

A White Paper from Perot Systems Thought Leaders

# The Perot Systems® Optimized Business Intelligence Program

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Building an Effective Business Intelligence Solution  
for your Organization.

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## At-a-Glance

Organizations recognize that to stay competitive, they need relevant, timely information that can turn data into knowledge to drive the correct decisions. In today's marketplace, executives throughout the organization need to have access to knowledge-management information and the best quantitative tools to deliver reliable information faster. Critical factors include a balance of financial and operational information that is readily available so decision-makers can develop and execute actionable performance improvement plans—even during changing market conditions.

*This paper presents an organized, disciplined approach to Business Intelligence that can extend across the enterprise to meet information access and data analytic goals.*

## Organizational Challenges

As regulatory and compliance mandates intensify, business demands have escalated steadily over the years, forcing greater accountability onto Chief Financial Officers (CFOs) and Chief Information Officers (CIOs) to provide transparency and data consistency. To meet these challenges, organizations are now investing in more sophisticated Business Intelligence (BI) frameworks. Ironically, most of the money is invested on building the infrastructure to acquire and manage data, while very little is spent on effectively using the information delivered, which is the true reason for developing a BI solution. In addition, because previous solutions have fallen far short of expectations for information and analytics, many companies have delayed sweeping data warehousing projects or abandoned more extensive Business Intelligence projects altogether.

While there are still acute needs to acquire, manage, and analyze data to support broad-based decision-making and performance management processes, many times BI data is isolated within individual departments or exists only as single-point solutions. In many cases, the result leads to multiple versions of the truth, duplication of efforts, inconsistent or incomplete data, and most importantly, an overall inability to integrate key financial and operational information across the entire enterprise. As internal and external pressures increase to boost corporate performance, the demand for greater accessibility to an integrated corporate dataset increases – that is, the need for comprehensive Enterprise Business Intelligence.

## Enterprise Business Intelligence

Enterprise Business Intelligence is a holistic approach to BI that integrates information from multiple sources to provide management with more comprehensive reporting on financial and operational performance. This integrated BI approach across the enterprise provides broad-based insight into overall corporate efficiency with deep-dive analytics that enhance perspective and improve decision-making to standardize processes and drive profitability. For Enterprise Business Intelligence to truly be successful, both technology and business processes must work through an aligned strategy towards a common goal. To help bring all the pieces together for an effective Enterprise Business Intelligence program, organizations need an experienced team with a collaborative approach.

## Perot Systems® *Optimized Business Intelligence Program*

The Perot Systems *Optimized Business Intelligence* program is an accelerated Enterprise Business Intelligence process that blends technology and business processes together using Oracle's BI framework as an accelerator to consolidate and deliver Financial, Human Capital, Supply Chain, and other operational performance measures to help business leaders optimize corporate data.



The Perot Systems *Optimized Business Intelligence* program is designed to take full advantage of Oracle's BI Applications to extract and consolidate data from ERP systems in a single process framework, allowing for enterprise-wide organizational intelligence. Oracle's business intelligence applications can provide:

- Pre-delivered analytics to help jump-start your BI program
- A single version of the truth
- One integrated architectural framework for business intelligence

To optimize Enterprise Business Intelligence efficiency, information storage and retrieval can be implemented across the organization by leveraging existing ERP and/or data warehousing solutions. Consolidating and streamlining data points yields better, more informed decision-making throughout the organization. The Perot Systems *Optimized Business Intelligence* program can help you build a roadmap that is not only practical, but can also produce results quickly. Our approach helps turn information into knowledge using many of the pre-delivered solutions delivered with the Oracle BI suite of tools.

**1 Pre-built warehouse with 15 star-schemas designed for analysis and reporting on service and contact center data**

**3 Pre-mapped metadata defining real-time access to analytical and operational sources, best practice calculations, and metrics for customer service and contact center**

- Presentation layer
- Logical business model
- Physical sources

**2 Pre-built ETL to extract data from over 3,000 operational tables and load it into the DW, sourced from CRM systems, call center telephony middleware and other sources**

**4 A "best practice" library of over 150 pre-built role-based intelligence dashboards, reports and alerts for service and contact center agents, managers and executives**

The Enterprise Business Intelligence model can also improve business processes. Through Oracle's Common Enterprise Information Model, the Oracle Business Intelligence Enterprise Edition (OBIEE) application can eliminate the need for complex spreadsheets, which improves overall BI accuracy. (Research shows that 20% to 40% of spreadsheets contain data errors or other inaccuracies.) By reducing these individual spreadsheets,

the chance for mistakes decreases, which lowers the business risks for the organization. Ultimately, comprehensive Enterprise Business Intelligence solutions demand integration based on a single version of the truth that encompasses a wide array of processes used to collect, analyze, and disseminate relevant data to make better, more informed decisions.

### *The Perot Systems Optimized Business Intelligence Strategy*

Developing an umbrella BI strategy is key to deploying a successful Enterprise BI program. Business leaders have the right to expect results from their Business Intelligence solutions. There are several key strategic questions to consider when planning, implementing, and evaluating your BI program:

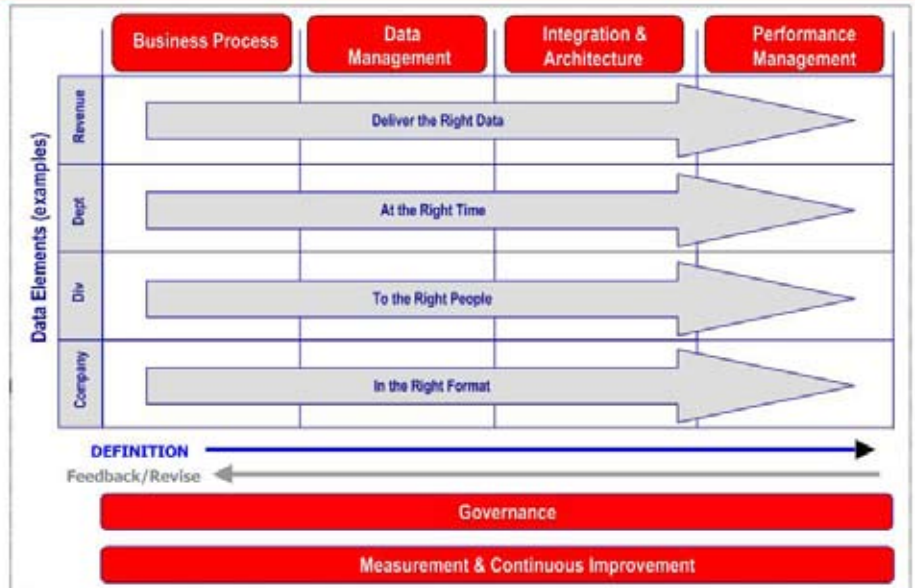
- How are you going to meet demands?
- Do your plans align with the organization's overall strategy?
- Will information be available and consolidated for all key decision-makers to help them meet their goals?
- Are accountability measures in-place to help drive the right behaviors towards a common strategy?

Without a strategy, there can be no implementation plan roadmap. Our Perot Systems *Optimized Business Intelligence* program provides a foundation that not only addresses processes, tools, and technologies, but also addresses corporate strategies and tactics that help ensure that data is turned into information and knowledge that drive profitable business activities. Simply put, we help organizations build BI roadmaps that align to corporate strategy.

Our approach is to design and implement integrated processes that provide rapid feedback so that adjustments can easily be adapted to changes in market conditions and management needs. An important part of the BI strategy to facilitate the iterative practice is the governance process needed for oversight, standards, compliance, and direction. World-class organizations benefit from establishing a governance process early in the delivery cycle to oversee the many facets of a Business Intelligence program.

Our approach starts with assessing the business needs and establishing a foundation to govern BI principles such as data management, integration, architecture, and information management across the enterprise. These are critical components needed to instill Perot Systems *Optimized Business Intelligence* into the organization's financial and operational data. We deliver the right data, to the right people, and in a format where actions can be implemented in a timely manner.

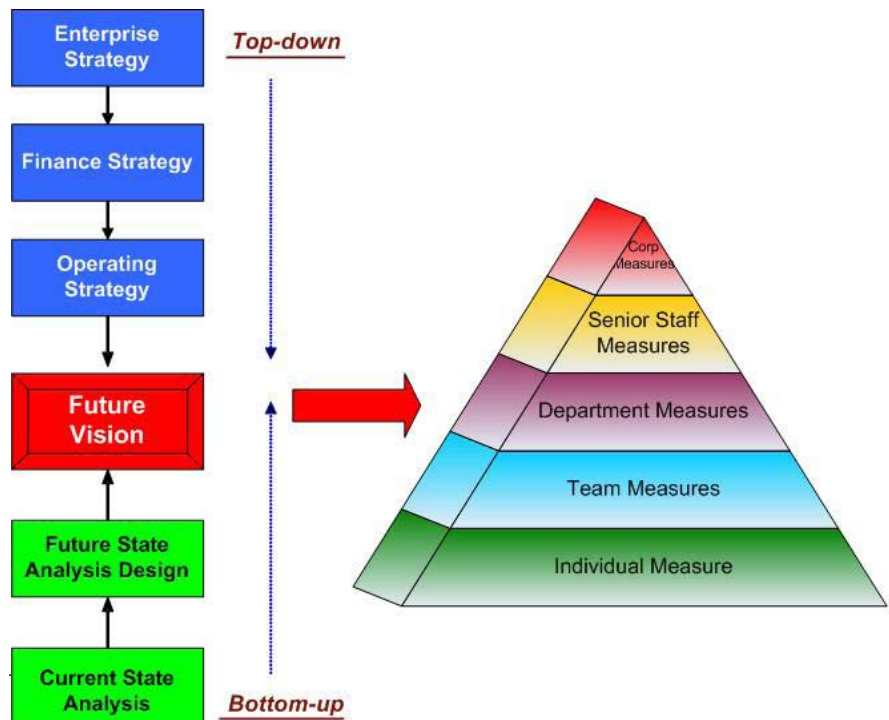
Our Perot Systems *Optimized Business Intelligence* approach organizes data into four major groups that enhances data quality management by providing a continuous loop of information for the organization



Assists Decision-Making Throughout the Enterprise

We recognize that no two organizations are alike, so our program can be adapted to accommodate both “Top-down” and “Bottom-up” management approaches. Role-based methodologies are used to access enterprise data throughout the enterprise, whether from the bottom-up, from the top-down, or a blend of the two decision-making methodologies.

Ultimately, aligning approaches within the organization to a common vision allows for greater synergy into business performance, as illustrated below:



## The Oracle Advantage

Research shows that more software vendors are providing pre-analytics and are focusing on developing solutions that can be delivered rapidly with minimal effort. – Oracle is leading the way in these efforts:

“Through 2009 there will be a swing toward buying pre-packaged analytic applications.”

Source: “Business Intelligence Scenario: Pervasive BI,” Gartner Symposium ITxpo

Perot Systems has deep domain expertise in planning, implementing, integrating, and managing Oracle Applications. We are an Oracle Certified Advantage Partner.



## Turning Data into Information and Knowledge

World-class organizations have recognized the need for Business Intelligence programs, and they continue to refine their needs, data capture, and the knowledge and insight gained from mining, reporting, and using analytics. However, when data is pulled or summarized out-of-context it may be meaningless or provide an inaccurate view of organizational performance. In short, too little data is not relevant and too much data is time-consuming and unproductive. Are you ready to build a foundation that delivers better overall analytics capabilities for your organization? The Perot Systems *Optimized Business Intelligence* is designed to determine what data needs to be collected and managed and in what context. We serve our customers with business-technology collaboration that facilitates intelligence collection and analysis in a timely fashion.

### What you can expect from the Perot Systems *Optimized Business Intelligence* Program:

During an up-front 8-to-10 week analysis and implementation initiative, you can expect:

- A rapid deployment of the OBIEE platform – installed, configured, and set up
- Pre-defined key financial and performance metrics – mapped and reported using dashboard presentations
- Strategy roadmap and vision – based on your priorities
- Foundation for a governance process – using proven world-class methodologies
- Recommendations for improvements – suggested process enhancements and opportunities to consider

### What Makes Perot Systems Different?

**Our ABCs--Attitude, Business Knowledge, and Commitment** to delivering solutions that meet and exceed client expectations. It takes the right people and processes to implement a successful BI program that provides performance measures along with the information needed for actionable results. We have the capabilities and proven expertise to deliver:

- Blended onshore/offshore service models to best meet your needs
- Highly-knowledgeable industry professionals with large project experience
- World-class practices to set the foundation for a successful long-term BI program
- Business accelerators to quickly jump-start BI initiatives to meet and exceed short-term and long-term expectations
- Collaboration teams of technology and business experts who understand BI and can quickly make a difference

Do you want to give your organization a competitive edge? Do your current business performance metrics tell you what you need to know? If not, give us a call and we will be glad to discuss our Perot Systems *Optimized Business Intelligence* program. Our solution is more than just a collection of tools. We can help you jump-start your entire Enterprise Business Intelligence strategy and help you develop your roadmap to success.

**About the Author:** Dan Blankenship is a Director of the Enterprise Solutions practice in the Perot Systems consulting group where he specializes in Business Intelligence with a focus around ERP solutions. He has led several BI projects and assisted clients through various implementations of business, information, and technology initiatives. Dan has strong expertise in management and technology and is a key leader in Business Intelligence. Dan has over 20 years experience in financial and human resource management, reporting, project management, operations, and technology. He has worked for several Fortune 500 companies as well as two Big 5 consulting organizations. Dan is a Certified Public Accountant, Certified Information Systems Auditor, and serves on several IT and business professional user group boards.

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Perot Systems can help you achieve measurable results.

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