

Business Intelligence and Corporate Performance Management

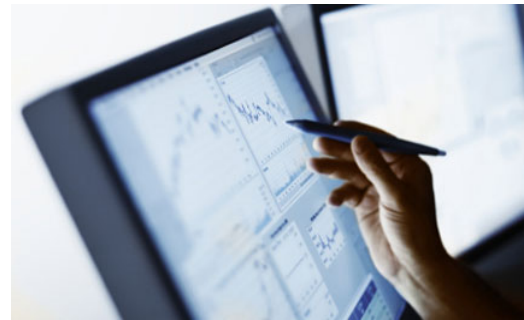
In today's world, increasing standards, automation, and technologies have led to vast amounts of data becoming available. Enhanced database technologies have established repositories to store this data. Improved ETL and more recently enterprise application integration tools have increased the timely collecting of data. Multi-dimensional reporting technologies have enabled flexible generation of new reports and views within the business. Business Intelligence has evolved into the art of processing large amounts of data, extracting useful information, and turning that information into actionable knowledge.



Business Intelligence (BI) includes ad-hoc queries, operational reporting, multi-dimensional analysis, predictive analytics, and data mining. Business Intelligence is a component of Corporate Performance Management (CPM), which also includes Business Monitoring and Business Planning. BI and CPM solutions have the potential to unlock the trends, early warning signs, and exception based information required to course correct a company's strategic and operational direction.

Corporate Performance Management is built on a foundation of BI, and expands the functionality to incorporate the monitoring aspects of the enterprise by including planning, forecasting and modeling capabilities delivered as part of a closed loop framework.

JBA is a leading IT consultancy and service provider, implementing end-to-end projects across multiple industries addressing all aspects of BI and CPM. Our approach is predicated on maximizing business value and minimizing time to delivery by delivering functionality within an overarching CPM Framework. Integrated planning and performance metrics enable companies to unlock the full potential of their BI and CPM investments.



The JBA Program Approach involves consolidation of data from various sources, querying and analysis of the data, and putting the results into practice. This approach also enhances processes by creating better feedback loops. Continuous and real-time reviews help to identify and eliminate issues before they become problems. CPM's planning and forecasting capabilities assist companies to take corrective action in time to meet earnings projections and include key performance indicators that help companies monitor effectiveness of projects and initiatives against strategic and operational goals

We have a growing team of highly skilled BI and CPM resources with many years of implementation experience. We are experienced in all tools, techniques and implementation initiatives across a number of functional areas and industry verticals. Internally, the practice group of JBA is organized to provide consulting services during pre-implementation, implementation and post-implementation phases of the systems development life cycle.

Our Service Offerings

- Consulting
- Implementation Support
- Upgrades and Migrations
- Post Implementation Support
- Staff Augmentation

Consulting



The JBA Business Intelligence and CPM Consulting service offerings enable clients to address a variety of planning, reporting and analytical issues in the Finance and Sales and Marketing areas.

By incorporating BI and CPM into the established planning and review cycle, organizations are better able to identify risk areas, plan a tactical approach to manage the risks, and monitor the plan using enhanced metrics and key performance indicators.

For those clients that require a complete overhaul of their existing BI and CPM functions, we offer a comprehensive Program Approach utilizing best practices as promulgated by Gartner and other thought leaders in the performance management discipline. The Program Approach addresses all aspects of building a competent BI delivery capability. This includes building the Roadmap as discussed below, along with the CPM Framework and Center of Excellence.

In all instances, we assist our clients in determining strategies to increase revenue, productivity and customer satisfaction by first building the Roadmap. The Roadmap evaluates the current state, defines the future state, and lays out a plan of attack using an objective, prioritized functional implementation plan. All activities are executed in light of the corporate goals and objectives. The business drives the Roadmap, not IT.

The Roadmap initiatives are then brought to life by executing a prototype of the prioritized functionality. Business users are involved early in the process to develop the relationships necessary to effectively collaborate and achieve the optimal solution.

Once the Roadmap has been socialized with the extended business and IT team, input and negotiation occurs, driving the participants to consensus. This is important as all interested parties need to fully understand the functional initiatives, agree on the prioritization, and recognize the value provided in support of the corporate goals and objectives. Success depends on carefully executing this step and obtaining approval via signature of the Roadmap.

Now that the Roadmap has been developed, socialized and approved the next aspect of our Service Offerings takes place, Implementation Support.

Before moving to this topic, we have provided a summary of our BI and CPM Consulting offerings, along with an overview of our Process Analysis and Definition offering.

Program Approach

The right delivery capability can revolutionize your business practices. Our domain experts help you develop the Roadmap to define the optimal implementation strategy, formulate a plan for efficient execution, and establish milestones for your BI and CPM initiatives.

Additionally, the Corporate Performance Management Framework is developed in order to place all initiatives in context with the established planning and governance process.

Finally, the Center of Excellence is established to formalize the roles and responsibilities of all BI and CPM team members.

Roadmap

The Roadmap evaluates the current state, defines the future state, and lays out a plan of attack using an objective, prioritized functional implementation plan. All activities are executed in light of the corporate goals and objectives.

Solution Prototyping

To help our clients increase the familiarity with their environment, we design a solution prototype. This enables our clients test the effectiveness of the implementation in their organization prior to implementation.

Business Process Analysis and Definition

For rapid deployment of the BI and CPM solutions across the organization, we combine our traditional process improvement techniques with the latest in technology to carry out business process analysis and definition.

This enables an in-depth understanding of the uniqueness of your business processes, ensuring that the proposed solution enhances your existing strategic and operational business objectives.

Implementation Support

Increasing customer loyalty, sales, profitability and gaining a competitive advantage are the key drivers to an organization's success. An investment in this respect is an investment in your future, the one that will repay you with improved business processes and higher returns.

A BI or CPM initiative which fails to fall in line with the organization's stated objectives will not work as a differentiating business strategy. JBA will work towards delivering rich short-term results from your projects and also help realize the full strategic advantages of the implementation in the long run.

We combine the best in processes, people, infrastructure, alliances, and our global delivery model to ensure that the implementation works best for your business. Our BI and CPM offerings span various business functions such as Finance and Sales and Marketing.

Our program management ensures that each critical success factor is dutifully incorporated during implementation, so that a complete end-to-end solution is delivered. Our expertise in enterprise application deployment enables seamless integration with existing legacy or other application systems.

A successful BI or CPM implementation relies heavily on the combination of four key pillars - Process, Technology, Information and People. Hence, the ultimate success of these projects lies in the hands of the user. To make your program successful, we train future users to handle the transition to a performance driven enterprise.



Upgrades and Migrations



Organizations need to keep their software investments working smoothly and at the same time take advantage of enhancements made by their software providers.

To achieve these goals, we offer upgrade and migration assistance in all of the BI and CPM software technologies.

Whether an organization needs to move existing applications and data along an established technology path or adopt a new one altogether, we have the experience and knowledge to ensure success with minimal interference to on-going business processes.

Version upgrade: Upgrade from one version of your BI or CPM toolset to a higher version, in a specific business environment.

Re-implementation: Occasionally, due to extensive customization in the existing applications, a simple version upgrade may be impractical. To address this situation, JBA offers re-implementation services to leverage new package capabilities while preserving functionality already developed.

Migration: Migration assistance involves conducting an impact analysis to conceptualize the impact of a new version upgrade while establishing the necessary infrastructure for the build. We assure seamless data migration when a new functionality is implemented, so that operational functions are undisturbed.

We employ a proprietary upgrade and re-implementation methodology for optimum transparency and governance.

Post Implementation Support

The value of any BI or CPM implementation begins the first day of production release. Only after the new functionality is fully embraced by the organization can the implementation be deemed a success.

Whether better segmenting your customers, identifying and managing risk earlier in the process, or better managing your product portfolio, the CPM Framework seamlessly becomes part of your strategic and operational business processes.

Our production support services include application administration, user administration, enterprise integration, data movement, testing, enhancements and bug fixes, server administration, database administration, configuration management and technical / end user support.



JBA's Post Implementation Support is broadly categorized into two categories:

Application support - Your existing application might be prone to operational or technical issues that can be effectively resolved by our applications support services. Our application enhancement and interface optimization services play a vital role in improving the performance of your existing implementation.

Production support - The maturity of our quality resources translates into lower total cost of ownership for our clients. We offer the best in class production support services in a secure, ISO 27001 environment.

Staff Augmentation

JBA makes a significant investment in evaluating, recruiting, training and mentoring our qualified team of resources. We ensure that our pool is adequately qualified in their core competencies. From this team, JBA provides its clients and partners with staff augmentation services for mission critical projects and maintenance activities. We offer different models to address your staffing needs including

- Flex Staffing
- Contract-to-Hire
- Managed Sourcing
- Outsourcing/Offshoring

Flex-Staffing

JBA provides personnel to meet your short-term assignments, augment your workforce during peak periods, or replace leave vacancies and sudden terminations. It allows you to focus on your core functions and business needs. Flex Staffing also relieves the time-consuming process of interviewing and hiring.

Contract-to-Hire

This model suits organizations that want to evaluate a candidate before that person becomes a full-time employee. There are many advantages of this model; most important among them is you are not bound to hire the person should they be the incorrect fit.

If the organization chooses to hire, the employee's work history is known and both parties are supportive of the arrangement.



Managed Sourcing

Our Managed Sourcing solution is for clients who want specialist to handle a project for part or all of a project life cycle. Managed Sourcing provides you with the resources, expertise and cost efficiencies you need, when you are on a tight deadline. In this model, JBA will own the project and is responsible for the supervision of the project. JBA is accountable for the performance of the staffing and deliverables.

Outsourcing/Offshoring

This model is ideally suited for organizations where the need for the assignment is not the core function of the business and it can be performed outside the premises of the client organization. Based on the requirement, JBA will deploy temporary staff and use its own infrastructure for your project either at JBA premises in Pasadena, CA or at its India location.

Business Intelligence Case Study

Business Intelligence and Corporate Performance Management resources at JBA have extensive experience using various software solutions across a wide array of platforms and versions and have the ability to offer best practices across various industry segments.

This is evident via our Industry thought leadership in working with application vendors in the co-development, implementation, and enhancement of numerous BI implementations.



The Company

Our client is the third largest writer of both private passenger automobile and homeowners insurance in the United States, based in Los Angeles, California.

The Challenge

When a policy transaction occurs in the auto or the home applications, processing triggers are generated by the policy administrative systems. Policy transactions include both new business and changes to existing policies. The generation of a trigger generally requires an action from the insured in the form of additional information. The required documentation must be submitted within a specific time frame. If the documentation is not received within the specified time, a discount may be removed or a policy may be subject to cancellation.

Initially there was no reporting environment to enable tracking the requests for information. The request would be sent to the insured, received or not, and action take based on the manual review of requests compared against the documentation received by the Imaging and Validation Re-engineering System (IVR).

In order to achieve automated workflow management and efficient event tracking, our client required an IVR reporting environment to facilitate their event tracking and resolution activities. They chose JBA as their partner owing to our competent expertise in the business intelligence space and our long standing reputation as a reliable IT partner.

The Solution

Our consultants worked with the client personnel to understand the business drivers behind the request. Improved customer service was at the heart of the undertaking, looking to improve responsiveness to the insured both after the documentation request was issued as well as after the supporting documents were received.

The JBA team built the solution using technology from Business Objects to address the critical information needs as they are the BI technology provider of choice. In addition, JBA developed stored procedures to populate the data into the reporting database from IVR, settling on the most cost effective and efficient ETL solution. The project execution involved the following scope:

- Developing the Business Objects web intelligence reports
- Designing the Business Objects Universe for the reports
- Developing replication utilities for the tables that support the main IVR event tables
- Creating business user training materials for running/generating the reports
- Ongoing maintenance and change requests

Keeping the above factors in mind, JBA worked with Farmers to execute the project using a blended shore model. Our onsite team studied the applications, processes, and environments and gathered information on the customizations required to build the dimensions, interfaces and reports. Our offshore technical team analyzed, designed, and developed the Business Objects universes required as well as the actual report development.

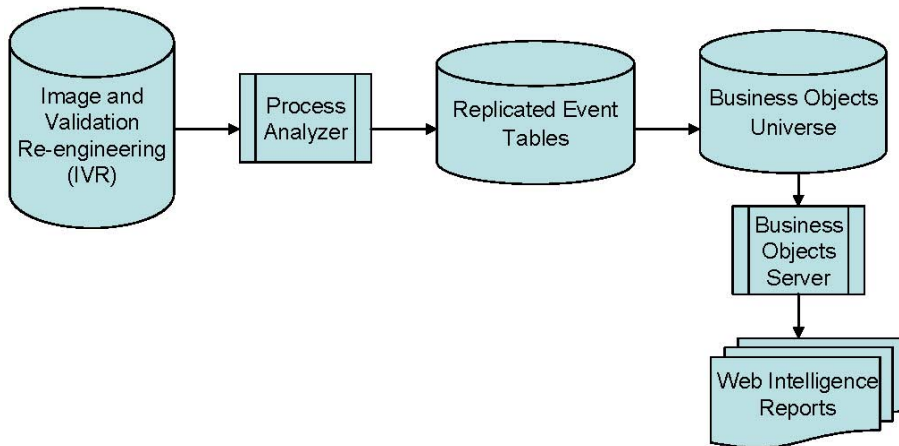


Figure 1: IVR Reporting System Architectural Diagram

The Benefit

The solution designed and developed by JBA's team of experts addressed Farmers need for the integration of the IVR System with Business Objects in order to achieve improved customer service in the form of automated workflow management and efficient event tracking by capturing and reporting on the information requests generated as a result of new policies or changes to existing policies.

Recognize cost savings while increasing the quality of application delivery

Application development with JBA makes fiscal sense for both large and mid-sized companies. Through our Indian production facilities, our clients have access to a vast pool of educated, technical and functional experts in all current and legacy technologies. At the same time, our U.S. facility provides continuous updates, improved project communication and a local presence to respond quickly to all requests.

With our adherence to software quality management standards and implementation of software development best practices, as well as our rigorous testing methodology, our clients have come to realize that our service offerings increase the quality of their mission critical applications.

With offices in both the U.S. and India, JBA's global delivery model can provide you the flexibility to complete any project, whether it is onsite, offshore or a combination, at the best possible value.

To find out how we can help fill your needs, contact us:

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