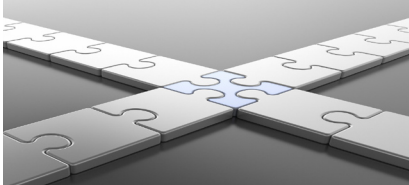


## ■ BUSINESS INTELLIGENCE



Business today moves at the speed of information. Companies that can leverage, exploit and maximize their information assets have a strategic advantage over their competitors, which is why Business Intelligence is spreading like wildfire through the corporate world.

### Business benefits

Business Intelligence (BI) helps you piece together bits of information into a complete picture of your business. BI helps you extract data from disparate sources, merge it in a data warehouse, and use it to produce reports containing exactly the information you need. The following are just a few examples of what you can do with BI:

### Overview & monitor

BI provides an overview of key business performance data such as gross income, gross margin, key-figures, and inventory turns. You can also get an overview of your risk exposure, as well as monitor the results of any changes you make.

### Customize data analysis

BI helps you integrate and analyze near-real-time data; not just to understand it, but also to plan and monitor business performance. Using concepts like OLAP cubes, you have the full flexibility to perform in-depth, customized analysis across multiple business dimensions, rather than being constrained by pre-defined reports.

### Streamline reporting

A central report control function offers complete control over report production. This helps reduce operational risk as figures are consistent and impossible to manipulate, and no single individual can own and control a report.

### Extract and manage KPIs

Key Performance Indicators (KPIs) help assess the state of your business. Businesses that face high operational/credit risk loading, such as banks, asset managers, treasuries etc., often need to publish KPI-related data. With BI, you can offer daily KPI analyses.

### Design Business scorecards

BI data can be presented as business scorecards/dashboards; a top level view of KPIs. Increasingly, businesses use balanced scorecards as a key decision support tool to track strategy implementation using measurable KPIs.

### Monitor CPM

You can also monitor Corporate Performance Management (CPM): the processes, methods, measurements and systems required to measure and manage business performance.

### BI from A - Z

TradeTech Consulting has a complete BI offering, including:

- Scope analysis
- Demand specification
- Design
- Database architecture
- Implementation of BI tools
- OLAP cubes, Crystal reports, reporting services etc.
- Deployment management
- Change management
- Maintenance
- Surveillance

## Getting started

To get the most out of a BI solution, it is critical that your implementation partner not only masters the BI technologies available, but also understands your business. TradeTech Consulting starts by reviewing and analyzing your business processes and builds solutions tailored to support these.

The typical process:

1. We analyze your processes.
2. We review your existing or proposed BI and data warehouse architecture and wherever possible attempt to leverage this.
3. We explore the dimensions of **data, information, technology, and product** (see below).
4. We implement, test and go live.

## Data

What data do you need? How accurate are your source systems? Once we have these answers, we identify the data facts and dimensions, define the logical data models and establish a preliminary aggregation plan.

## Information

How do you turn raw data into useful information? The next step is to define how to transform data from the source systems into useful information. Firstly, we recommend the necessary data stages. After that, we develop source-to-target data mapping for each data stage and review the data quality procedures and reconciliation techniques. Finally, we define the data models.

## Technology

What technology do you need? Are your business needs best served by compiling data into a star schema, reports or OLAP cubes? We define the technology required to build the data warehousing and BI solution that best supports your business processes and implementation plan. Our recommendation is based on a review and comparison of available technologies as well as your current technical environment and IT strategy.

## Product

A range of different products are available to build a BI solution. To determine what is best for you, we list the product categories that are needed to implement the technology architecture and review the trade-offs between these. We shortlist the products in each category, make our recommendation and define an implementation schedule.

## About TradeTech Consulting

TradeTech Consulting is a leading provider of business and technology consulting services to the treasury, trading and capital markets space. TradeTech also provides customized business intelligence solutions tailored to these segments. Established in 1998, TradeTech serves three of Sweden's top six corporates, as well as leading banks, asset managers and mid-sized companies in Europe, North and South America and the Middle East. Visit TradeTech at [www.tradetechconsulting.com](http://www.tradetechconsulting.com).

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