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**accenture**

*High performance. Delivered.*

Too Much  
Information.  
Not Enough  
Insight?

Business  
Intelligence  
and the  
High-Performance  
Business

• Consulting • Technology • Outsourcing



# An organization's ability to access, share and use information is critically important if high performance is its goal.

Known collectively as "business intelligence," the ability to collect and analyze internal and external data can dictate how well an organization can generate knowledge—and, ultimately, value. Specifically, business intelligence can help organizations achieve higher levels of performance by:

- Providing insights that can help pinpoint new revenue-generating opportunities and improve operational efficiencies and visibility across the organization
- Optimizing the return on existing business and IT investments such as customer relationship management and enterprise resource planning
- Enabling better, faster decisions at the strategic, operational and tactical levels for executives and employees
- Automating data gathering for compliance activities as outlined by Sarbanes-Oxley, Basel II or the Health Insurance Portability & Accountability Act (HIPAA)

## Business intelligence: A key component of information management

Many of today's businesses are large, complex and global organizations. Their data is housed in hundreds, if not thousands, of platforms, applications and databases scattered across multiple business lines, business functions and geographies. Complicating matters, this data is often stored in different ways—either in structured, unstructured or digital media formats.

To help executives access, manage and analyze information—and use that information to gain insights that drive better decisions and higher levels of business performance—Accenture offers a unique vision for information management. Accenture's integrated approach provides a structure by which organizations can govern, view, manage and store data as a seamless whole. Our approach—which comprises business intelligence, portal, content

management and data management practices—takes into consideration the need to address and integrate both structured and unstructured data for an enterprise-wide solution. By combining technologies, processes and workforce capabilities, our approach supports the lifecycle of information. From capture to transformation, integration, and ultimately presentation and analysis, we help organizations manage the most complex information environments.

## Accenture offers a unique vision for information management.

# Accenture's business intelligence solutions

Recognizing the importance of business intelligence as part of the broader information management challenge that our clients face today, we help organizations collect internal and external data, often in data warehouses, in a format based on enterprise data governance principles. Organizations can measure and use the data, and apply analytics to gain greater insight from data to support an organization's distinctive capability, thus differentiating it from the competition.

Our tailored business intelligence solutions include:

## Business Intelligence Diagnostic

With this solution, Accenture helps organizations assess their current business intelligence capabilities, identify value-generating opportunities and develop a plan to address those opportunities quickly and economically. This offering is particularly beneficial for organizations that either lack a cohesive information management strategy or are frustrated by their inability to use information to drive more effective decision-making.

## Custom Data Warehousing

Accenture draws on its extensive data architecture experience and leading assets and resources to help clients build comprehensive data models that support a number of custom information delivery needs. Typically used to build non-enterprise resource planning (ERP) solutions, this offering includes a suite of development methodologies and a delivery toolkit

comprising estimating guidelines, frameworks and implementation guidelines for quick and cost-effective implementations.

## Large Data Warehousing

With this offering, Accenture helps its clients manage considerable data volumes across multiple business units. This multi-terabyte capability typically involves implementing a custom-built data architecture on top of native Relational Database Management Systems (RDBMS) from providers such as Teradata or Oracle. This offering is particularly beneficial for companies that want to either launch a broad analytical and data management strategy or consolidate several existing custom data warehouses.

## ERP Data Warehousing

Accenture helps clients in all industries implement comprehensive data architectures to support ERP transactional systems. This offering is aimed at helping organizations with a large base of ERP transactional solutions, moderate data volumes and multiple information needs. As part of

this offering, Accenture provides an enterprise-wide data governance plan, data architecture design and a technical architecture plan.

## Advanced Business Intelligence Delivery

With this offering, organizations can implement data warehousing solutions that leverage advanced technologies—such as real-time data warehouses, master data management and data cleansing—to address specific business needs. Typical solution components include Web-based reporting modules, portals, RFID applications and data cleansing principles and guidelines.

## Business Intelligence Sourcing

For organizations looking to outsource their business intelligence development and management activities, Accenture offers unique sourcing options that draw on global resources and expertise, methodologies and delivery centers. The result is a highly effective and cost-efficient business intelligence capability.

Since the early 1990s, Accenture has helped hundreds of clients transform the way they use information to drive their businesses to higher levels of performance.

# Accenture: Your partner for intelligent business



In 2005, we formalized our commitment to this area by launching Accenture Information Management Services, an organization dedicated to helping clients manage the full scope of their information needs and meet their business intelligence imperatives. This global, cross-industry organization—a network of 13,000 information management specialists—is distinguished in the marketplace by:

## Our people

Accenture's business intelligence practice has deep skills, experiences and knowledge related to business intelligence processes, strategies and technologies, such as real-time reporting and analysis, data

warehousing, Extract, Transform, Load (ETL), data quality and cleansing, data governance, metadata, data integration, master data management, OLAP and Enterprise Performance Management. In addition, we have thousands of resources dedicated to improving client performance within specific industry segments. By blending these workforces, we are able to deploy teams that are uniquely qualified to meet any business intelligence challenge, in any sector, anywhere in the world. Equally important, combining an industry-specific focus with world-class business intelligence capabilities allows us to address the technical, as well as the functional, components that underpin all of our strategic solutions.

## Our enterprisewide perspective

We understand that business intelligence does not exist in a vacuum. It permeates an entire organization and, if used correctly, can positively influence decisions that affect every functional area—from customer relationship management to finance and performance management to

supply chain management to human resources. Business intelligence capabilities rely on more than technical solutions. Business intelligence solutions must reinforce an organization's strategic imperatives and leverage existing systems and operations. They must include processes to guide the effective use of information and analysis. And they need to address the roles and responsibilities of the individuals charged with making analysis-based decisions.

## Our delivery approach

The Accenture Delivery Suite comprises a comprehensive set of proven methods, processes, tools and architectures distilled from our collective experiences and innovations. From program and project management to delivery, from systems integration and technology to outsourcing, it provides common parameters that enable our global teams to consistently and reliably deliver end-to-end business intelligence solutions and higher levels of performance on time and at a lower cost.



## ERP Upgrade Delivers Leading-edge Analytical Capabilities

By utilizing an optimal mix of onshore and offshore resources, Accenture helped one of the world's leading pharmaceutical companies upgrade its existing ERP systems. The solution involved creating a highly flexible, SAP-based architecture to support leading-edge analytical capabilities. The solution streamlines thousands of legacy reports, integrates all historical data sources into a single system, and provides hundreds of users with easy access to reports in the areas of supply chain management, facilities, purchasing, finance and order-to-cash.

## Credit Data Warehouse Supports Basel II Compliance

Dresdner Bank, one of the leading banking groups in Europe, worked with Accenture, Business Objects and Informatica to consolidate data pertaining to more than five million customers for analysis by more than 500 credit risk management data warehouse users. The project helped Dresdner Bank develop an extensible credit data warehouse and reporting framework that forms the foundation for complying with the Basel II regulation for financial risk management, replaces its legacy systems, and delivers more efficient reporting and analysis for credit risk identification.

### Our delivery centers

We have a network of more than 40 delivery centers around the world dedicated to providing a full range of technology and outsourcing services to clients in every industry. Within this highly efficient network, we have established a number of business intelligence competency centers that leverage repeatable processes, world-class assets and highly skilled resources to deliver fast, cost-effective, high-quality business intelligence solutions.

### Our alliances

Accenture is vendor-independent, committed to delivering business intelligence solutions that will best meet our clients' needs. That said, we constantly evaluate the business intelligence landscape to identify providers we believe can help our clients move the performance of their business to new heights. We currently have strong alliance relationships with industry leaders, including Business Objects, Cognos, Informatica, Microsoft, Teradata, Oracle, SAP and SAS. Together we deliver game-changing solutions that enable our clients to unleash the power of information.

### Our thought leadership

We are committed to keeping Accenture at the leading edge of information management. For example, the Accenture Institute for High Performance Business is studying the business trend of using analytics as the basis of competition. Accenture Technology Labs combine deep technical and scientific expertise with business know-how to create unique solution assets such as predictive monitoring approaches and knowledge discovery tools. Our business intelligence practitioners work with our industry specialists to develop business intelligence and service provisioning models, frameworks and estimating tools. And our technology experts steadily refine our delivery approaches, such as those contained in our Data Warehouse Implementation Guidelines. In these ways, Accenture continually develops and enhances its best practices, approaches and assets to deliver the most effective business intelligence solutions for our clients.

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Increasingly, Accenture is the partner of choice for companies wanting to maximize the value of their business information. To find out more about how Accenture can help raise your business IQ with an integrated business intelligence solution, contact:

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### 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, 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 175,000 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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