

Business Intelligence (BI) provides information and analysis to executives and line managers enabling them to make informed decisions. BI solutions use data repositories and a variety of applications and tools to present information and analysis in formats tailored for the business community. Creating and supporting effective BI solutions for your company is complex and challenging. It requires understanding of the business and its needs for information; the selection of appropriate technologies; a proven project approach; effective leadership; and communications. In short, creating business value using BI requires experience and leadership. Integra's years of experience in planning, creating, and supporting BI and data management solutions have generated significant business value for its clients.

Experience

Integra's business intelligence knowledge and experience will help you expedite your BI deployment by eliminating inefficiencies and high costs that come from disjointed "trial and error" approaches. Integra's experienced consultants have broad business backgrounds that helps assure that your business requirements are quickly and fully clarified. In addition, the experience our consultants have gained from numerous BI projects will help you reduce risk by collaborating with you to select the tools and integrate them with your systems and processes. Using its experience, Integra will partner with you to deliver a high-quality solution to meet your company's most challenging BI needs.

Leadership

Integra takes into account the complexities of your sophisticated enterprise when helping you lead your BI program. Our consultants will help you coordinate your efforts and guide you in the use of our iterative implementation approach. Our leadership and proven BI project approach will enable you to create useful information and

analyses quickly. Integra's seasoned experts will help your organization gain agreement on the business requirement and the data to use to create information and how best to present it. Integra will help lead the development and testing of the BI solution. Our leadership will help you transform the way your business uses information and conducts analysis to improve business value and return.

Business Intelligence Capabilities

Integra's business intelligence consultants help you plan, execute and support all the aspects of your business intelligence project.

Reporting and Analysis

Integra understands that organizations are constantly changing and that these changes drive reporting and analysis needs. Integra helps you design, develop, and implement comprehensive reporting and analysis capabilities to help you quickly transform dynamic data into information to meet the evolving needs of your business.

Integration

Integra helps you use its database frameworks and methodologies to efficiently and accurately identify source and target data types using tried-and-true techniques and best-of-breed tools for metadata management and ETL development and orchestration. Integra recommends strategies, processes, designs, and technologies to optimally extract, prepare, transmit, and store needed data from multiple sources to common target databases. Integra provides a neutral, unbiased perspective to ensure consistency and accuracy in all aspects of the preparation and delivery processes. Further, Integra helps your team adjust to the new technologies and processes to speed development and lower costs.

Data Repositories

Integra helps you design and build your data repository infrastructure. We use our frameworks and methodologies and your requirements to select an appropriate infrastructure and RDBMS for storing your data. Our consultants blend their

BI expertise with your particular business requirements to help develop suitable logical and physical data models that meet your business objectives. The resulting data repositories allow you to see, to share, and to act on information to drive greater business value.

Business Intelligence Alignment

Integra helps you tune your existing business intelligence capabilities to adapt to changes that have occurred in your dynamic business. As your corporate strategy and priorities change in response to competition, customers, the economy, and partners, we help you align your reporting and analysis tools. Integra works with senior management to clarify the corporate priorities that are most critical. Based on this, we evaluate how the information you need to make decisions is collected and distributed throughout your organization. We work hand-in-hand with you to implement the necessary changes to get critical information into the hands of the right people. This is typically a rapid engagement than can deliver significant, business value.

Selected Clients

Wireless Telecommunications Company

Integra led this \$35b wireless telecommunications company to develop a business case and an architecture to improve the scope and timeliness of its business intelligence systems. The Integra team collected and analyzed business requirements and latent needs for BI from the enterprise. The Integra team used these requirements to develop and gain approval for a multi-year program to improve the capabilities of the company's BI systems. In addition, the Integra team reviewed the company's BI architecture and its business objectives. On the basis of its objectives and requirements, Integra recommended an architecture for the revamped BI environment and is in the process of helping the company to implement the architecture and to use the architecture to create additional BI capabilities.

John Hancock / Manulife Financial

Integra worked with Manulife executives and BI developers to enhance Manulife's capabilities for managing annuity investments. The team built applications on top of a data warehouse to aggregate and analyze data from portfolio management systems and to push analytic data back to applications used by reinsurers.

UPromise, Inc.

Working with UPromise, Integra developed integration and BI strategies to drive member behavior. Our team led the four year effort to construct a large data warehouse integrated into both the operational I/T environment and the Analytic environment (SAS based) of the company. The BI solution developed with UPromise automated statistical analysis through the creation of a series of applications which ran in the DW/BI environment. The team used an iterative approach to rapidly implement a large offer management and rewards application within the data warehouse.

Continental CableVision / MediaOne

An Integra team led the design and development of a campaign management BI system. The team worked closely with Continental's executives and users to define business and technical requirements. The team used the requirements to develop and implement the logical and physical data models and integration standards. Using the integration standards, the team created the infrastructure and processes to obtain data from the source systems and populate the data repository. The team completed the project by developing and testing analytics that provided Continental campaign management capabilities to improve business performance.

Technologies and Partners

Integra has exceptional expertise in the following BI technologies: Oracle, Informatica, Business Objects, Cognos, and Microsoft.



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