

# SCALABLE ENTERPRISE BUSINESS INTELLIGENCE



**SCALABLE  
SYSTEMS**

# ENTERPRISE BUSINESS INTELLIGENCE

For years investments in business intelligence have helped alleviate certain business problems, but the same obstacles still exist today. A majority of companies over complicate their BI initiatives making data difficult to navigate and access, resulting in lost time and failed investments. Every BI system should work cohesively with all systems and components within an organization. Personnel from sales representatives to C-level executives should be granted access to information necessary for high performance. To deal with these challenges, Scalable Systems' bottom up approach effectively harnesses the immediate management vision at hand in order to achieve strategic goals that greatly benefit an organization.

Scalable Systems enterprise BI solution focuses on the need for comprehensive access to quality information insights through advanced social, cloud and mobile applications. An enterprise can benefit from pervasive communication and seamless access to business apps or visualizations of data analysis. Our goal at Scalable Systems is to provide enterprise BI solutions that transform abstract datasets into effective intelligence through business apps,

easy to comprehend dashboards and detailed visualizations.

Customized mobile and social applications for enterprise personnel and C-level decision makers grant pervasive access to an advanced BI system that evolves and adapts to a company's actions and unique needs over time. A company that desires advanced enterprise business intelligence capabilities must approach data as an asset that can produce tremendous ROI and spur increased operational efficiency.

Scalable Systems has developed a holistic approach to data management combined with a BI strategy initiative that focuses on a clear management vision focused on superior data quality and ROI. Quick, easy, and precise access to information can empower every employee and executive throughout an organization. Scalable Systems enterprise business intelligence solution can increase sales by 60%, reduce operational costs by 30%, and increase customer satisfaction all while providing a detailed holistic view of a company's performance accessible through ones finger tips.



## MOBILE BI

Just as cell phones replaced land lines, smartphones and mobile devices are set to revolutionize how people compute and how organizations approach business intelligence. Dashboards, data visualizations and group meetings are now accessible through a mobile device, making collaboration and access to information omnipresent. Team members within an enterprise can have instant access to all the information necessary to work with a client or contribute to a business meeting. Mobile technology truly has the potential to progress business into the next generation of intelligence.

An enterprise must be ready to alter their traditional management models to utilize mobile workers. Scalable Systems can help develop a strategy that uses a customized mobile BI solution for each organization based on their specific characteristics. Although there are enormous potential benefits from mobile BI solutions, interested organizations must assess the obstacles that can arise during implementation. A clear strategy combined with

advanced security measures can advance a business's operational efficiency and increase productivity.

Scalable Systems' mobile business intelligence solution focuses on maximizing the potential of mobile applications by emphasizing customization and usability. Executives and sales representatives alike can benefit from instant access to real-time information regarding enterprise performance or potential clients. Backed by a pervasive data management solution, Scalable Systems mobile BI applications can optimize the decision-making process and bring about increased efficiency, productivity and growth. Mobile applications also come equipped with several security configurations that will keep a company's data and sensitive information safe from malicious parties and viruses.



## SOCIAL BI

Social business intelligence centers on the idea of monitoring the entirety of the social media universe for any relevant content or information that possesses strategic value or insight for an enterprise. For years consumers have been sharing product reviews, making comments about advertisements, posting photos of products, and making viral videos that have a profound effect on brand notoriety and product performance. With over 300 million Twitter users creating over 250 million Tweets a day and over 900 million Facebook users updating statuses and posting pictures, there is a great deal of potential information to monitor throughout the social web. According to Forbes, 64% of consumers decide on a purchase in store or online according to a digital experience. This is one of the main reasons social business intelligence should be a top priority for any company.

Social BI effectively monitors the social web for relevant content or data regarding the enterprises customers and even those of its competitors. A Facebook page belonging to a

customer contains insightful information regarding other favorite brands, interests, and products. Using sentiment analytics to analyze this information on a large scale using millions of customers can provide valuable real world insights and suggestions for decision makers. Consider the fact that 5 star reviews almost always contain suggestions for product improvements, and negative reviews almost always point out the basic flaws in a product.

Scalable Systems' social BI solution can empower an organization to discover and analyze complex social data, and produce insightful information about an enterprise. By using historical data for instance it is possible to predict or forecast which products a customer may be more attracted to. Developing holistic customer profiles and actively monitoring social media buzz can result in improved customer relationship management and positive brand notoriety. Possessing a better understanding of the market can contribute to products that are made for the customer and destined for revenue generation.



# CLOUD INTELLIGENCE

Our cloud intelligence solution supports current and future technologies while implementing an advanced on demand system that provides software, platforms, and infrastructure as a service. Scalable Systems' on demand cloud solution provides ubiquitous access to business applications, scalable storage, and secure data protection. Cloud storage, distributed computing, and cloud computing effectively bypass the need for on-site databases and servers, providing a highly scalable and easily accessible option for organizations interested in enterprise BI.

Companies can pay for cloud usage and storage as it is used, providing maximum scalability, adaptability to growth, and seamless access to business intelligence applications. It has never been easier to deploy custom BI applications for an enterprise than it is with Scalable Systems' cloud network and computing solutions. In the same time it takes to setup one physical on-site

data center it is possible to initiate over one thousand cloud initiatives.

Organizations have access to powerful technological resources for a fraction of the cost of prior data solutions. Our cloud solutions effectively reduce operating costs by eliminating the need to invest in additional software, hardware, facilities, and labor while providing seamless access to massive storage and computing capabilities. Even maintenance is streamlined through our on demand self service BI solution which allows for scheduled processing and application management without a need to speak with a provider technician. Outsourced data and software solutions are pervasive in today's economy due to cloud computing and data warehousing's secure data quality, unprecedented cost efficiency, increased ROI, and vast improvements in productivity.

# BIG DATA ANALYTICS

Organizations around the world are forced to deal with obstacles such as rapid growth in data volume and inefficient tools to process and manage data. Every time a customer makes a purchase, a sales representative closes a deal or a Facebook brand page updates a status - there are countless interactions that result in stored data. Unstructured data such as social media content, written reviews, and online shopping, often remain unused within certain organizations while other company's consistently benefit from it.

Big Data is an all encompassing term that refers to the issues that organizations experience when dealing with large datasets that stem from multiple sources and are stored throughout multiple systems. Data about customer feedback in social media commentary is very different than debit card transaction or geospatial data from mobile devices. The variety, volume and velocity of data create a necessity for intensive processing and powerful computing capabilities.

Big Data analytics can discover trends and patterns by correlating machine produced data such as credit card transactions, with social data stemming from social media activity and user generated content. These trends can

increase the accuracy of data analysis regarding customer relationship interactions. Scalable Systems' Big Data analytics solution makes it possible to analyze and monitor real-time data on company performance. Our method is designed to provide a scalable approach to storing the massive amounts of data necessary to conduct robust analysis. Decision makers can benefit from in-depth insights regarding their customers, sales performance, profit forecasts, employee productivity, and any potential KPIs or metrics.

The most important part about Big Data analytics is a management's vision regarding their enterprise BI strategy. Potentially every department within an organization can benefit from Big Data analytics. Marketing, product development, customer relationship management, supply chain management, and human resources can benefit from detailed analysis of social, machine, and customer interaction data. Scalable Systems will work to develop a cohesive strategy that can help produce remarkable changes in operational and cost efficiency while embedding a data-driven business intelligence strategy.



# VERTICAL INTELLIGENCE

There are countless enterprise BI solutions available but rarely does an organization find a solution provider that caters service specifically to the unique industry dynamics of each company at hand. Scalable Systems' approach to vertical intelligence is an approach that takes into account that every business is different and every enterprise requires a unique approach and direction.

For instance, the data requirements and analytic approach for a major hospital interested in enterprise BI will center on patient oriented information concerning electronic medical records, medication dosage and cross referenced research data. A financial firm will

utilize transaction analytics for things like fraud prevention or real time monitoring of accounts.

Customized applications for enterprise business intelligence are constructed according to the unique goals and industry characteristics for a specific company. Our approach takes into account the differences in strategic requirements necessary for retail, financial services, and life sciences. By tailoring solutions to fit an exact corporations' situation and business strategy, enterprise BI can provide tremendous ROI while simultaneously revolutionizing how a business utilizes data and achieves increased operational efficiency.



# BI ARCHITECTURE

Scalable Systems focuses sharply on both technology and vertical intelligence, effectively bridging the gap between advanced technology and industry specific solutions. Proper strategy for BI will contribute to a more seamless integration with decision makers and the various components of business intelligence. An enterprise BI architecture highlights strategic goals for which type of data is extracted and analyzed in order to monitor how data is routinely integrated, cleansed, and analyzed.

Unstructured data such as user generated content for instance, is hard to organize manually and must be presented in a clear and consistent manner for decision makers. Data must go through several steps in order to be considered valuable information for decision makers.

Once certified as trustworthy it is important to plan out which BI software solutions and tools will be used for disseminating the extracted information. On top of which software choices to make there are also decisions to be made regarding visualization tools, querying methods, data mining, and online analytical processing (OLAP) for real-time dashboards and insights.

With in-depth technical and vertical knowledge, Scalable Systems can offer an enterprise BI implementation that can be initiated in half the time required for a company's current BI system. It is common knowledge that technology requirements and business environments for a corporation can change at a moment's notice. A well thought out and flexible BI architecture is necessary for effective enterprise intelligence.



# BI COMPETENCY CENTER

Developing a detailed BI strategy is the secret to a successful BI implementation, but ensuring that source data is truthful and of the highest quality is half the battle. Integration and migration of one data set to another or the consolidation of many datasets into a single warehouse requires a considerable amount of expertise. Prior to diving head first into a solution option, it is vital for an organization to develop goals and visualize a direction regarding their BI implementation.

A BI competency center (BICC) effectively manages and develops a corporation's BI strategy, provides required BI tools, and manages the training and support work for business users adapting to new technology. Various issues regarding data governance, data integration, and data quality, all fall under the responsibilities of the BICC.

Successful BI requires a team consisting of industry specialists, BI experts, and data management professionals tasked with ensuring that an enterprise business intelligence initiative succeeds from the strategic planning stage to the eventual oversight and support of day to day operations.

Scalable Systems BI consultants are highly-skilled professionals that specialize in data analytics and data warehousing providing an enterprise with a world class BICC designed specifically for them. Equipped with proper enterprise BI tools and strategies, decision makers can spend more time worrying about their own projects while harnessing the power of data-driven insights that result in significant competitive advantage and operational efficiency.



# BI LAB AND SOLUTION ACCELERATORS

In order to make responsive and insightful decisions backed by quality data, an enterprise must institute an advanced BI lab to exploit data mining and ensure aggregation. The BI lab helps to ensure the expertise and strategic positioning of architects, consultants, and developers, charged with guiding enterprise BI implementations.

Equipped with a thorough best practices repository, pre-packaged analytics and solution accelerators, a BI lab can drastically reduce the setup time for an enterprise BI solution. Solution acceleration is possible through a detailed analysis of the business in question. This process identifies the perfect process framework and set of internal tools necessary for a BI project that results in ROI. Organizations have a multitude of options to choose from in terms of customizing their strategy to fit their specific goals and requirements.

Metadata analysis tools, automated ETL code reviewing, operational asset tracking, and predictive analytics applied to route profitability and shipment processing all serve to help drive

efficiency in their own way. It is up to the BI lab to contribute to the perfect approach for an enterprise. Scalable Systems' solution accelerator applications work to streamline the maintenance and development of data warehousing and enterprise business intelligence solutions.

Our innovative approach to solution accelerators centers on the automation of environmental metadata analysis, software quality management automation, data masking security measures, as well as advanced process-monitoring tools to track the ETL process. Extensive management of the enterprise BI process through the BI lab and solutions accelerators can provide increased integrity and trust to an organizations intelligence system.

Advanced BI lab and solution acceleration strategies focus on ensuring an enterprises' data security and integrity while optimizing the reporting of such data processes. Our approach centers on creating an enterprise environment where decision makers can comprehend insights and make successful decisions in a timely fashion with full fledged trust in the data they utilize.



# REPORTING FACTORY

A BI reporting factory will ensure comprehensive reporting of information that is timely and cost-effective. Reports of the past often suffered from data quality issues, duplication problems, and a serious lack of user friendly interface. Scalable Systems reporting factory can streamline monitoring and reporting in a way that opens accessibility for varying levels of personnel and security clearance. Every corporate executive knows that keeping up with regulatory requirements and compliance disclosures consume a considerable amount of effort and focus. By maintaining consistent reporting and implementing a pervasive BI reporting factory, every aspect of finance,

shipping and HR can be measured and monitored effectively.

Our BI factory solution features a friendly user interface that grants anyone in the know access to extensive and insightful reports regarding the data extraction and analysis occurring in an organization. Scalable Systems BI reporting factory helps mass produce quality reports in a short time while providing a helping hand for the client to streamline a complex reporting factory.



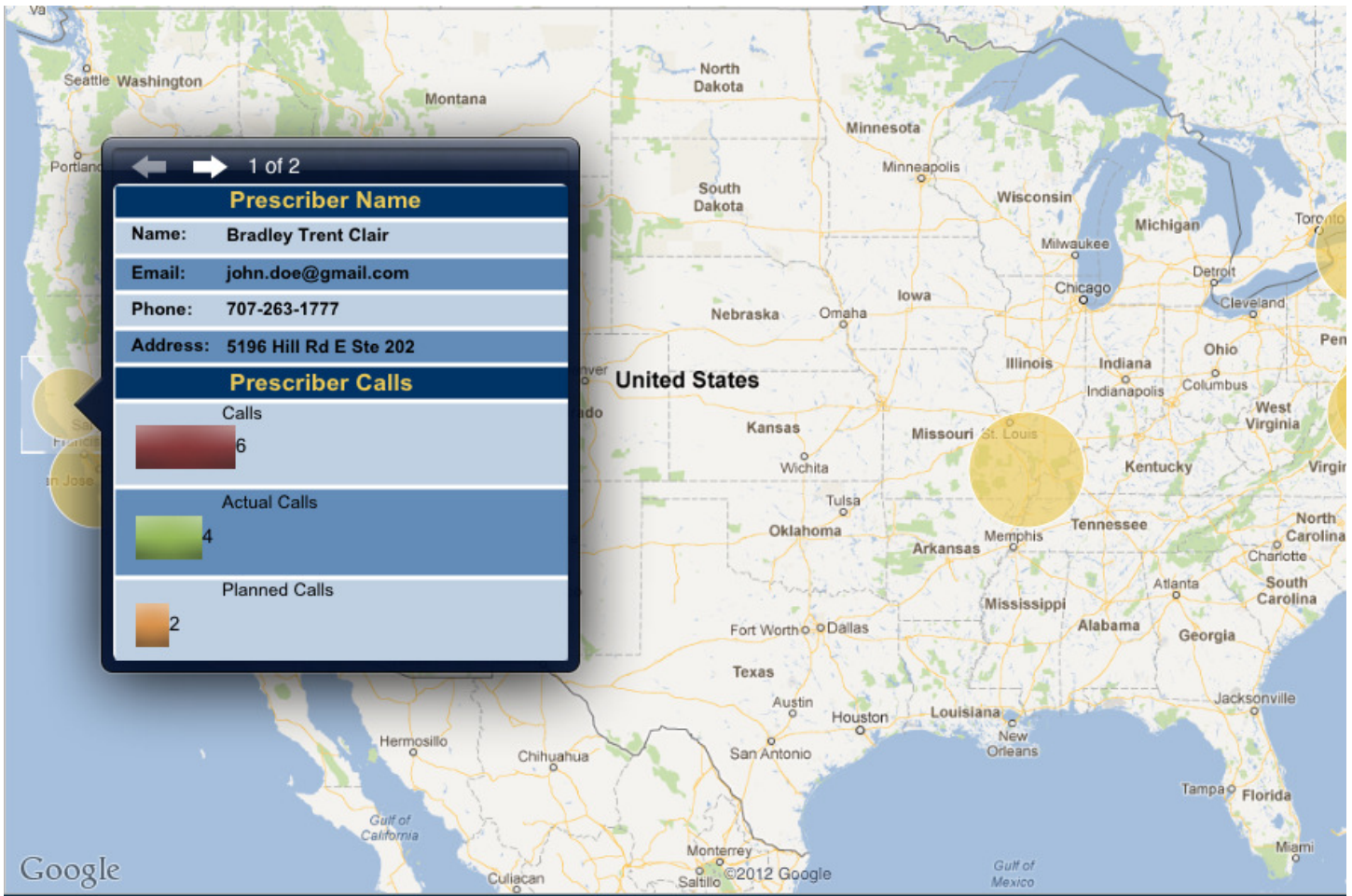
# BI TESTING

Successful implementation of an enterprise business intelligence initiative requires consistent information accuracy, reliability and validation through BI testing. Data insecurity, reporting inefficiencies and poor data quality can all be prevented through adequate BI testing solutions. Scalable Systems addresses these challenges by infusing our enterprise BI solution with strong expertise in data warehousing and BI testing. Our solution will monitor and assess the performance of ETL processes and BI reporting efforts in order to ensure competent data quality and data reporting.

Throughout the course of the enterprise BI implementation, Scalable Systems will conduct BI testing in order to ensure a smooth transition that is reliable and trustworthy. Decision makers must be provided with data insights derived from data sources that are of the utmost quality. Depending on faulty information can result in reduced revenue, wasted productivity, and lost clients.

Scalable Systems BI testing solution provides an enterprise with data integrity and trust that can empower personnel and C-level executives alike to make game changing decisions. Our team are experts in the field of data warehousing and BI testing with deep experience in ETL processes.

Reporting and analysis of data is necessary to ensure validation of data. Our approach can identify potential problem areas and fix errors before they grow into larger problems. Verification of test results in combination with testing will ensure an effective implementation while providing ongoing post-setup support. Scalable Systems offers a dependable and scalable BI testing package as an integral part of our overall enterprise solution. Without data integrity and data quality provided by BI testing, decision makers would never possess data driven insights.



# SELF-SERVICE BI

Access to data analytics for business users with no IT expertise is now easier than ever with the Scalable Systems self service BI solution. Our approach to data intelligence and BI acknowledges that business users can benefit greatly from the wealth of enterprise data available within a company. Allowing access to such data without any need for IT services is our main goal. With the Scalable Systems option it is possible to self-service query and use advanced monitoring and reporting tools to utilize analytics and empower team members. Enterprises can now spend less time waiting for service provider technicians and more time running the system themselves.

The goal behind self-service BI is to provide an enterprise access to quality data that is rich with insight for all business users. Our approach allows users the ability to create customized reports regarding any specific dataset. By way of a friendly user interface designed for non-technical users, it is relatively easy to observe metadata, run self-service applications, and maximize the potential of reports. Development of key metrics and KPIs in collaboration with the IT team will also allow for a comprehensive and open self-service BI solution.



# DASHBOARD DESIGN AND SCORECARD

One of the biggest challenges in many organizations is getting the right information at the right time. In an increasingly competitive market it is difficult to plan an effective marketing strategy without the required information at hand. Business Intelligence and performance management tools provide a platform for easy access to clean intuitive data with multi-dimensional views to effectively aid in the decision making process. Our method helps to improve the process of analyzing market predictability, consumer behavior, trends, past performance reports and emerging markets.

Scalable Systems provides unparalleled expertise in business intelligence, dashboard design and performance management services.

An organization with tested and proven solution for enterprise wide OLAP and custom reporting with specialized knowledge in most leading business intelligence suites.

A BI toolset must have a strong architectural foundation to support enterprise processing requirements. It is pointless to deploy BI tools to thousands of staff, customers and suppliers if dashboard performance and reliability falter under peak loads. Many BI projects also overlook basic security elements leaving important data open to outsiders. An effective BI architecture provides optimal use of memory, CPU processing, storage, caching, clustering, load balancing, database pooling and session management.



# PRECISION VISUALIZATION

Extracting, mining, cleansing, and integrating data are fundamental components for all BI initiatives. Once the data is analyzed and insights are formulated, the true artistry involves developing precise information rich visualizations that relay knowledge in a comprehensible way. Most organizations utilize dashboards for relaying insights into dense sets of information. Due to the abundance of data available often times visualization dashboards are complicated and seem to suffer from information overload as well as poor color scheming and a lack of user friendly design and control.

Scalable Systems is one of the few solution providers to utilize a graphic design and visual arts team that focuses completely on optimizing visualizations according to precisely how the human eye receives and processes visual information. Our graphic designers are able to create beautiful visualizations that make information leap off the screen. Rather than straining one's eyes to make sense of cluttered data sets or line graphs, decision makers will be able to grasp the concept within a single glance. Communicating information effectively is as vital a part of the operation as data analysis or extraction.



Transforming Data into Intelligence

#### About Scalable Systems:

Scalable Systems is a global software consulting, development and IT outsourcing company providing both offshore and onshore software solutions and integration services to business enterprises around the globe. Scalable Systems has proven expertise in encompassing low cost, high quality and reliable software solutions and services in areas like Data Warehousing, Business Intelligence, Web and Custom Application Development.

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