

# Analysis and control tools for business management



**digia**

## Business Intelligence

Digia Business Intelligence (BI) provides with comprehensive services for the planning, analysis, reporting and control of business operations, as well as the development of the data warehouses supporting them, and the data integration process. We provide our customers with support for tool selection as well as system construction, implementation and maintenance.

Continuous service during production use ensures our continued presence throughout the product life cycle. Our top notch architecture and system integration expertise complement our BI service range, bringing added value to our customers' BI projects. Select Digia as your partner in developing your business performance.

# Comprehensive Business Intelligence Services

BI strategy consistent with both the IT and business strategy, is drafted in co-operation with the customer. BI strategy is the foundation on which future projects are based.

BI architecture consulting is required for a data warehouse and BI project to be successful. With a high quality architecture, the customer ensures cost efficient implementation of projects and a long life cycle for solutions.

BI mentoring is the most efficient method of transferring expertise if the goal is also to learn how to apply the knowledge in practice.

BI review provides an outside, independent estimate of the status of a piece of software, architecture or project. Simultaneously, it provides a solid foundation for selecting a progress plan and possible rectifying measures.

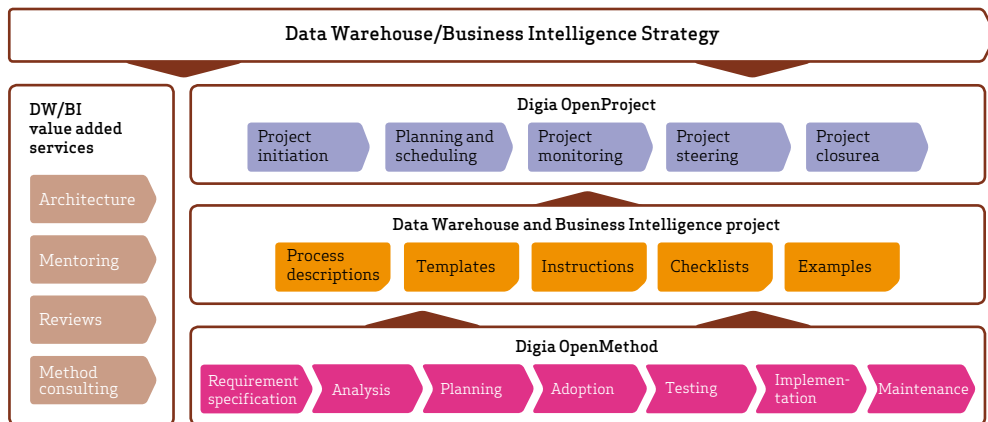
Method consulting assists in decision-making while selecting, implementing and developing BI and DW methods.

BI solutions' starting point is in the needs of business decision-making. A fundamental part of this is prioritisation of needs and dividing of partial solutions according to subject area (iteration).

BI projects can be implemented by using Digia OpenProject or by using customers' own project management tools.

BI project management Digia OpenProject describes the project management process that enhances the systematic and controlled implementation, control and monitoring of a project. Digia OpenProject is certified according to the ISO 9001:2000 and independent of application development methods.

BI tool selection helps customers find the appropriate tool for implementing a strategy-consistent DW and/or BI solution.



## Definitions

Business Intelligence (BI) comprises the tools and systems that play a key role in companies' strategic planning. The most essential BI applications are gathering, storage, processing and analysis of business information in support of decision-making. Common BI application functions include search services and reporting, OLAP (online analytical processing), statistical analysis, forecasting and data mining.

A data warehouse (DW) is a logical database storing information gathered from various sources and processed in order to make it easily understandable to the end user and to make the information relevant to business operations.

Service-oriented architecture (SOA) is an efficient approach to the implementation of companies' business architectures. SOA makes it possible to reuse and integrate companies' and their partners' and customers' systems, data warehouses and processes in a flexible and cost-efficient manner. Further, SOA brings the process integration of business operations and information system integration within a single framework for the first time and creates a common language for business operations and IT.

# Tool for business management

Business Intelligence is a basic tool for developing business operations and managing a company's performance while solid numerical data and insight is needed to support the decision-making. BI reporting is the tool when the company's goal is to gain most reliable answers to the questions 'How well are we doing?', 'Why?', 'What should we do?', and 'What happens if..?'

In practise companies often have separate information systems. The information content may differ, with customer information also being inconsistent, which makes customer profitability monitoring inaccurate. The answer to the fragmentation of information and architecture is provided by the consolidation, performed with the support of our BI services, of various source systems' information, and their transfer into a unified reporting database.

Together, BI architecture and BI tools form an integrated reporting platform enabling reporting that provides competitive advantages, especially when incorporated with a comprehensive service architecture consistent with SOA principles.

## Benefits

1. The BI strategy, drafted in co-operation with the customer, provides a solid foundation for developing the systems.

2. The implementation of BI projects using the Digia OpenProject ensures the achievement of goals and results set for the project. Controlled, systematic project implementation is achieved through investing in continuous planning, risk and change management and quality control. As an additional bonus, our method of working produces systematic documents for all projects and project phases.

3. All of the value-added services that are consistent with our BI strategy support method selection, practical experimentation, development and adoption. The ready-made methods and our experienced BI professionals ensure that project challenges are addressed before they lead to actual problems.

Method consulting is used for finding and deploying the most appropriate BI solution, the one that best fulfils a customer's needs.

Reviews provide an independent estimate of the status of software, architecture or a project, laying a solid foundation for the selection of a progress plan.

Mentoring is the most efficient method of transferring expertise if the goal is also to learn how to apply in practice what has been learnt. Mentoring ensures that customers are aware of best practices, and it helps to avoid the most common errors and problems.

4. BI projects are implemented phase by phase. The successful implementation of a project is based on three of our strengths: solid architecture expertise; our extremely competent project personnel; and systematic project procedure. Further, the implementation can be supported by practice-oriented, device-independent Digia OpenMethod.

5. Digia OpenProject is an application development method independent project management process that includes process description, procedure, instructions, foundations and models for project work management. Continuous monitoring of progress and systematic status reporting form an essential part of project management.



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Digia delivers information and communication technology solutions worldwide. Our strength in smart mobile devices and real-time information systems enables a mobile life. Our clients are entities who want to capitalise on digital information in their business. New technologies, well thought usability and modern service channels enables real time access for correct information or services through their computer, a mobile handset or any other digital device. We are based in the Nordics, operating globally and employing over 1,200 professionals. We are listed on the OMX Nordic Exchange Helsinki (DIG1V).

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