



Information  
Management  
Services

## Event Monitoring

Linking operational execution to  
business goals in near real time to  
achieve high performance

• Consulting • Technology • Outsourcing

Imagine getting into your car to drive, but only being able to look through the rear-view mirror to get to your destination. An obviously daunting challenge. Yet this is how many executives and managers steer their companies today.

Despite advances in scorecard and metrics management systems, executives and managers often have to base business decisions on outdated or incomplete information—for example, piecemeal data from different parts of the organization—and it can be challenging to connect the dots. Imagine if you could see how your business is shaping up right now, so you could redirect the outcome, if necessary. By making more timely and proactive business decisions, you can position your organization on the path to high performance.

## Introducing Event Monitoring

Event Monitoring enables executives and managers to look at their key performance indicators in near real time and drill down to key business processes being monitored, reducing the time to access information and the ability to act on information. The result is an unprecedented level and speed of insight into what is actually happening in your organization. Event Monitoring:

- Collects information on complex business processes through the use of application and database probes.
- Correlates this information and enables root-cause analysis to solve problems in the business process as they are occurring.
- Alerts executives and managers to issues early, before they become real problems and negatively impact the business.
- Monitors events and ongoing operations to ensure expectations are met.

## Why Event Monitoring is different

While several business intelligence and business performance management tools are available today—for metrics, analysis and reporting to gauge how a business is performing against its objectives—what is lacking is the ability to do near real-time root-cause analysis and problem resolution linking specific business events to the underlying business process to view what is occurring from an operational perspective.

Traditional informational data warehouses are appropriate for integrating and rationalizing data extracted from the various areas of the business, yet they often fail to offer the flexibility, detail and timeliness necessary for transaction-level monitoring of the key operational metrics at the right time.

Event Monitoring is more than just applying business intelligence on top of a data warehouse. These solutions do not fit exactly into any one of the related market spaces, such as business activity management.

Event Monitoring has four distinctive differences. Event Monitoring enables:

- Near real-time root-cause analysis and problem resolution—linking specific business events to the underlying business processes.
- Access to data without requiring automation of underlying business processes.

- Access to data from any source—manual or automated.
- Viewing business events together with historical perspectives and planning metrics.

Event Monitoring was developed based on the experience of Accenture, HP and leading business intelligence solution providers. In particular, HP contributes its HP Business Process Insight (BPI) software, which enables near real-time visibility of a company's business processes—intended for both IT and business operations.

Business Objects, Cognos, Hyperion and SAS each bring their market-leading business intelligence software applications. These provide the ability to "listen" to events, analyze them and present results via dashboards. Each company provides a separate solution.

Accenture is the preferred global systems integrator of these software providers, bringing business process and business performance expertise, industry acumen, and the technology and consulting skills necessary to design and implement these solutions. Our strategic alliance relationships with these vendors enable us to collaborate and bring unique solutions to the market.

## How to implement Event Monitoring

All of the Event Monitoring solutions involve limited investment and can be implemented relatively quickly.

Some technical integration is required to get access to the necessary data. Full process automation or full process integration, however, is not required.

Critical or high-impact business processes can be chosen, enabling companies to make very selective investments. In other words, solutions do not have to be implemented for every business process in order for results to be achieved. Additionally, the solutions work with manual or automated processes or a combination.

As the preferred global systems integrator for Event Monitoring, Accenture:

- Helps companies identify their most critical business processes to monitor.
- Works with companies to define the related key performance indicators.
- Implements HP BPI software and the appropriate business intelligence software application (Business Objects, Cognos, Hyperion or SAS) and integrates the products.
- Determines how and where to access data within a company's existing systems.
- Designs the dashboards to visualize business performance and meet the needs of the business executive/function.

## How to view a demo

See how Event Monitoring works via a demonstration. Each solution demo uses one of our alliance partner's technology and depicts capabilities that address a particular industry, yet can be leveraged for other industries and business situations.

### Event Monitoring with Business Objects

This solution demonstrates how the telecom activation process can be accelerated, as well as the value of managing the delivery of complex products to large companies that are RFID-enabled.

### Event Monitoring with Cognos

This solution demonstrates how improvements can be made to the manufacturing supply chain.

### Event Monitoring with Hyperion

This solution demonstrates business improvements that can be made in the area of revenue performance management.

### Event Monitoring with SAS

This solution demonstrates how the mortgage application process can be accelerated.

## Building high performance

Event Monitoring capabilities help organizations progress on their journeys to high performance by enabling:

- **Increased agility** – problems can be fixed at the source rather than after the fact, when problems have most likely escalated or become bigger issues.
- **Improved operational efficiency** – executives obtain more precise information about their business performance, which enables them to make more timely and proactive business decisions.
- **Synchronized plans and execution** – business performance deviations can be tracked and managed during the current reporting period.

## Accenture Enterprise Metrics Management Solution

Nearly every organization struggles with implementing metrics frameworks and automated management capabilities to enable quick access to appropriate and consistent performance metrics. By applying a proven, structured approach to enterprise metrics management, Accenture helps identify what metrics your company should be using to measure your business and helps position your organization for high performance. Accenture Enterprise Metrics Management is an end-to-end solution with strategy, process and technology components for enterprise metrics. The solution can be implemented swiftly and efficiently in any kind of industry or organization in three phases:

- Phase 1: Establish a central metrics management capability.
- Phase 2: Automate the metric input capability.
- Phase 3: Automate the event monitoring capability. It is in this phase that Event Monitoring fits, where metrics are more granular than in phases 1 or 2. Your organization can opt to start from this phase without completing Phase 1 and 2.



## About Accenture Information Management Services

Accenture Information Management Services 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, the 10,000\* consultants in this organization specialize in information management services including business intelligence, portals & content management and data management & architecture. For more information about Accenture Information Management Services, visit [www.accenture.com/informationmanagement](http://www.accenture.com/informationmanagement).

\*as of July 1, 2006.

## About Accenture

Accenture is a global management consulting, technology services and outsourcing company. Committed to delivering innovation, Accenture collaborates with its clients to help them become high-performance businesses and governments. With deep industry and business process expertise, broad global resources and a proven track record, Accenture can mobilize the right people, skills and technologies to help clients improve their performance. With approximately 146,000 people in 49 countries, the company generated net revenues of US\$16.65 billion for the fiscal year ended Aug. 31, 2006. Its home page is [www.accenture.com](http://www.accenture.com).



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