Capgemini's Industry Experience and Oracle Business Intelligence Suite: A Winning Combination

Unwieldy Data Rules

Companies today create treasure troves of data from their daily operations. Call center interaction with customers, product preference histories, manufacturing process data and financial transaction histories are just a few examples of the data that can generate untold business insights and drive increased profitability. All too often though the data is never converted into information and, in a sense, the organization flies blindly when changing business conditions reduce executives to strategizing by the seat of their pants.

To contrast, the company that collects data and processes it into actionable information can gain competitive advantage while rationally improving operations and

profitability. Officially dubbed 'Business Intelligence' (BI) this transformation of data to information can, for example, provide insights into how price changes might affect buying behaviors or whether a supply chain is properly aligned with consumer demand.

Harnessing the Data

Capgemini U.S. LLC's business intelligence team collaborates with its clients to assemble, organize, and interpret data for company decision-makers. Because our experts draw from their direct experience in the telecommunications, banking, media and financial services industries – to name but a few – Capgemini can align technology

to individual businesses and the challenges they face.

But experts can't do it alone. By properly deploying Oracle Business Intelligence Suite Enterprise Edition (EE) Plus — a comprehensive and innovative next-generation BI platform that offers the best foundation for building enterprise BI solutions from data spanning heterogeneous data sources, including Oracle and non-Oracle systems--, Capgemini's business intelligence consultants translate data into usable and understandable information. And Capgemini reduces the implementation hassle, so that results are quickly used, because they're in useful formats.

To achieve these goals, Capgemini delivers its Collaborative Business Experience to clients, working with them to identify what's working and what's not, especially the pain points that need operational solutions before they expand into a companywide, growth-inhibiting problem.

Oracle's Business Intelligence Suite (EE) Plus is designed for pervasive use, with new levels of usability and reach to empower the broadest audiences with complete and timely insight. Oracle Business Intelligence Suite (EE) Plus is also the technology foundation for business intelligence in Oracle Fusion applications and provides Capgemini's industry experts with the powerful tools needed to transform an organization. Oracle's Business Intelligence Suite (EE) Plus includes:

- A highly scalable, highly efficient query and analysis server that integrates data from multiple sources.
- An enterprise information model featuring a semantic layer that provides users with a logical view of information that is accurate and consistent, regardless of where the underlying data resides.

- Powerful ad hoc query and analysis capabilities.
- Rich, interactive dashboards with guided analysis capabilities to aid users in their path to discovery.
- Disconnected analytics that enable mobile users to access and analyze information offline.
- High volume, pixel perfect enterprise reporting, as well as specialized financial reporting in multiple formats, from multiple sources.
- Microsoft Office integration, allowing users to produce and consume information from Excel, PowerPoint, Word, and Outlook.
- Automated detection and notification of problems and opportunities, delivered across a wide range of devices.

Success in today's rapidly changing marketplace requires harnessing the power of information. Capgemini has the technical knowledge and the

industry experience to adapt Oracles power business intelligence tools to day-to-day business operations in various data-intensive industry verticals. Together the companies' transform data into the information needed to move companies forward.

About Oracle

Oracle's business is information—how to manage it, use it, share it, protect it. For nearly three decades, Oracle (NASDAQ: ORCL), the world's largest enterprise software company, has provided software and services that enable organizations to get the most accurate and up-to-date information from their business systems. Today, Oracle has over 275,000 customers — including 98 of the Fortune 100 — in more than 145 countries.

About Capgemini and the Collaborative Business Experience

Capgemini, one of the world's foremost providers of Consulting, Technology and Outsourcing services, has a unique way of working with its clients, called the Collaborative Business Experience.

Backed by over three decades of industry and service experience, the Collaborative Business Experience is designed to help our clients achieve better, faster, more sustainable results through seamless access to our network of world-leading technology partners and

collaboration-focused methods and tools. Through commitment to mutual success and the achievement of tangible value, we help businesses implement growth strategies, leverage technology, and thrive through the power of collaboration.

Capgemini employs approximately 75,000 people worldwide and reported 2006 global revenues of 7.7 billion euros.

More information about our services, offices and research is available at **www.capgemini.com.**

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