



ACCELERATE SMART DECISION MAKING

## **Accelerate Smart Decision Making with Collaborative Business Intelligence**

**John O'Rourke – VP of Marketing, Decisyon**  
**March 12, 2014**

# \$14B

Total Spending on BI  
Technology in 2013

# 60%

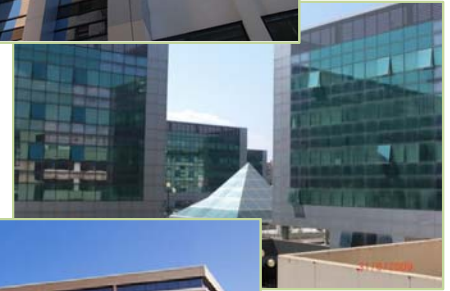
Percent of Executives  
Admitting They Make  
Bad Decisions

# Agenda

- **Company Overview**
- **Introduction to Decisyon 360**
- **Customer Examples**
- **Summary and Questions**

# Decisyon Company Overview

- Founded in 2005
- Offices in Stamford, CT | Latina (Rome) | Milan, 90 employees worldwide
- Focus on Collaborative BI/Performance Management – Accelerating Smart Decision Making
- Blue chip customers: 200 companies using Decisyon technologies & applications



# Many of the World's Leading Companies Use and Retain Decisyon

## Pharma/Healthcare



## Manufacturing



## Financial/Banking



## Retail/Fashion



## Food & Beverage



## Automotive



## Energy



## Telecom/Media



## Travel/Transportation



Average revenue of **\$17B** for our top publicly reported customers  
Average 3-year retention **>90%**

## Experienced Leadership Team

IBM, SAP, Apple, Xerox, Deloitte, Oracle, OutlookSoft, Dell, Priceline, Hyperion

### Management Team

**Ron Rose, CEO**

Dell, Priceline, Standard & Poor's

**Franco Petrucci, Founder & CTO**

Johnson & Johnson, Pfizer, Wyeth, Bristol-Myers Squibb

**Ben Hennelly, CFO**

Axel Johnson, Consultant with Monitor Company

**William Ryan, CMO**

Niehaus Ryan, Apple, Yahoo!, Informatica, Documentum

**Mark Corsetti, SVP Global Sales**

Tagetik, Hyperion, Panorama, Business Objects

**Deirdre Silberstein, SVP Global Operations**

Deloitte, numerous startups

**Ken Lavoie, SVP Business Development**

SAP, OutlookSoft, Mercator Software

**Gary Banks, SVP Customer Service**

Xerox, Monsanto, Documentum, Bristol-Myers Squibb

**John O'Rourke, VP Marketing**

Oracle, Hyperion, Kenan Systems, D&B Software

### Board of Directors

**Erik Jansen, Executive Chairman**

Co-founder Pequot Ventures, technology venture capital investor

**Ron Rose**

CEO Dell.com, CIO Priceline, CTO Standard & Poor's

**Franco Petrucci**

Founder of Decisyon and other technology companies

**Thomas Cowan**

IBM, Chairman/CEO of OutlookSoft, Chairman/CEO of Vecker

**William Laverack**

Chairman/CEO Laverack Capital Partners, Managing Partner JH Whitney

**Ben Hennelly**

CFO Axel Johnson, Consultant with Monitor Company

# Companies Aren't Making the Right Decisions

*60% of executives admitted they made bad decisions as often as good decisions*

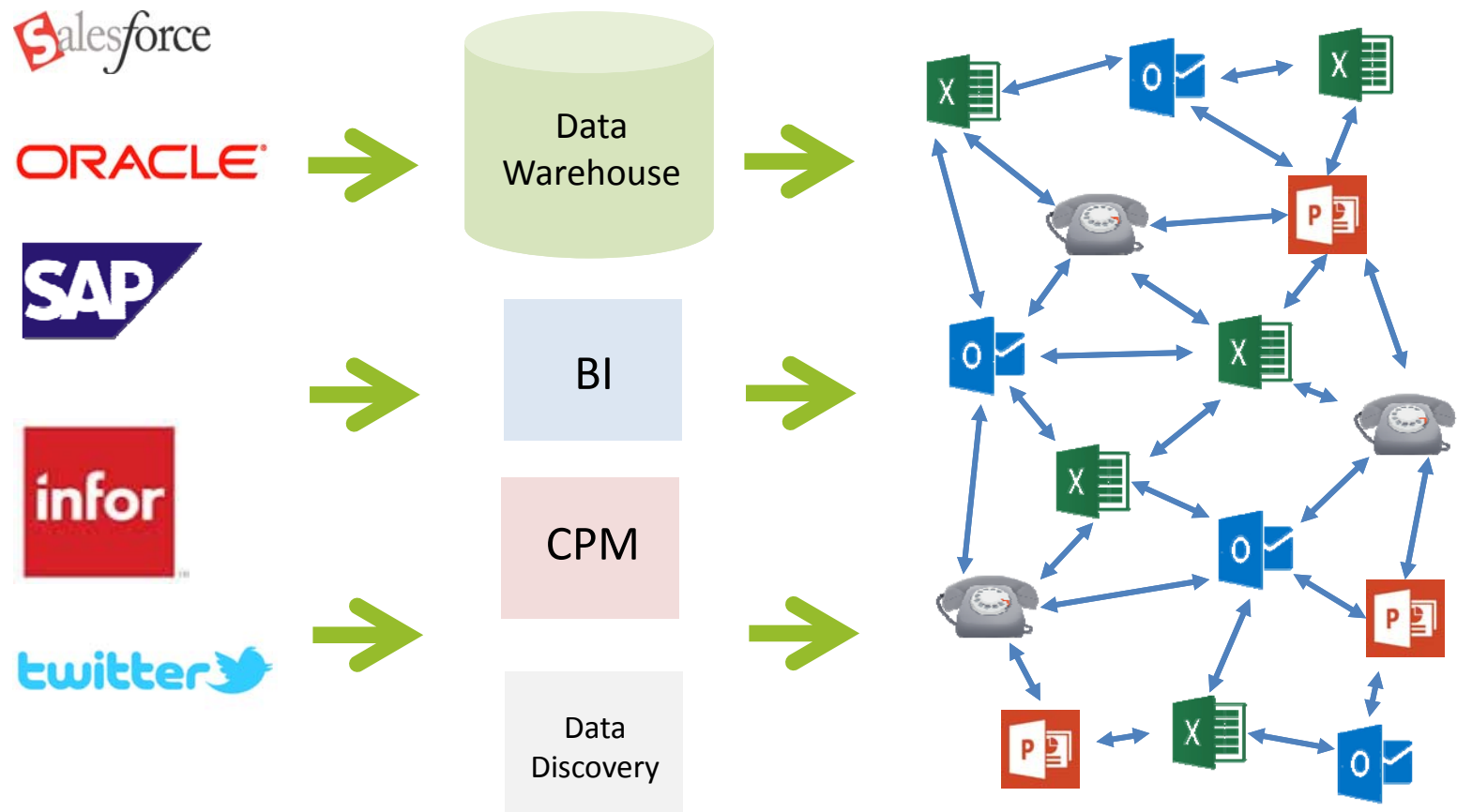
Source: "Flaws in Strategic Decision Making: McKinsey Global Survey Results" January 2009 Survey of 2,207 Executives

**Despite unprecedented levels of data and BI spending, companies aren't making the right decisions due to:**

- Not having the right information
- Faulty assumptions
- Not capturing the human components of decisions
- Failing to link BI with the decision itself
- Inability for teams to collaborate in-context around data, processes and analytics
- Lack of social insight
- Lack of adherence to best practices
- **Difficulty combining data, collaboration, planning, analytics and execution.**

Gartner Webinar Presentation, Optimizing Decisions: The Last Mile of BI, Rita Sallam, August 22, 2013

# Collaboration Separate From the Data





# What Decisyon Solves

For collaboration to work better, employees don't need more social channels—they need the work itself to be more social. **Embedding collaboration into business processes will transform the nature of work.**

*Accenture*

Two-thirds of the \$900 billion - \$1.3 trillion value creation opportunity afforded by social technologies lies in improving communications and collaboration within and across enterprises. **We estimate that companies could raise the productivity of knowledge workers by 20% – 25%.**

*McKinsey*

# What the Analysts are Saying

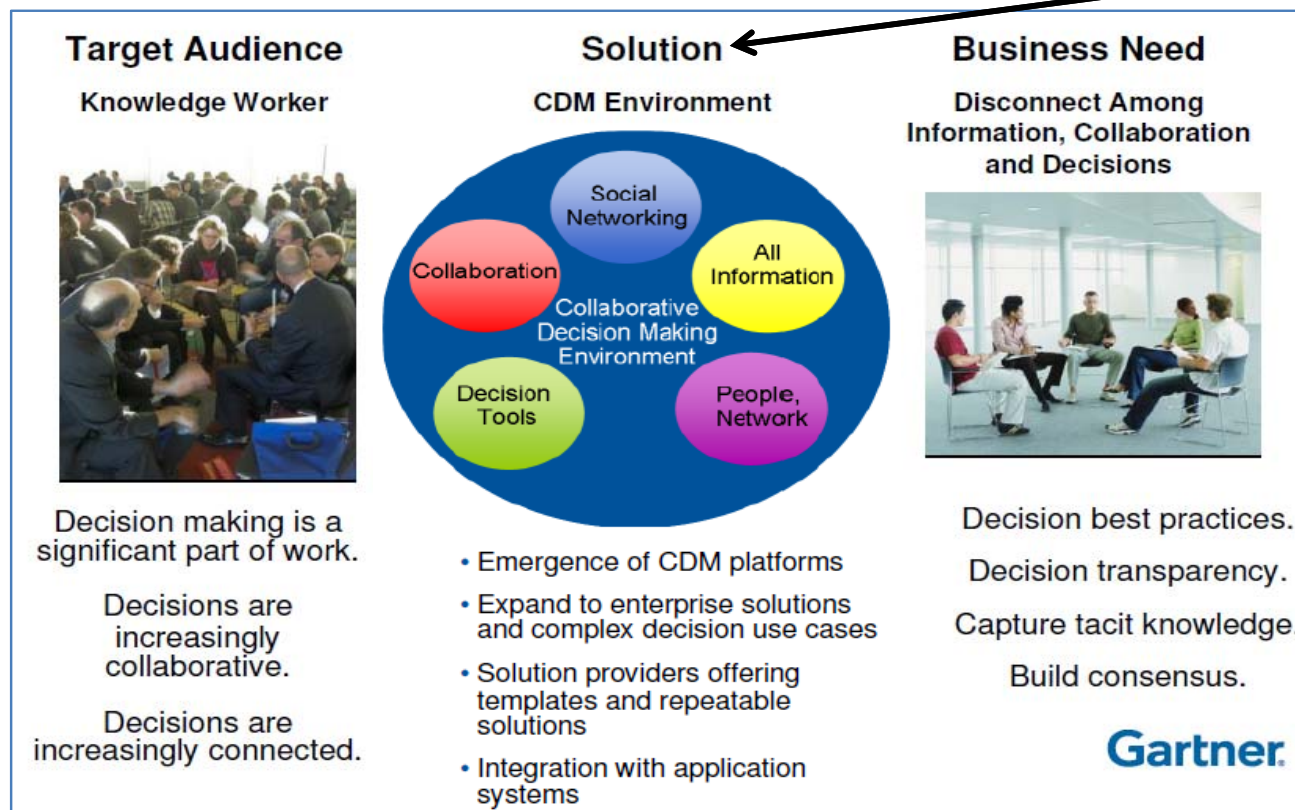
## Gartner Magic Quadrant for Business Intelligence and Analytic Platforms, February 2014

### Decisyon Named an Interesting Vendor in Collaborative Decision Making, Collaborative BI and Collaborative Performance Management

“Collaborative decision making and collaborative BI offer great potential to finally close the gap between BI and decision making by facilitating intelligent collaboration, sharing and capture of the interactive decision process to enable more transparent, high-quality decisions.”

Source: Gartner Magic Quadrant for Business Intelligence and Analytic Platforms, Rita L. Sallam, Joao Tapadinhas, Josh Parenteau, Daniel Yuen, Bill Hostmann, 20 February 2014. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

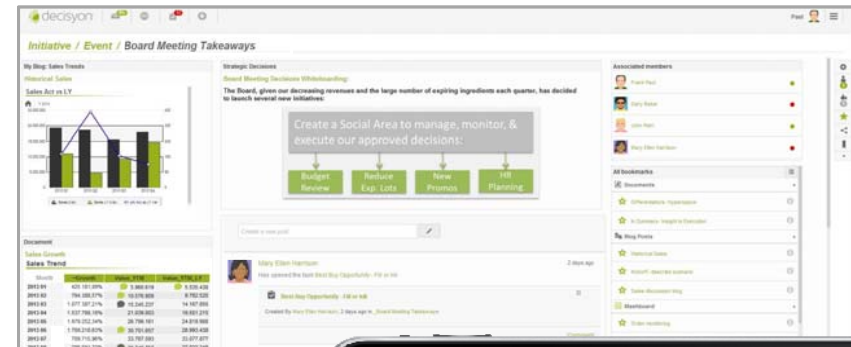
# Gartner's View of the Need for Collaborative Decision Making Solutions



# Decisyon 360

## Breakthrough in Collaborative BI and Performance Management

- **Accelerates Smart Decision Making**
- **Only Unified Platform for Rapidly Building Operational BI and Planning Applications**
- **Unifies Everything in a Single Meta-data Model:**
  - Social Collaboration
  - Operational Business Intelligence
  - Analytics
  - Planning and Forecasting
  - Execution into Workflows
  - Structured and Unstructured Data
  - Full Mobile Support
- **Rapid Delivery of Collaborative Enterprise Applications**
- **Deployed On-Premise or in the Cloud**



# Collaborate in Context

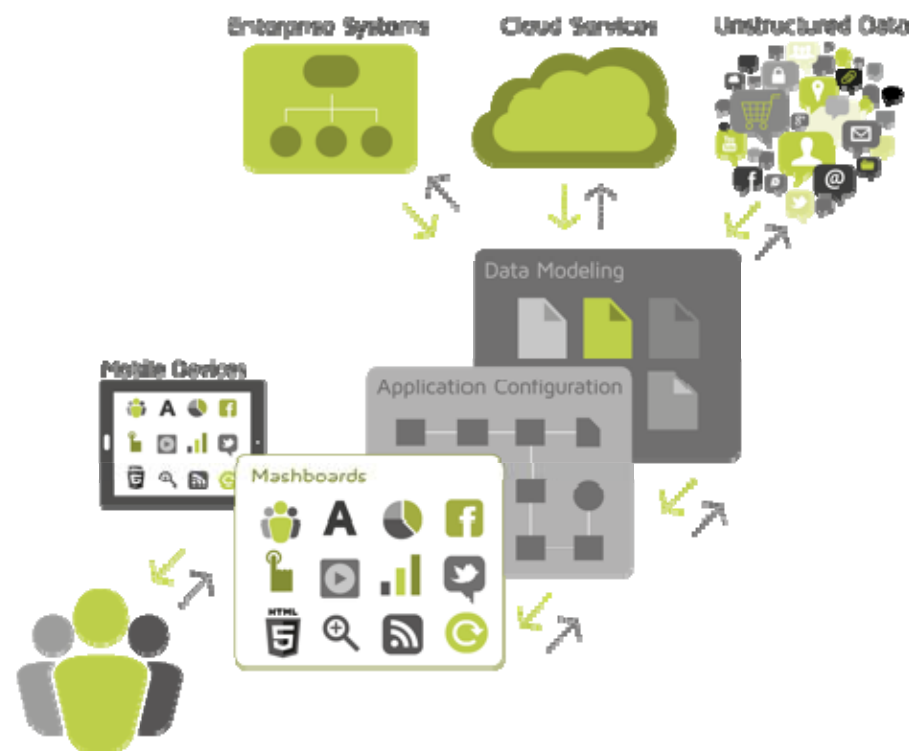
Improve the Speed and Quality of Decisions



# Integrate Structured and Unstructured Data

## Increase Business Agility

- **Unleash Data.** Free information from application silos – whether structured or unstructured; live or static – wherever it's located.
- **Uncover New Insights.** Connect-the-dots your way – creating unique 360° views of critical facets of your business.
- **Innovate.** Create new solutions – outside the reach or functionality of existing IT systems and resources
- **Simulate.** Perform simulations and show data from any point-of-view via multi-dimensional analysis

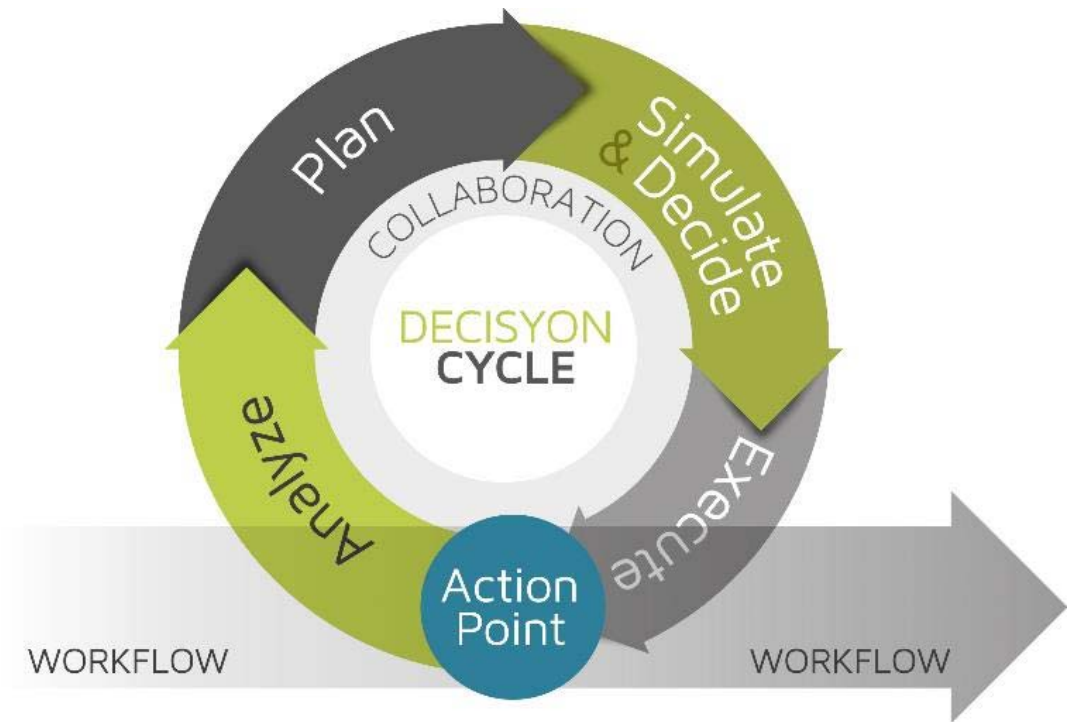


# Unify Collaboration, Analysis, Planning and Execution

Transform Critical Business Processes

## In a Single Meta Data Model:

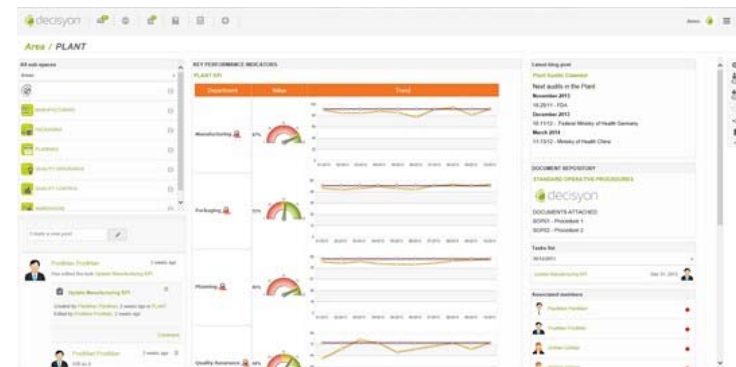
- Business Intelligence
- Planning
- Collaboration (data-driven)
- Workflow
- Execution
- Structured and unstructured data
- Flexible data access – internal, external, cached
- 100% Java, multi-tenant
- Database agnostic
- HTML5 – Mobile Enabled





# Decisyon Solutions

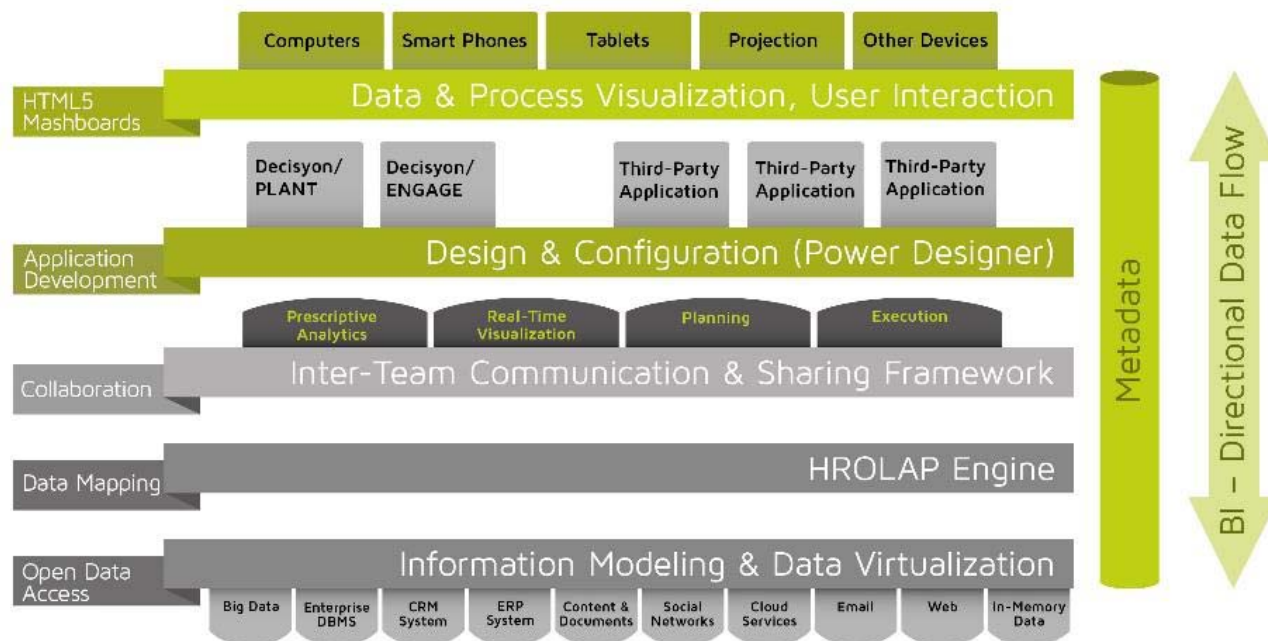
- **Decisyon/Engage (a.k.a. Ecce)** – social CRM application that helps improve customer care and retention
- **Decisyon/Plant** – operational intelligence solution that drives efficiency in manufacturing





# Built as a Unified Architecture from Inception . . . Not an Assemblage of Products

- Multi-tenant architecture
- Cloud-deliverable
- Mobile (HTML 5)
- End-user self-service
- Single metadata vs. fragmented metadata
- Live data collaboration vs. snapshots
- Quickly define data models & application architectures to speed implementation
- Access and use structured & unstructured information from any corporate application or cloud service
- Massively scalable
- Bi-directional communication & execution flow
- 100% Java
- Open Database Architecture, Open App. Server



## Decisyon is not “Rip & Replace”

Highly Powerful Collaborative BI/CPM Platform Architected for Deployment as Standalone Solution or as Complementary Overlay that Extends Other Products' Functionality

### Collaborative BI & Performance Management



#### BI / CPM

MicroStrategy  
Best In Business Intelligence

tableau

COGNOS



ORACLE  
BUSINESS INTELLIGENCE

Yellowfin

QlikView

Need collaboration, social functionality, unstructured data management, integrated reporting/planning, workflow & execution

#### SOCIAL/COLLABORATION

Jive



IBM

Need workflow, execution & live data – must move beyond chat, ‘better email’, snapshots

#### ERP

SAP

infor  
channel partner

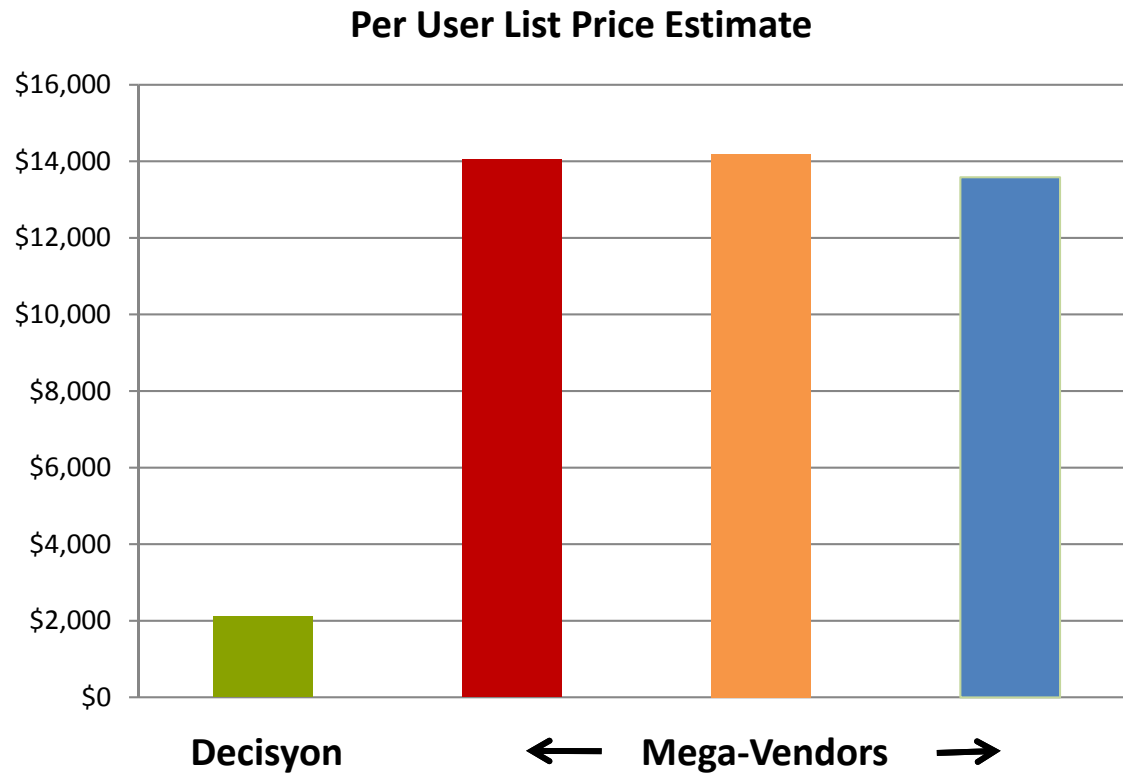
Microsoft  
Dynamics

ORACLE

EPICOR

Transactional but need social, collaboration, unstructured data

# The Decisyon 360 Advantage – 6X Easier



## Required Component Stack:

- BI Tools
- Analysis
- Planning Applications
- Collaboration
- Social
- Business Process Management
- Unstructured Data Discovery

Source: Company Information; Excludes Discounts

# Benefits of Decisyon 360

- Accelerate Decision Making in BI and Planning
- Improve Quality of Decisions Through Collaboration
- Transform Critical Business Processes
  - Effectively Leverage all the Organization's Collective Intelligence
  - Using All the people, All the knowledge, Anywhere
  - On a Seamless Unified Platform
- Improve Business Agility - Iterate Faster, Adapt Faster
- Deliver New, Collaborative Applications Faster

Increase Revenue, Reduce Operating Expenses, Increase Innovation

# Powering a New Generation of Agile Applications & Operational Analytics

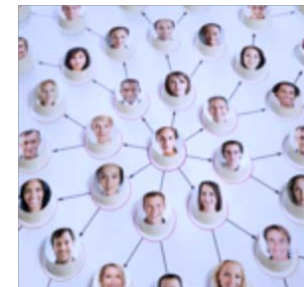
# Industry Solutions Built Using the Decisyon Platform



**OPERATIONAL  
BI & PLANNING**



**CROSS-SYSTEM  
MANUFACTURING  
INNOVATION**



**SOCIAL CRM  
INTEGRATION &  
CUSTOMER CARE**



**BANKING &  
FINANCE**



**RETAIL / FOOD &  
BEVERAGE**



**AUTOMOTIVE**

# Janssen Finds Remedy for Supply Chain and Production Issues

With more than 275 operating companies in over 60 countries, J&J employs nearly 128,000 people. The Janssen Pharmaceutical subsidiary of J&J operates some of the most advanced plants in the world in terms of automation.



## Challenges/Requirements

- Janssen (Latina Plant) wanted to further advance their efficiencies by adding capabilities such as real-time views into plant systems and automated data gathering
- They also wanted to improve coordination of activity and people across many departments and systems
- Collaborating around actual data in real-time was critical to on-time order delivery



## The Results

- Decisyon/Plant to link systems, deliver near real-time visualizations of structured and unstructured data in certain areas
- Introduced collaboration methods in certain areas to support **rapid decision-making** and execution directly back into plant processes
- **Decisyon/Plant enables the Janssen Latina plant to apply lean principles throughout their operations.**

## Jassen Finds Remedy for Supply Chain and Production Issues

**“With Decisyon we have created operational intelligence at the shop floor by integrating data from multiple systems and empowering managers, machine operators and other employees with real-time, actionable information. When a decision is made the team can actually execute the action in the same environment and move on.”**

Oscar Sarubbo, IT & Engineering Services Manager at Janssen Pharmaceutical Plant – Latina (Italy).





# Decisyon Powers Supplier Management at Janssen

With more than 275 operating companies in over 60 countries, J&J employs nearly 128,000 people. The Janssen Pharmaceutical companies of J&J operates some of the most advanced plants in the world in terms of automation.



## Challenges/Requirements

- The External Supplier Integration (ESI) needed to centralize information on external partners
- Needed a collaborative framework to provide access to internal and external information on suppliers including news, publications, web and social media
- Needed to improve process alignment among ESI regions to manage external partner information, streamlining views of multiple tools & repositories and consolidating and standardizing the ESI knowledgebase.



## The Results

- Decisyon based External Repository & Intelligent Collaboration Application (ERICA)
- ERICA integrates multiple data repositories, eliminates duplication, and optimizes end users' ability to navigate the data
- It provides real-time access to structured and unstructured data, internal and external
- **Consistency in external partner selection**
- **Improved price negotiations** with suppliers
- **Improved Supply Chain reliability, improved risk and quality monitoring**

# Saipem Fuels Headcount Planning with Decisyon

Leader in the provision of engineering, procurement, project management, and construction services. \$15B subsidiary of \$150B Parent, with over 45,000 employees in 110 countries.



## Challenges/Requirements

- Headcount planning process depended on Excel and email
- Process was disconnected from HR and planning systems
- Needed a process and system to support growth
- Headquarters-level aggregation from regions/countries, real-time analysis



## The Results

- Decisyon solution for worldwide data collection of headcount planning proposals
- **25 – 40% reduction** in headcount (and cost) related to support A&P activities
- **Up to 30% reduction** in deployment time and costs
- **70 – 100% reduction** In number of emails, phone calls & meetings
- **25 – 35% reduction** in time required for planning process
- **Up to 100% improvements** in data quality & planning accuracy

# Saipem Fuels Headcount Planning with Decisyon

**“Decisyon automatically performs planning data collection, aggregation and ensures that data gathered from planners have a single, consistent scheme. Manual activities dropped a lot and headquarters works now almost only on analysis of planned data.”**

**“The Decisyon Planning and Analysis Application required a much shorter implementation time. In less than 3 months we built the basic functionalities of the application. The estimate with other vendors was nearly 1.5 times longer.”**

Davide Pellegatta, Planning, Control & Services Vice President



# Zambon Improves Efficiency with Decisyon

Multinational pharmaceutical and chemical company with revenue of €550M annually. Headquartered in Milan, Italy with manufacturing facilities located in Italy, Switzerland, France and China. More than 2,000 employees and operations in 15 countries



## Challenges/Requirements

- Needed a reliable, collaborative data-driven environment to improve the efficiency of Packaging Lines
- Needed a complete picture of shop floor performance
- Needed real-time views on the line status given by a suitable and cost-effective light Manufacturing Execution System



## The Results

- Decisyon/Plant provides plant managers real-time visibility into operations across multiple plants
- Managers can collaborate around the right systems and data to directly manage production activities
- **Stoppages can be reduced** because collaboration happens in real time to solve problems as they occur.
- **270,000€ annual cost-savings**
- **10-20% faster deployment time** compared to using a competitor's system

# Zambon Improves Efficiency with Decisyon

**"Using Decisyon now we have faster reaction time, reduction in handoffs and the ability to know what's happening in production in real time from anywhere."**

Dario Giusti, Manufacturing & Supply at Zambon S.p.A.



# Benefits Reported By Customers Using Decisyon

## BI & Planning



**25% - 35% Reduction in Time Required for Planning Process**



**25% - 40% Reduction in Headcount (and Cost) Related to Support of A&P Activities**



**15% - 40% Reduction in Deployment Time & Costs**



**Up to 100% Improvements in Data Quality & Planning Accuracy**



**70% - 90% Reduction in Number of Emails, Phone Calls & Meetings**

## Manufacturing



**Up to 50% Increase in Management Efficiencies**



**66% - 100% Reduction of Middle-Management Layer (and Related Costs)**



**10% - 15% Improvement in Operating Expenses**



**50% - 75% Reduction in Project Implementation Time & Costs**



**Up to 75% Reduction in Work-in-Process Inventory**

## Social Intelligence



**30% - 50% Increase in Agent Productivity**



**Up to 26% Decrease in Response Time**



**60% - 90% Reduction in Training Time & Cost**



**20% - 40% Increase in Lead Generation Closure**



**20% - 50% Increase in Customer Satisfaction**

Source: Decisyon customer survey

# Summary

- **Collaborative Business Intelligence Improves Effectiveness of Decision Making – Can be a Competitive Differentiator**
- **Decisyon 360 Accelerates Smart Decision Making**
  - Collaborative BI and Performance Management Platform
  - Sweet Spot is Operational BI and Planning
- **Key Benefits of Decisyon 360:**
  - Increased Efficiency and Productivity Through Collaboration
  - Improved Visibility - Structured and Unstructured Data
  - Transform Business Processes – Unified Platform
- **Over 200 Customers Already Achieving Benefits**
- **Decisyon and our Partners are Available to Help**

# For More Information

- [www.decisyon.com](http://www.decisyon.com)
- [www.facebook.com/Decisyon](https://www.facebook.com/Decisyon)
- <https://twitter.com/Decisyon>
- [www.linkedin.com/company/Decisyon-inc](https://www.linkedin.com/company/Decisyon-inc)

