



# Business Intelligence and Analytics

Business Analytics for Predictability, Accountability & Growth

# Integrated Reporting for Enterprise Growth

In today's fast moving business environment, organizations are pressed to predict beneficial routes of growth, respond to unforeseen business changes and generate pertinent information that meets the needs of executives, vendors, customers and investors. Although automating reporting is not new, integrated analytical reporting is! As companies continue to expand their offerings, participate with social commerce, grow their revenues and expand their customers, the need for reliable analytical reporting provides companies a trusted hand in the dark to accurately manage and validate their gallant plans for success. Birlasoft has a strong focus on Supply Chain, Manufacturing, Distribution, and Life Sciences. Our in-depth business knowledge allows for a thorough and integrated approach when architecting a solution for our customers.

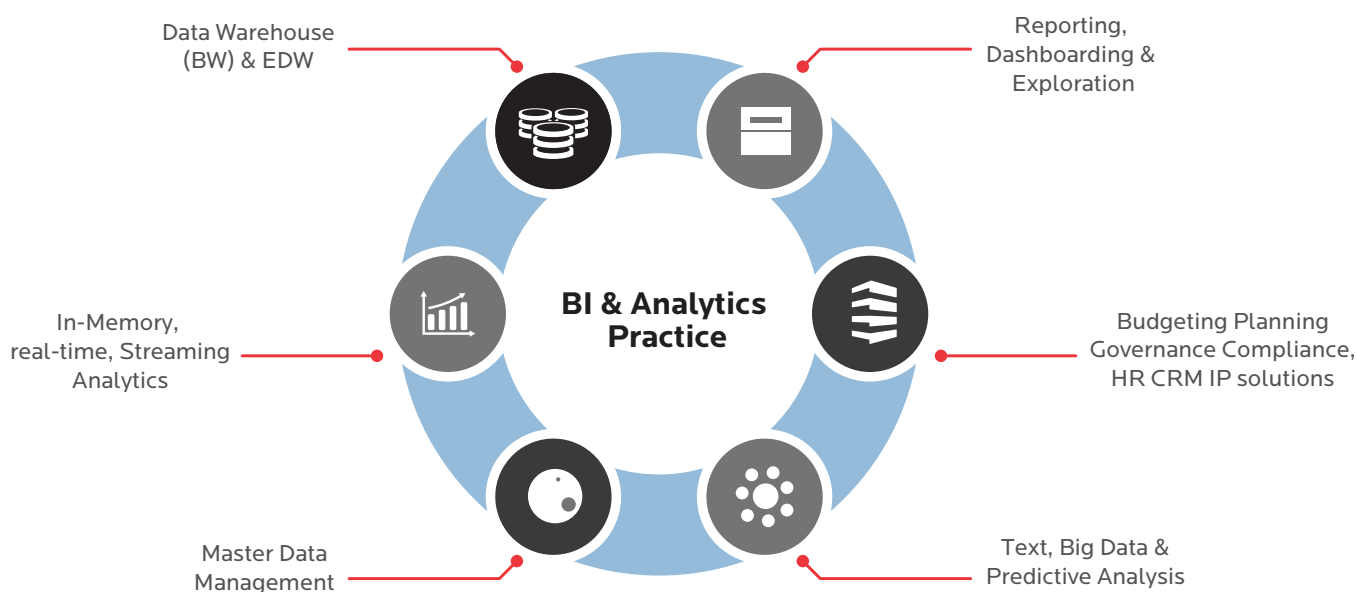
One of the most important lessons we learned over the years from the adoption of Oracle BI Applications is that domain (functional) expertise as well as prepackaged BI application content is as important, or perhaps even more important, than sheer technical skills. Our deep ERP expertise combined with our Best practices on how to deploy prebuilt Oracle BI Applications ensure just that. The BI and EPM roadmap incorporates the availability of internal resources, company readiness, considerations of existing and upcoming timelines and initiatives and assistance with establishing and working within realistic budgetary forecasts.

Advanced EPM includes governance, risk and compliance for a holistic view on enterprise performance, business intelligence for thorough analytics and enterprise information management for data integration. By adopting such an approach, enterprises can be more proactive in turning their finance organizations into a value creator.

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## Birlasoft BI & Analytics Practice

### Our Focus Areas



## Our Offerings

Consulting	Implementation	Migration & Upgrade	Support & Maintenance
<ul style="list-style-type: none"><li>• BI Strategy and Assessment</li><li>• BI Health Checks</li><li>• BI Road Map</li></ul>	<ul style="list-style-type: none"><li>• End-to-End Implementation</li><li>• Proof of Delivery implementations</li><li>• Design &amp; Reporting</li><li>• Analytics Deployment</li><li>• BI Personalization</li></ul>	<ul style="list-style-type: none"><li>• Version Upgrade of BI tools</li><li>• Migration from any DW to Exadata</li><li>• Migration from any reporting tool to OBIEE/Cognos</li><li>• Migration from Cognos EP to TM1</li></ul>	<ul style="list-style-type: none"><li>• Lights on Support</li><li>• 24 x 7 Support</li><li>• Support on Demand</li><li>• Technical help desk</li><li>• Application support</li><li>• Annual Maintenance Support</li></ul>

## Generating Reports from BI is not enough

### Expertise in Oracle OBIEE, OBIA, BI Publisher & Fusion BI

Designing and implementing analytical reporting solutions demands a fluid and comprehensive understanding of industry specific business dynamics. With our extensive BI experience and focused expertise in Manufacturing, Distribution and Supply Chain, Birlasoft is your single source for Business Analytical services.

### Expertise in Oracle EPM suite of applications (HFM, Hyperion Planning)

By combining our unique insight and experience in enterprise performance, finance and functional processes with market-leading system integration skills, Birlasoft has formulated a holistic, results-driven approach to tap the full benefit of EPM.

## Value Delivered

### Value delivered for BI Strategy:

- **Effective & Holistic BI Solution** across key areas of the business
- In depth **Root Cause Analysis**
- Greater business visibility resulting in Immediate ROI
- Ability to make Prudent Decisions and Reduce Costs

### Value delivered for EPM offering:

- **Average 50% reduction** in time to finalize enterprise wide budget and plans
- Ability to create **Multiple Budget Versions** and carry out **What If Analysis**
- **Interlinking** Revenue Planning, Workforce Planning, Expense Planning and Control, Capex & Opex Planning
- **Automating** reconciliation and eliminations, **currency translations, allocation** and **management rollups**

## Value delivered for Data Integration and Master Data Management Offering:

- Effective **cleansing and transformation** of source system data
- Processing and **notification of erroneous data** to the business for review
- **Efficient mechanism** for **data loading** into Star schema & Snow flake schema
- Make available **summary and detail level data** for reporting

## Value delivered for Advanced Analytics:

- Create **Customer profiles**, discover **customer preferences**, **Segment** your customer base
- **Optimize marketing campaigns**
- Analyze **applicants' creditworthiness** and **detect possible fraud**
- **Characterize** customer behavior on demographics
- Characteristics to **identify good and bad credit risks**  
Analyse **key drivers** of **customer profitability**

## Complete Integrated Analytic Services

**ORACLE®**  
OBIEE/OBIA

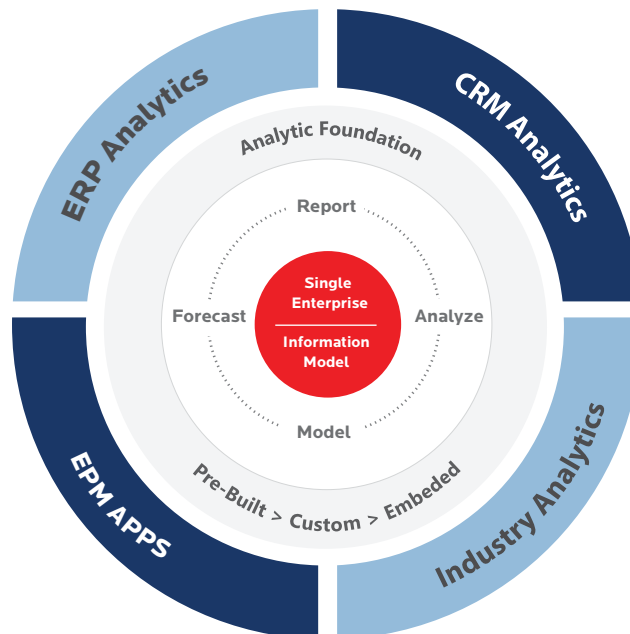
**ORACLE®**  
BI Fusion

**ORACLE®**  
E-Business Suite

**ORACLE®**  
JD EDWARDS

- Financials
- HR
- Procure & Spend
- Projects
- Supply Chain
- Order Management
- Logistics

- Financial Close
- Strategic Planning
- Planning & Forecasting
- Profitabililty Management



- Sales
- Marketing
- Service
- Contact Center
- Price
- Loyalty

- Financial Services
- Communications
- HealthCare
- Retail



RESOURCES

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## Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion diversified CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 150 year heritage of building sustainable communities.