

EMPOWER YOUR ORGANIZATION:

A solid BI strategy helps you get the most from your data assets, technology investments and BI initiatives

MindStream Analytics Business Intelligence Assessment



Better Decisions in a Complex World

In challenging economic conditions, it is vital to ensure that decisions are soundly based –

A new generation of business intelligence emerges as the expectation for user-friendly analytics and the expertise to ask and answer questions with data continues to grow. The wave of innovation is far from over. Our Analytics practice defines these solutions with a focus on data, technology, and user experience. Underlying all of the above, you need a data platform that provides accurate, up-to-date data to all consumers in a repeatable, reliable way that can evolve with your business. This isn't easy so our Data Management practice helps you think through a data strategy and architecture. Using Management Consulting lingo, our advisory and consulting services produce: current state assessment and future state definition, road-mapping, technology selection, business process improvements and optimization, data governance guidelines, and modern data architectures.

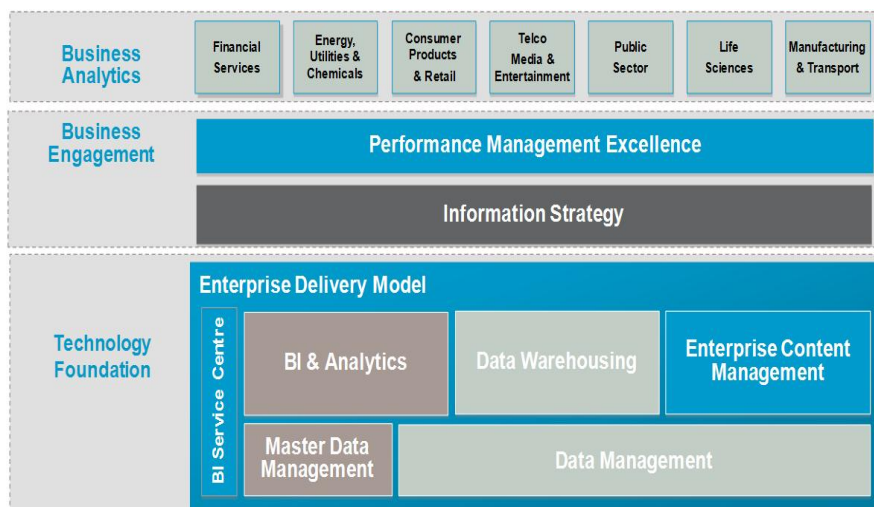
The core of our approach is the ability to abstract a model of the real-life problem that is intuitive to use, yet sufficiently realistic to support robust decision-making. These models are used to provide insight, and to quantify the risks and benefits associated with solutions to complex business problems. Our engagements draw on the experience and expertise of our Business Analytics consultants to provide insight and advice to clients, using techniques such as visual process simulation, optimisation and scheduling, system dynamics, data mining and segmentation, Monte Carlo simulation, forecasting and statistical analysis.

Our Expertise and Unique Approach with Big Data

MindStream Analytics is uniquely placed to help organisations take advantage of Business Intelligence technology. We have long standing partnerships with a large number of solution vendors, giving us access to some of the best solutions available. These include Oracle, IBM, LavaStorm, Anaplan, CXO Cockpit, OneStream, Kloutix, Tidemark and many more.

MindStream Analytic Services include architecture, storage and data management, data analysis and collaborative tools. The BI consulting team has experience on all major BI technologies and has executed numerous strategic BI initiatives across the globe. BI enablers can steer the project organization towards Delivery Excellence.

MindStream Analytics practice includes services shown in the below diagram:



The BI services model is based on three complementary and interchangeable layers:

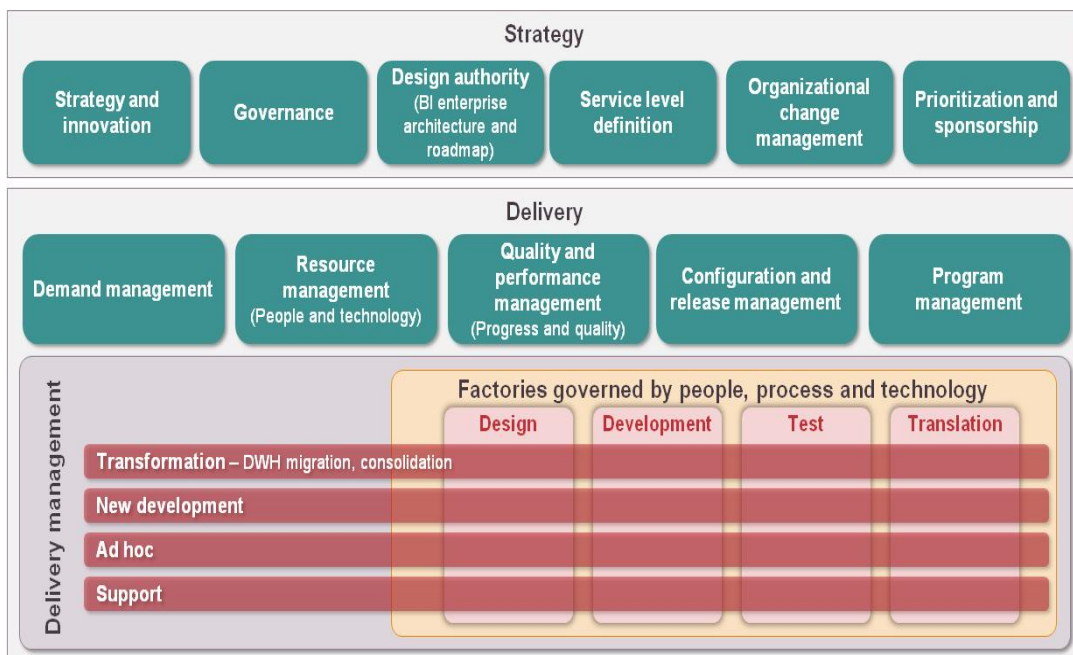
- **Technology Foundation Layer** – optimizing your underlying information infrastructure to ensure the data management, content availability, reporting, and analysis tools are seamlessly integrated and aligned to operational demand.
- **Business Engagement Layer** – formalizing your information strategy by defining and implementing industrialized processes that directly support business output, including services for supply chain, risk management, and regulatory compliance.
- **Industry Solution Layer** – the deep sector knowledge that transforms technological and service excellence into a solution that addresses your unique requirements and delivers quick time-to-value.

MindStream Analytics Offerings

BRINGING LIFE TO YOUR DATA FOR DEEPER, FASTER INSIGHTS

Business Information Service Centre (BISC)

- MindStream Analytics’s Business Information Service Centre (BISC) is a low cost, industrialized approach to BI transformation which delivers better, faster, more reliable, relevant information & insight to business users.
- The people and processes on-site to engage with Business and IT to deliver meaningful solutions where and when needed.



The objective of the BISC is to help you deliver on your Information Strategy to gain real ROI – Return on Information. The BISC delivers more reliable business information management through a combination of scalable BI technology and delivery of a comprehensive solution.

Mobile Business Intelligence

With the influx of sophisticated smart phones and tablet computers, business intelligence is going mobile. Informed decision-making can now be made based on mobile dashboards used real time in the field, improving efficiency and reducing turnaround times.

Mobile BI service ensures :

- Increased speed of delivery of business information;
- Enhanced business decisions by providing the data that executives need to make informed decisions at all times;
- A more engaging, interactive user experience.

Our structured approach to Mobile BI enables executives and information consumers to analyse and dissect intelligence on the go from a Smartphone or tablet device as easily and effectively as from an office computer. They can now make critical, informed decisions anytime and from anywhere. MindStream Analytics has long-standing partnerships with BI vendors who are building and enhancing their mobile offerings. Oracle and IBM are just two examples of vendors that have added a mobile reporting solution to complement their existing enterprise reporting platform. We also have partnerships with other information delivery and business intelligence vendors such as CXO Cockpit, Savant, Lavastorm and more.

Big Data & Analytics

Big data analytics offers new opportunities for insight and business change. By understanding patterns in structured and unstructured data, we provide insights that directly improve your business outcomes and set your business apart. Big data represents a fundamental shift in business decision-making. Organisations are accustomed to analysing internal data; now they are increasingly analysing external data too, enabling them to gain new insights into customers, markets, supply chains and operations: the perspective that we call the '*outside-in-view*'.

The MindStream team will work with you to find the most appropriate technologies to deliver real business outcomes from big data. MindStream Analytics breaks down big data management into 4 process steps underpinned by essential data services:

- **Acquisition** | Collecting data from diverse sources in batch and real time;
- **Marshalling** | Sorting, storing, streaming data to be available for analysis;
- **Analysis** | Finding insight from the data;
- **Action** | Building the output of the analysis back into new optimised business processes.

Each step has a set of processes and technologies, many common to traditional Business Information Management solutions but also with some new big data technologies. For example, the acquisition has to deal with new sources such as voice and video; marshalling deals with new distributed architectures and data streaming. MindStream Analytics collaborates with many of the leading and niche vendors in the Gartner 'Magic Quadrant' for Big Data and Analytics.

Business Information Rationalisation

Many organisations have either significant numbers of tools or implementations of BI solutions that have been developed within silos and of questionable value and may use old versions of the software that require upgrade for support reasons or are no longer fit for purpose.

Multiplicity of data makes the effective management of information difficult to achieve.

Old versions of products are drifting out of support and a simple upgrade may not be exploiting the power and potential of the newer tools, nor reflecting the changes that have occurred in the business since the original deployment. MindStream Analytics aims to reduce the fragmentation and technical diversity of existing business information systems and create environments which deliver the greatest level of benefit into the business. In doing so, MindStream Analytics help their customers identify IT cost savings through consolidation of information assets, reducing license costs and the cost of maintaining complex and poorly integrated business information systems. Benefits for the client will be quantified in reduced OpEx/TCO costs of the solutions, however the

process will also expose opportunities for increasing value to the business. We create a bottom up Total Cost of Ownership model of BI assets, the value of each and the possibilities for combining, consolidating, upgrading and retiring these solutions with associated costs leading to the execution of the necessary IT and business activities. One of our key principles is that information rationalisation is as much a business exercise as much as it is a technology exercise.

Enterprise Performance Management

Organisations recognise that quality information on performance is essential to successful management. Typically, organisations do not have clear performance management structures in place, nor the information needed to provide accurate insights into the performance of the organisation. Delivering the right information (in a timely, relevant and accurate manner) with insight to support dynamic decision making, will enable organisations to plan, monitor, and drive the business. To achieve the organisation's strategic goals, selected KPI's must be cascaded throughout the organisation to provide accountability. Our approach to KPI / Reporting projects ensures that the performance management framework is aligned to the overall business strategy (containing the "right" measures), reported accurately, cascaded through the organisation and then embedded into business processes and decision making cycles.

MindStream Analytics has partnerships with many of the leading vendors in the enterprise performance management space. We have strong consultancy and development expertise with both established key players such as Oracle, SAS, Microsoft and SAP as well as skills with 'niche' and smaller companies such as Qlikview, Tibco Spotfire, Microstrategy and Tableau. We have also developed templates, assessment tools, and a structured approach to design information presentation, visualisations, and dashboards.

Application Support

Many organizations today struggle embarking upon a Business Intelligence implementation due to lack of in-house IT resources, MindStream Analytics can help. MindStream AppCare is our application managed support services offering. MindStream AppCare reduces or negates the need for application / system administrators as we can take care of ongoing maintenance of the Business Analytics system, as well as, assist with the release cycle management for changes to be deployed across environments.



FOCUS ON YOUR CORE COMPETENCY WHILE MINDSTREAM OPTIMIZES YOUR INVESTMENT

Let your team focus on core competencies and fundamental business activities by leaning on MindStream AppCare to develop a long-term plan that gets the most out of your technology. As an extension of your team, we'll use our experience managing applications, supporting users, driving end-user adoption, and masterminding application extensions and evolutions to challenge the status quo and provide you with key insights and recommendations that are unique to your business needs and goals.

APPCARE SERVICES

Administration and Basic Support

MindStream AppCare will manage and maintain your production application to ensure consistent performance and user support. This includes the following:

- Manage and maintain application components
- Support end user requests and troubleshoot functional and technical issues

- Monitor system performance
- Administer basic functions such as security, business rules, application processes

Application Extension and Evolution

We'll extend and evolve your application through the development of small enhancements and new functionality to quickly respond to business needs and changes. This includes:

- Rapidly understanding new business requirements and recommending efficient ways to address them
- Developing new reports and business functionality
- Managing the deployment of new releases to the Production environment

Advisory and Architecture Services

MindStream AppCare will help you derive value from your investment by providing key insights and recommendations and driving user adoption. This includes:

- Technical architecture and roadmap guidance
- Recommendations on application improvements and performance
- into upcoming product releases

Innovative methods to drive user adoption

Our service enables our clients to focus on core competencies and fundamental business activities by relying on MindStream to develop a long-term plan that gets the most out of your technology. As an extension of our client's team, we use our experience managing applications, supporting users, driving end-user adoption, and masterminding application extensions and evolutions to challenge the status quo and provide key insights and recommendations that are unique to their business needs and goals.

Support Services include:

- Comprehensive on-boarding process that conducts a thorough review of your server operating systems to ensure the platform is optimized so Hyperion behaves properly
- In-depth Business Analytic solution review to assess current performance levels and fine-tune them for optimal efficiency
- Monthly or quarterly system health checks that include a review of recent logs to analyze overall system performance and uncover any potentially troublesome issues that might not be noticed in day-to-day activities
- Proactive maintenance program to keep abreast of upgrades and ensure that the latest patches are installed and functioning properly to avoid system instability, unnecessary downtime, and decreased productivity

Hours of Support: confirm the required support coverage by selecting from 9x5, 9x7, 24x7 standard options or define your own bespoke variation;

For those users around the globe, no problem. The Global Business Analytics Alliance provides 24 x 7 x 365 support coverage in a follow-the-sun model where resources located in Boston, MA, Zug, Switzerland and Sydney, Australia from Hyperion focused partners are available to address issues around the clock. Our solution includes overlapping 9-hour shifts to enable resources to complete knowledge transfer for issues.

Level of Support: determine the user community interacting with our support organisation; do we support all end users (1st level support) or do we act as an escalation point for power users / administrators (2nd or 3rd level support)?

Hosting: IBM's SoftLayer partnership, gives us a hosting solution via Infrastructure as a Service (IaaS) so that MindStream can manage the Hyperion Layer while benefiting from Data Center best practices on an IBM company

Summary

In summary MindStream Analytics Business Intelligence Assessment provides the goals, objectives and roadmap to meet the needs of the business and directs the ongoing evolution of a BI program. This assessment can help you discover and prioritize business challenges across your organization.

WE ARE MINDSTREAM ANALYTICS

MindStream Analytics is a leading consulting and managed services provider focused on helping companies solve complex data challenges and optimize business performance. Our team is made up of finance professionals, for finance professionals focused at the convergence of Enterprise Performance Management, Data Management and Business Intelligence. We believe in the power of connected data. We understand the data supply chain from where it begins to the various ways it can be consumed and flow throughout the organization. No matter the data source; internal data, external data, digital data, structured or unstructured data – it does not matter – we get it, and more importantly, we know how you should use it.

www.mindstreamanalytics.com