

# Accenture Business Intelligence Capabilities for Oracle

accenture

*High performance. Delivered.*

**ORACLE®**

Accenture helps businesses and governments use Oracle technology to address their information management needs, leverage information technology as a strategic asset and develop the distinctive capabilities that are the fundamental building blocks of high performance identified by Accenture's extensive High Performance Business research.

• Consulting • Technology • Outsourcing

"Accenture leads in overall capability and dominates in terms of practice size. Accenture stands out from the pack with strong skills across all phases of the implementation life cycle, strong worldwide presence, and continued aggressive practice R&D and growth."

Source: *The Forrester Wave™*

Oracle Implementation Providers, Q1 2008, March 2008

## Collaborating for value

As a March 2007 Accenture survey reveals,<sup>1</sup> more than 57 percent of 162 CIOs in North America and Europe position business intelligence as a core component for competitive differentiation in three years. What is more, respondents from both North America and Europe are expecting to shift out of their data silos to embrace enterprise-wide analytics—76.5 percent are targeting enterprise-wide integration in three years.

With research-based knowledge and deep experience, Accenture is a market leader in helping organizations identify an information management strategy and framework tailored to their unique needs and goals. Oracle Corporation's comprehensive suite offers capabilities and prebuilt solutions that enhance core business processes and applications and speed up the process of integration. Working together, Accenture and Oracle help organizations achieve business

intelligence capabilities by combining premier technology solutions with the skills of experienced professionals to unravel the complexities around an organization's unique business issues, its differentiators and change management demands. Using an industrialized approach—which includes a global network of delivery centers and proven methods and tools—Accenture's Oracle-skilled professionals also draw on their deep industry, functional and technology skills to properly scope and successfully deliver reliable, high-quality, cost-effective solutions to achieve business results faster and position organizations for high performance.

## Our offerings

An essential component of our broader information management services, Accenture's dedicated business intelligence capabilities maximize the effectiveness of Oracle products. Accenture has developed a set of offerings that include:

- A business intelligence diagnostic to help organizations assess their business needs and current capabilities to determine an approach for implementing or extending the use of business intelligence across their organizations.
- Customer analytics to enable clients to become more customer centric by understanding customer preference and intention, improving customer experiences and realigning business performance metrics, scorecards, and management to better focus on the customer.
- Workforce analytics to provide organizations with the tools and metrics needed to manage their workforce as a competitive asset by monitoring, understanding and deploying talent more effectively, and keep the workforce aligned with the growing demands of the business.

- Financial planning that encompasses replacing, upgrading and implementing clients' financial planning and budgeting functions to better align these functions to the actual operation of the business.

- Enterprise Performance Management that provides the key corporate metrics to help an enterprise align its strategy with its performance and better manage the overall enterprise.

## Our record of success

Accenture's deep industry knowledge and focus on high-performance business is complemented by Oracle's best-in-class applications and technology. Accenture solutions help our clients in a number of ways, whether improving executive decision making, reducing costs or making data more accessible.

Accenture helped the New York City 311 call center develop a robust set of enterprise business intelligence tools, based on Oracle technology and applications, to measure and manage performance across its many agencies. The new analytics solution developed by Accenture has become part of the city's culture, improving its delivery of services to citizens—the ultimate litmus test of high performance for any branch of government. Not only do New York City executives gain greater insight and make more intelligent decisions based on fast and flexible access to information about citizens' demands and agency performance, but also other agencies across the city are now looking for ways to more broadly leverage the new business intelligence tools.

## Our industrialized delivery approach

We leverage a robust set of market-leading accelerators and tools developed by Accenture Information Management Services as well as our network of more than 40 delivery centers around the world. In addition, Accenture has opened two innovation centers at Oracle campuses in Redwood Shores, California in the United States and the Thames Valley Technology Park near Reading in the United Kingdom. The centers industrialize delivery, showcase innovative Oracle-based solutions and place Accenture at the forefront of Oracle development. What is more, Accenture has easy access to Oracle technology personnel and executive leadership.

## Committed to high performance

Accenture's High Performance Business research<sup>2</sup> has shown that high performers make effective use of enterprise-wide data and analytical tools to identify the most profitable customers, accelerate product innovation, and optimize the supply chain and pricing. Employing business intelligence is a powerful way for organizations to differentiate, outsmart and out-execute the competition. Accenture's experience and know-how, coupled with our strong relationship with Oracle, cuts through the complexities to both tackle existing challenges and deliver innovative solutions that help organizations achieve high performance.

## Fast facts

- 18-year partnership with Oracle
- 35,700 Oracle-skilled professionals
- 2,200 skilled Oracle business intelligence professionals
- 4,500 skilled Oracle professionals in delivery centers around the world
- Two dedicated innovation centers at Oracle campuses
- Two Oracle Titan Awards in North America in 2007 for Business Intelligence and "Technology Momentum"
- Forrester cites Accenture as a leader among Oracle implementation providers.<sup>3</sup>

<sup>1</sup> Source: "Cultivating high performance through information management," Accenture CIO Survey, 2007.

<sup>2</sup> Source: Davenport, Thomas H. and Jeanne G. Harris, "Competing on Analytics: The New Science of Winning," Harvard Business School Press, March 2007.

<sup>3</sup>Source: *The Forrester Wave™*: Oracle Implementation Providers, Q1 2008, March 2008.

## For more information, contact

### Viney K. Kaushal

Accenture Information  
Management Services  
Global Alliance Director,  
Business Intelligence  
viney.k.kaushal@accenture.com

### Corinne Koppel

Accenture Oracle Practice  
Global Alliance Director,  
Oracle Technology  
corinne.koppel@accenture.com

### Lindsay Sater

Accenture Information  
Management Services  
Alliance Director, EALA  
lindsay.sater@accenture.com

Or visit [www.accenture.com/oraclebi](http://www.accenture.com/oraclebi).

## About Accenture Information Management Services

Accenture Information Management is a global cross-industry organization focused on bringing clients solutions to better manage their business, interact with customers and make strategic, financial and operational decisions. Working across Accenture's service lines and industry groups, this network of 13,000 professionals\* specializes in information management services including business intelligence, portals and content management and data management and architecture. For more information about Accenture Information Management Services, visit [www.accenture.com/informationmanagement](http://www.accenture.com/informationmanagement).

\*as of August 1, 2007.

## About Accenture

Accenture is a global management consulting, technology services and outsourcing company. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. With more than 180,000 people in 49 countries, the company generated net revenues of US\$19.70 billion for the fiscal year ended Aug. 31, 2007. Its home page is [www.accenture.com](http://www.accenture.com).

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## About Oracle

Oracle Corporation (NASDAQ: ORCL) is the world's largest enterprise software company, providing database, middleware, and collaboration products; enterprise business applications; application development tools; and professional services that help customers collaborate, grow, measure outcomes, and report results with confidence. For more than 30 years, Oracle has led the industry through continuous innovation and a relentless focus on customer success. For more information, visit [oracle.com](http://oracle.com).

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