousing

Without a single consolidated data environment for all your source data, your business is at risk. Our pre-built data extraction platform allows you to easily expand, contract and change the data sets you choose - without modifying the data itself. Then we build a dimensional model at the transactional level, using strict dimensional modeling techniques. Business intelligence can then be distributed throughout the organization, accessed in real-time.

### Operations Planning / Forecasting / FP&A

Gain the ability to build your own forecasts, budgets and reports at both the operational and financial level - without involving your IT department. Entries can have any level of detail and can either roll forward or roll back from your goal. Use one of our pre-built models to get up and running even faster.



## Business Analytics Service Areas, cont.

### Advanced Analytics and Big Data

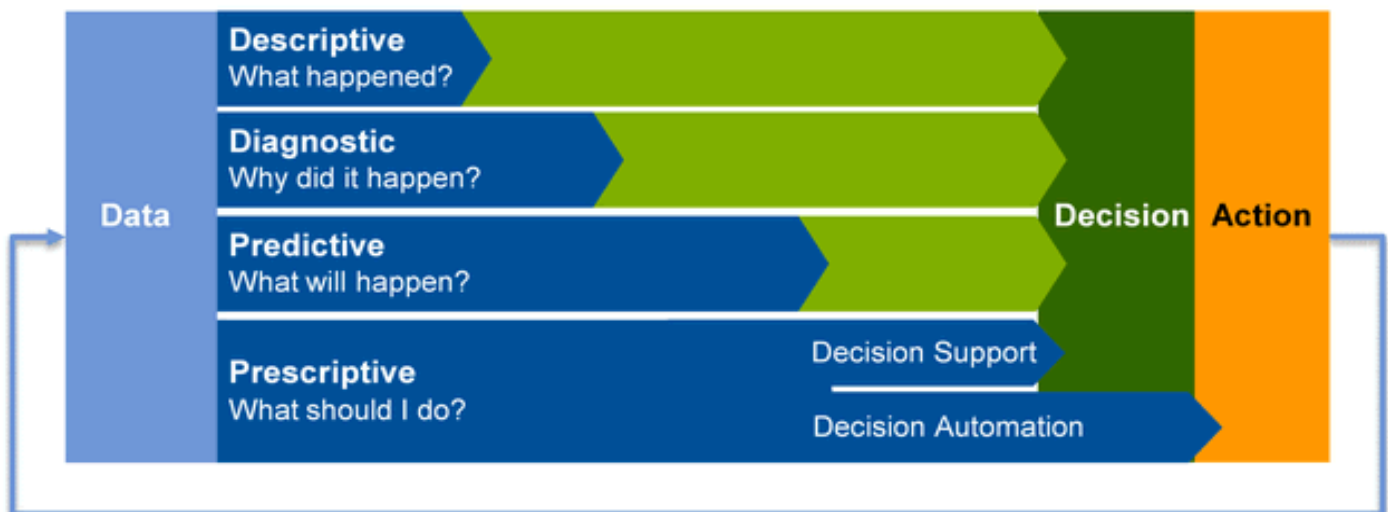
Gain a competitive edge by extending your own enterprise data with external data sets to gain exceptionally accurate insight. Improve your products, services and customer relationships by making data-driven decisions, based on millions of records.

### Predictive Analytics

Most business intelligence solutions only give you a retrospective analysis. Predictive analytics uses machine-based learning to help you determine the optimum path and most likely outcome of any activity. This allows you - and your automated systems - to make decisions in the moment, which can improve your overall performance and reputation.

### Training and Support

Our goal is for you to become as self-sufficient as you want to be. Information only turns into business intelligence when it can be easily understood and accessed by non-technical business users on a timely basis. We're committed to being your partner and providing support for as long as you need us.







## Business Analytics Technology

Every project we work on is tailored to the exact needs of that client, is pulling in information from different source systems, and requires different business analytics software solutions. That's why we have deep experience and expertise with a wide range of systems, including:

- **IBM Cognos**
- **Microsoft Power BI and Cortana Analytics**
- **Halo**
- **Target**
- **Zap**
- **Teradata**
- **Netezza**
- **SQL Server**
- **Oracle Database**

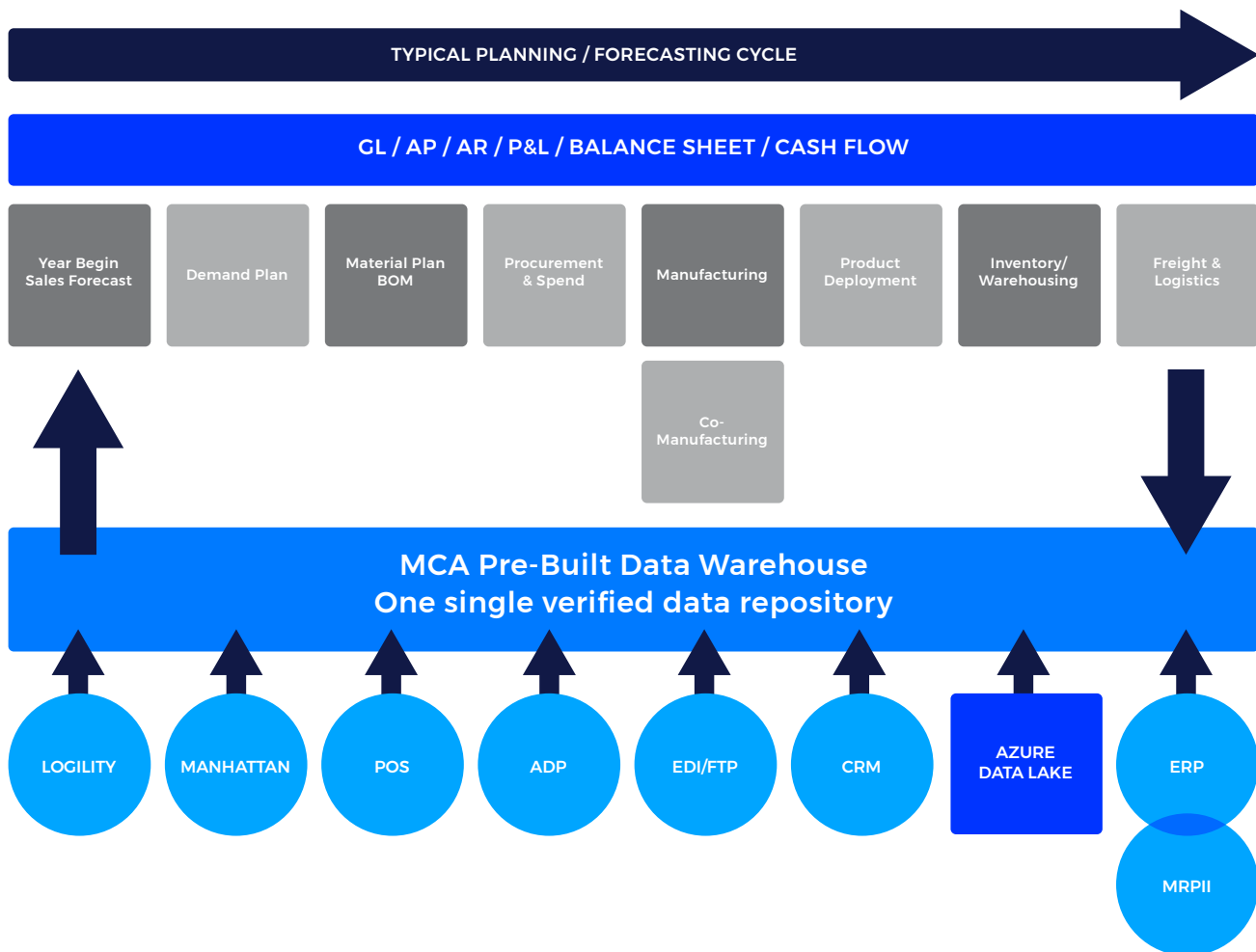
All of these solutions are powerful tools that can improve the speed, flexibility and accuracy of your reporting, planning, budgeting and consolidation cycles. We can help guide you to making the right selection based on your business needs. These solutions, when combined with our business accumen, industry knowledge and technical expertise, are the key to improving your organization's decision making power.



## Industries with Pre-Built Models

When selecting a business analytics partner, you can gain tremendous advantage by selecting a partner who knows your industry - and not just the technology. One of the advantages MCA Connect brings is that we have a number of pre-built models that can accelerate your time to value, including solutions for:

- **Energy and Utilities**
- **Oil & Gas**
- **Manufacturing (Lean and Discrete)**
- **Pharmaceutical / Biotech**
- **Semi-Conductor**
- **Retail**
- **Consumer Packaged Goods**





## Working With Us

### Our Methodology

Our agile methodology for implementation and deployment of business analytics solutions helps you get up and running faster. Iterative prototypes are used to validate build accuracy against business requirements. Regularly scheduled project review meetings help everyone become familiar with the unfinished solution prototype as it is being developed, so that any unforeseen deviations in functionality or completeness are able to be corrected in a timely manner. The familiarization of the solution throughout the project cycle creates early adoption and ownership by final end users.

### Our Promise

We believe in getting it right the first time! For that reason, every client is given the resources, methods and metrics needed to ensure a sustainable impact on their business. Our team is focused, specialized, trained and credentialed. We hold ourselves accountable for the quality of our work and for keeping our promises.

### Get Started

Let us get familiar with your business, understanding where you are today, and where you envision your business in the future. The first step is to schedule a FREE Business Analytics Scoping Session. This session is typically held in your conference room and takes 2-3 hours of meeting with your team. From this session, we'll be able to deliver a roadmap, a work plan, and recommendations on how to get started.

**Schedule your free scoping session by emailing us at [solutions@mcaconnect.com](mailto:solutions@mcaconnect.com) or calling 1-866-622-0669.**