

# Creating Intelligent Enterprises with Oracle Business Intelligence Applications

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Your Challenges	Our Response	Proven Experience	Further Information
Exploiting information has become a critical driver for world-class performance. However, capturing this opportunity remains elusive. Many organizations still struggle to gain access to desired information and very few have achieved their expected benefits from those investments.	Capgemini has developed a team of more than 7,000 experienced business information management professionals that can help translate business objectives into the right performance metrics supported by a comprehensive information strategy.	Capgemini has employed its industry-proven methodology to implement business information management solutions built on Oracle technology for many of today's leading organizations.	Learn more about how Capgemini's services and strategic Business Information Management plan can improve your business today.
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## Your Challenges

## Our Response

## Proven Experience

## Further Information

### We Understand Your Challenges

- Do you have too much data and not enough information?
- Is your data spread across multiple sources with conflicting ownership of the master record?
- Are you employing significant resources to manually collect, rationalize, and reformat data?
- Does it take too long to receive requested reporting capabilities from IT?
- Do your users lack the skills necessary to extract information from ad hoc analytical tools?
- Can you trust your reports?
- Are you struggling to achieve the expected return on your existing BI investments?

Exploiting information has become a critical driver for world-class performance. As data volumes continue to increase at dramatic rates, organizations recognize the potential business value from the wealth of information they collect. However, capturing this opportunity remains elusive. Despite an increased focus on data warehousing and

analytic tools, many organizations still struggle to gain access to desired information and very few have achieved their expected benefits from those investments.

### Lack of Alignment

The ability to react more quickly than the competition to changing market dynamics creates a significant competitive advantage, but many organizations do not know how to use information to achieve this agility. For most organizations, business intelligence did not begin as a holistic enterprise strategy, but rather as a series of independent business unit initiatives in response to a need to analyze a rapidly growing data set. As a result, many organizations have a solid infrastructure with complex or nonexistent ownership rules, disparate data models, and a lack of integration that prevents efficient sharing of information across the enterprise.

### Incompatible Architecture

It is often the case that when business units undertake departmental initiatives, little thought is given to the technology choices of other divisions,

and as a result, organizations become cluttered with a variety of BI tools and applications.

Unifying these disparate systems has proven to be an overwhelming integration problem. As a result, many organizations have been forced to invest in manual resources to aggregate and rectify data across applications. An unfortunate by-product of this approach is data latency—by-the time the data is finally cleansed and formatted, it is no longer relevant.

### Shortage of Skills

The appetite for BI is almost insatiable. From senior leaders to mid-management, every user wants more reports and deeper analysis, there are simply not enough available resources to meet this staggering demand. In an effort to keep up, many organizations deploy ad hoc toolkits to allow users to generate their own information, but these tools lead to decreased control on data quality—a risk for any organization—and these tools are often difficult to use.

Capgemini and Oracle can help >>

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Capgemini is a recognized leader in the development and delivery of business intelligence solutions. Our experienced consultants can help you implement the infrastructure necessary to execute your business intelligence strategy by adopting Oracle Business Intelligence Applications.

### Creating the Strategy

Organizations are increasingly looking for new strategies and techniques to retain, organize, and gain insights from the huge volumes of disparately organized data stored across their business applications. Capgemini has developed a team of more than 7,000 experienced business information management professionals that can help translate business objectives into the right performance metrics supported by a comprehensive information strategy. By placing information at the heart of people, processes, and technology and getting employees to view data as the most important business asset, Capgemini can help you embed business intelligence throughout your enterprise.

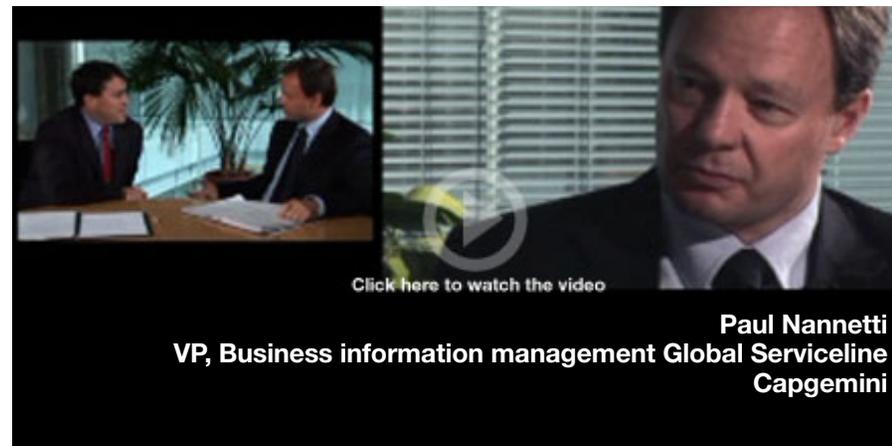
### Delivering the Enablement

Once a performance management culture is established, it must be sustained through consistent, reliable, and timely information. Too often companies establish the high-level vision, but fail—for a variety of reasons—to implement the necessary infrastructure to deliver the expected results. The Capgemini approach combined with Oracle technology empowers your organization to succeed where others fail.

### According to a survey of 125 global senior executives:

- More than 80% said that exploiting information was a critical driver of business performance.
- 60% felt that their organization's information was being used for retrospective reporting rather than for planning purposes.
- Information quality (36%) and information systems (25%) were the top two barriers to fully exploiting information.
- Respondents saw increased operational costs and financial losses as the top two consequences of ineffective decision making.
- Respondents believed that making better use of information would increase performance by an average of 29%.

"The Information Opportunity Report, Capgemini, 2009"



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When IT fails to keep pace with the demand for business intelligence, information management strategies fall apart. Business users, frustrated with the inability to get existing reports, fixed or new reports, respond by building their own information silos, and as more and more silos appear, enterprise-wide BI is impossible. This is why Capgemini has developed a BI Competence Center.

### Prioritizing Information

A BI Competence Center prevents data silos and delivers rapid intelligence across the organization. In a BI Competence Center, business users join with IT to create shared control of information management. In this

model, business users provide the business context and build the BI roadmap to respond to changing market dynamics. This provides IT with a clear view of priorities across the enterprise, allowing them to respond rapidly to the most important business issues.

### The Support You Need

Once a Competence Center approach is in place, it is possible to move to a factory delivery model using near-shore and off-shore resources to address the need for quick and often expanding requirements for business information. This approach not only reduces costs, but it also

supports rapid scaling and enables organizations to move to a service level agreement culture that helps set and manage end-user expectations for BI delivery. Capgemini has worked with clients around the world to design, develop, and operate BI Service Centers. Through those experiences we have established best practices and compiled a repository of BI accelerators that can help you rapidly gain control over your information strategy.



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Most organizations recognize the need to rationalize their BI application architecture to enable a streamlined, robust business information strategy. However, building the business case to adopt new technology is especially difficult in the current economic climate. Fortunately, with the launch of Oracle Business Intelligence Foundation Suite there is a compelling reason to adopt an enterprise intelligence platform.

### Unified Data

Oracle Business Intelligence Foundation Suite provides a single platform using a common enterprise information model to unify data from across the organization and distribute it across multiple delivery channels. It is a feature-rich application that delivers historical, ad hoc, and forward-looking analysis to enable pervasive BI across all enterprise requirements.

### The Capgemini Approach

Capgemini has designed a specific three-step offer to help organizations build a successful business case to drive adoption of Oracle Business Intelligence Foundation Suite to enable an enterprise business information strategy.

### Three Steps to a Successful Business Case

- 1 **Deployment Design:** An advisory engagement to help you design a deployment that will bring tangible value to your organization.
- 2 **Landscape Assessment:** A review of the existing IT environment to create a readiness assessment for Oracle Business Intelligence Foundation Suite deployment.
- 3 **Rightshore Migration:** With the right design and infrastructure preparation, Capgemini can conduct a low cost migration using Rightshore resources.



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### Improved Business Intelligence Process Helps Diebold Build an Information- Driven Enterprise

Diebold, an international leader in self-service delivery and security systems and services, wanted to improve its Business Intelligence (BI) processes in order to establish a formal global business intelligence and analytics strategy, create a self-service BI environment for key business units, institute a global standard for data management and governance, and replace current BI reporting processes with more streamlined and efficient methods.

Diebold enlisted the expertise of Capgemini to help build its BI roadmap. Diebold is already benefiting from Capgemini's help in implementing Oracle Business Intelligence Applications, including quicker and more accurate reporting, a self-service BI environment, and improved global data management and governance.

*“It would have taken us months longer, maybe years longer, to really understand what’s in the BI apps and understand how to deploy them. Without them, we wouldn’t have been successful within the project’s scheduled timeframe.”*

**Tina Suttle**, Manager of Business Information Services, Diebold, Incorporated

### BIM Helps Polk’s Customers Make Better Business Decisions

Polk, the leading provider of marketing information and services to the auto industry, purchased Oracle Exadata as well as Oracle Business Intelligence Enterprise Edition (OBIEE) version 11g in the fall of 2010. Polk wanted to implement the platform’s upgraded reports and dashboards features into the new release of PolkInsight 3.0 in the second quarter (Q2) of 2011 for improved customer service.

Polk brought aboard Capgemini to ensure they would meet the tight deadline successfully. In one of the first successful implementations of OBIEE 11g, Capgemini demonstrated how to use OBIEE to quickly create

customized reports and dashboards to easily answer each customer query.

*“The implementation of Oracle Exadata and Oracle Business Intelligence Foundation enables us to deliver enhanced customer service while enabling our customer to take advantage of the new capabilities and enhanced performance to improve decision making and business performance.”*

**Kelly Garcia**, Vice President, Application Development and Support, Polk



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### Key Contacts

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### For more information on Oracle Business Intelligence Foundation, please visit:

[http://www.oracle.com/us/solutions/ent-performance-bi/business-intelligence/  
index.html](http://www.oracle.com/us/solutions/ent-performance-bi/business-intelligence/index.html)



### About Capgemini

With more than 115,000 people in 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2010 global revenues of EUR 8.7 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural

organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Learn more about us at  
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