

BUSINESS INTELLIGENCE STRATEGY

CONNECT THE DOTS: TURN INFORMATION INTO ADVANTAGE.

Many organizations employ formal business intelligence initiatives to improve their view of operational data but fail to achieve consensus on what it means to have a “successful” business intelligence program. West Monroe Partners can help analyze your current information capabilities and then create the roadmap for using information to achieve business goals and competitive advantage.

- ◆ Are you hesitant to launch a business intelligence initiative because of the cost? Or because you risk making a false start?
- ◆ Do you know how to define success for your business intelligence initiatives?
- ◆ Who is in charge of the definition and creation of the operational data you depend on? Do all of your decision makers agree?
- ◆ Can you tell whether a change in one of your business processes is producing profits or problems?

MAKING THE MOST OF BUSINESS INTELLIGENCE.

Every business model, in every industry, comprises numerous processes, each of which can be measured in numerical terms. Effective management depends on observing the trends of cause and effect between processes—in other words, connecting all of the dots.

For this reason, many organizations employ formal business intelligence initiatives to improve their view of operational data. But some find that those initiatives do not produce the anticipated benefits—for a variety of reasons. One of the most common is lack of agreement among stakeholders on a clear vision of business intelligence “success.”

If you are seeking to improve business intelligence as a means of improving competitiveness, take a closer look at West Monroe Partners. We specialize in optimizing the business systems and processes that drive performance.

We help our clients monitor, organize, analyze, and benefit from information collection. Our professionals apply expertise in your industry and your analytical requirements to design a business intelligence strategy that suits your organization’s unique needs and competitive environment.

A COMPLETE RANGE OF SERVICES.

West Monroe Partners works with your process owners to identify issues and opportunities with in-house information collection and analysis. Then, we turn this information into practical strategies for improving the way your organization monitors and reports vital operational information. These are some of the ways in which we can work with you to improve business intelligence.

Survey of Business Intelligence and Its Players.

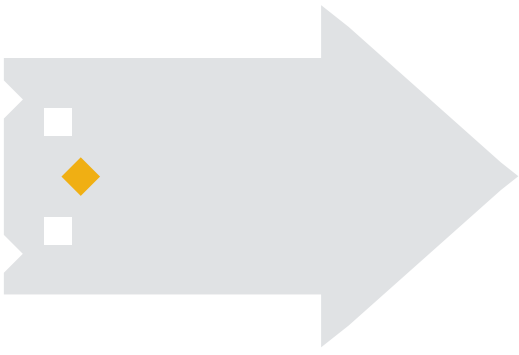
We will conduct a seminar on business intelligence basics, tailored for managers and executives in your industry. This seminar provides a forum for addressing topics such as information access, types of solutions, success strategies, vendor products, and tips for working with consultancies. We can deliver this session as a formal presentation or an interactive round-table discussion.

Technical Readiness Evaluation.

We evaluate information sources and transmission paths to understand the complexity of gathering. Using this information, we deliver a blueprint for information technology (such as database engines and networks) or process modification (such as report generation), and probable cost-benefit scenarios.

Data Governance Evaluation.

We analyze the procedures and personnel associated with specific sources of in-house data, including issues of data ownership, definition, accuracy, and suitability. This is often relevant to completing Sarbanes-Oxley audits. Then, we deliver a blueprint for elevated data responsibility, timeliness, and updating protocol.



Scope Study.

This study—often the first phase of a multi-phase business intelligence project—includes a time-boxed assessment of data sources, information pathways, subject matter experts, knowledge workers, and executives. It enables us to estimate the requirements, specifications, time lines, costs, and high-level plans for addressing particular business objectives.

Data Quality Evaluation.

We analyze data cleansing practices to assess and explain variances and deviations in reporting systems, or account for persistent outliers in data consolidations. Based on this analysis, we can provide recommendations for changes in data-entry control or data-sharing governance.

Data Security Evaluation.

We analyze data and database security to identify exposure of privileged customer data, as defined by HIPAA and other legislation. Then, we create a blueprint for refining data security practices.

Information Resource Navigation Assessment.

We measure the effectiveness of your existing reporting infrastructure by examining ease of locating common business indicators. From this assessment, we create a blueprint for improved resource identification, searching, and distribution.

Database Design Evaluation.

We review your existing or proposed plans for business intelligence data structures. This analysis produces recommendations for the most beneficial designs and changes to meet your specific business needs.

Database Performance Check-up.

This service provides a technical analysis of existing or potential data mart and data warehouse efficiency issues. Specifically, it reviews engine tuning, platform capacity, network management, database indexing, and reporting tool suitability-to-task. From this analysis, we deliver recommendations for tuning, design, or reallocation of resources.

Tool Evaluation.

Finally, we can provide comprehensive support for business intelligence tool selection to meet any success and budgetary criterion. Our services can include RFI/RFP/RFQ preparation, vendor invitation, construction of demonstration or pilot scripts, vendor scheduling, demonstration management, scorecard formulation, scoring, and vendor communication—of course, with close client consultation and feedback at every step.

INFORMED. PROACTIVE. COMPETITIVE.

An informed organization is a proactive organization—one that is able to leverage business intelligence tools and processes with confidence and in a way that makes a meaningful contribution to business goals and competitive advantage.

West Monroe Partners can help you assess your current business intelligence environment and capabilities, identify improvements, and put in place a comprehensive business intelligence strategy that:

- ◆ Improves information visibility
- ◆ Reduces the time from conception to completion of reporting ideas
- ◆ Identifies causes and effects within your critical business processes

That's business in the right direction.

West Monroe Partners is an international, full-service business and technology consulting firm focused on guiding organizations through projects that fundamentally transform their business. With the experience to create the most ambitious visions as well as the skills to implement the smallest details of our clients' most critical projects, West Monroe Partners is a proven provider of growth and efficiency to large enterprises, as well as more nimble middle-market organizations. Our more than 300 consulting professionals drive better business results by harnessing our collective experience across a range of industries, serving clients out of offices across the United States and Canada.