Business Intelligence

Business Intelligence

Application Services

Create information out of data

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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?
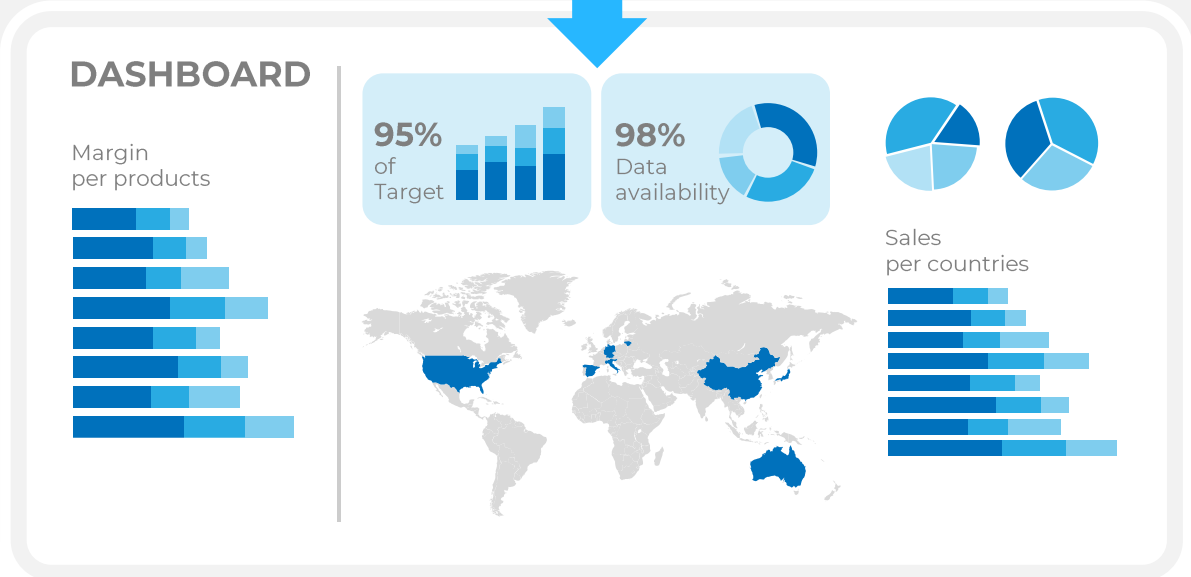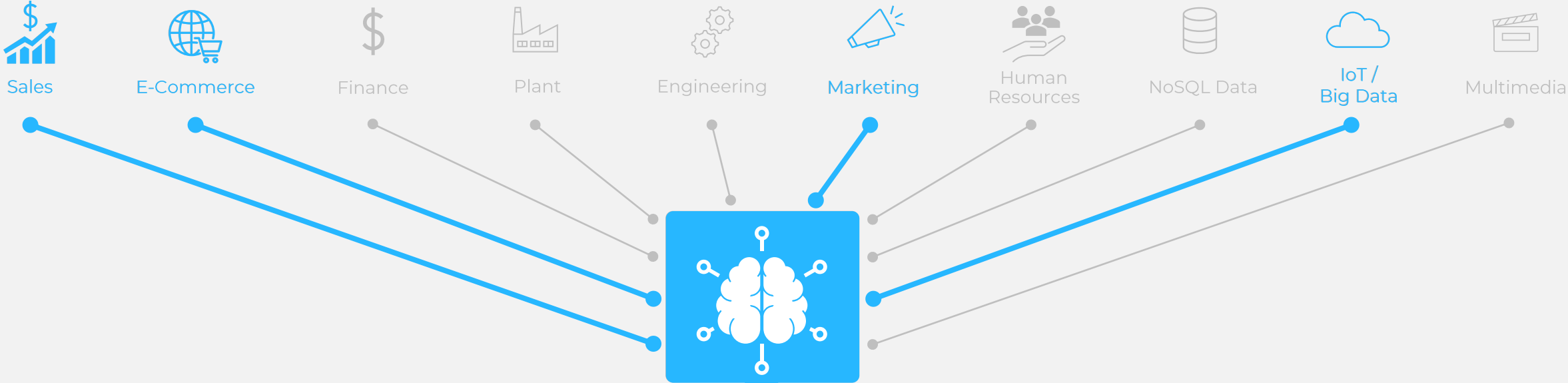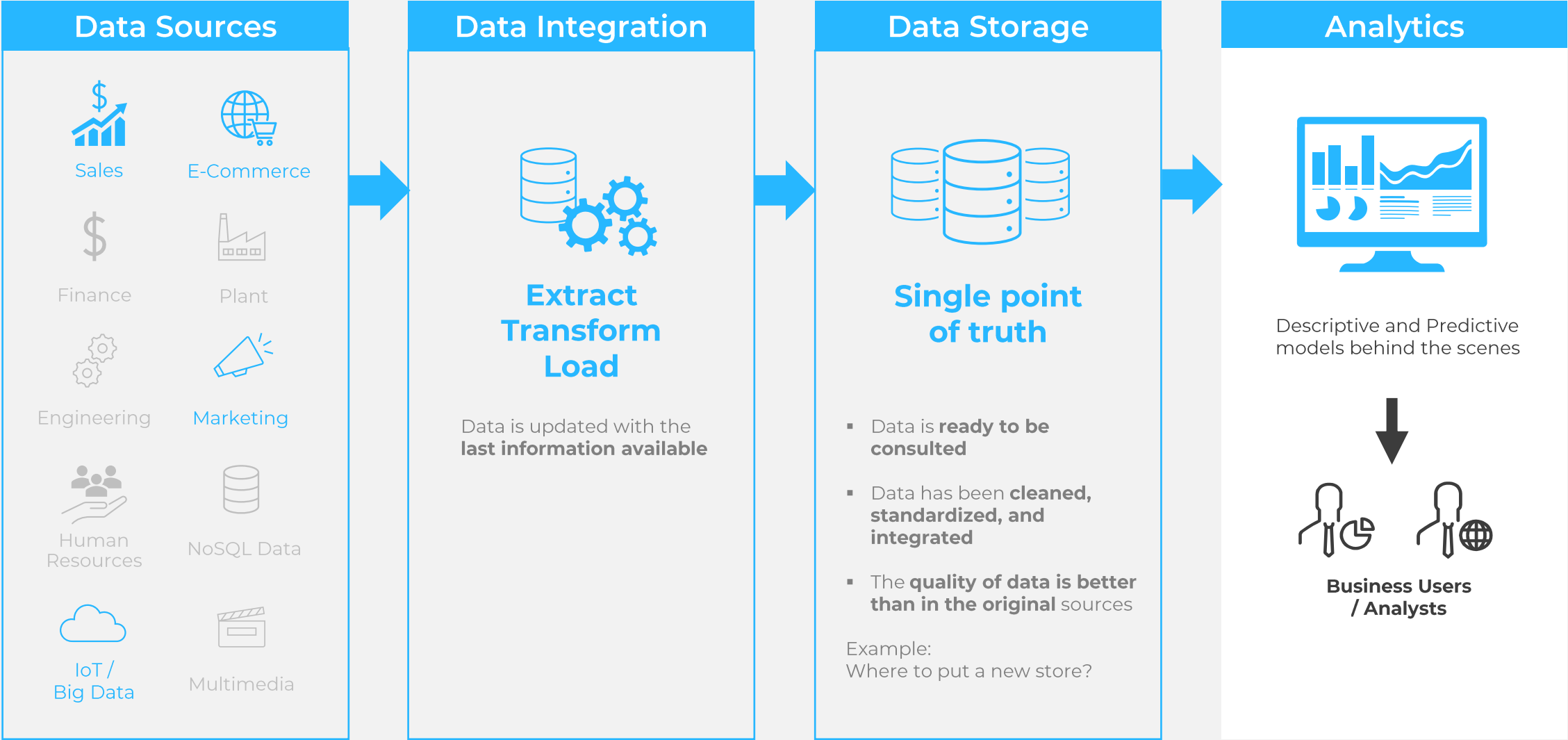
Visibility

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

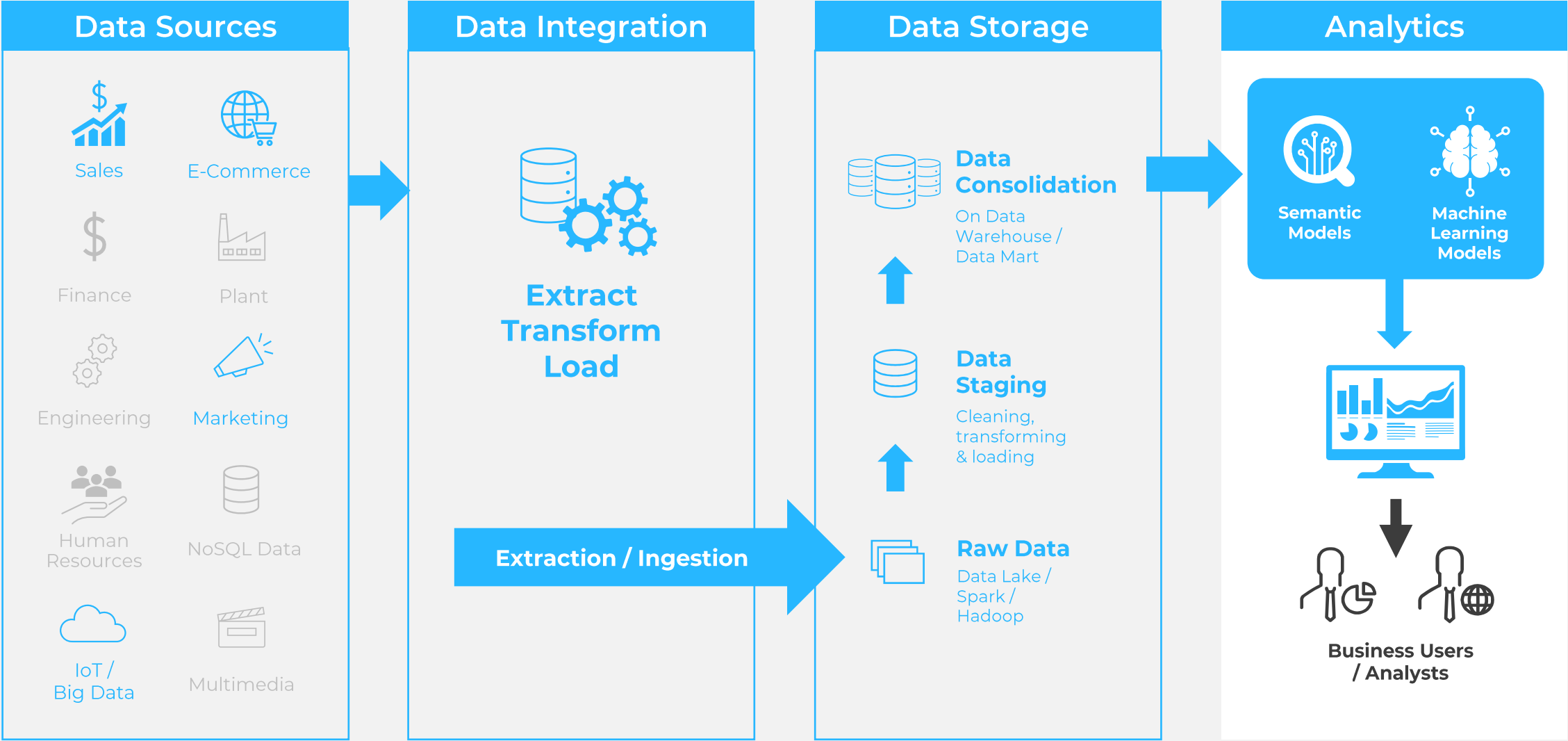**Need for Data and Business Intelligence expertise**

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Business Intelligence Service

What is Business Intelligence?

Data Sources

Sales

E-Commerce

Finance

Plant

Engineering

Marketing

Human Resources

NoSQL Data

IoT / Big 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	Data Integration	Data Storage	Analytics

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

Data Integration

Extract Transform Load

Extraction / Ingestion

Data Storage

Data Consolidation
On Data Warehouse / Data Mart

Data Staging
Cleaning, transforming & loading

Raw Data
Data Lake / Spark / Hadoop

Analytics

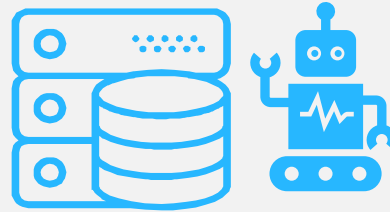Semantic Models

Machine Learning Models

Business Users / Analysts

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What we can do for you:

**Design &
planning**
of Data Store

**Implement
the Data Store**
& process the Data

**Reporting &
presentation**
(Dashboards and KPIs)

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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

CUSTOMER

Values of the Business Intelligence
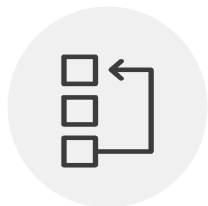
Support Business Strategy

- ✓ **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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