



A Global Consulting Company

A Business Intelligence Case Study September, 2009

Summary

A global consulting company employing thousands of Consultants, with diverse skill sets spanning many industries and geographies, plans for projects as much as 18 months in advance. The organization adheres to rigorous processes to manage the P/L level of project owners. They have become a market leader because they have mastered the art of using information to their advantage. So, when these information consumers outgrew their existing reporting and information delivery solution, they asked Corporate Technologies to help create a BI solution capable of their demanding analysis, with the flexibility to grow with the organization. »

Customer Results

Corporate Technologies helped create a BI solution capable of their demanding analysis, with the flexibility to grow with the organization.

Industry	Interactive and Consulting Services
Customer	A global consulting company
Problem	legacy reports had become too complex to work with and the reporting system was no longer a practical business tool, which often required end users to further manipulate the data and conduct analysis which wasting time and resources.
Solution	Corporate Technologies developed a BI Solution using Oracle OBI that provided end users flexibility for on demand reporting and production reporting, summary to detail analysis and dashboards for intuitive drilling and slicing across a standard set of business metrics.
Benefits	Superior insight and control over worldwide consultancy processes Improved consistency of information across business units Increased understanding of financial metrics and staff utilization A well-designed data model to support instant and complex analysis
Products	Oracle OBI Platform



The Challenge

The global consulting company has made the most of having access to information at their fingertips. Over the years they have leveraged their data as valuable information and strategically used information to their advantage. They realized the value of their data center assets to empower their business. Early on, the company had developed a reporting solution that relied on legacy systems to provide them with mission critical reports and information.

The business value of their information is directly related to the management and allocation of over 4,000 consultants. These consultants are constantly in motion across hundreds of different engagements in any number of geographical locations. So, it has been essential to the company's business model that they have the ability to accurately manage assignments, understand utilization rates, pricing, expenses and margin against a rigorous forecasting methodology. Accurate reporting and information delivery is fundamental to their business.

Yet, as the company grew, their reporting solution could not keep up with the dynamic and dimensional demands of the fast paced consultancy. The sheer volume of the data collected on various business activities, projects and consultants often strained and overwhelmed their system. This made accurate and reliable metrics no longer assured and reports soon became too complex to maintain, generate and distribute to their business units.

Their once reliable reporting solution lost practicality, and business users began to seek their own ways to get information. The company saw the proliferation of departmental and personal reporting solutions. This made it almost impossible for the organization to maintain a consistent and "single version of the truth" across business units. They needed a replacement for these legacy reports. They wanted consistency of information across their business units and they wanted to stop the spread of reporting silos.

After deciding on an Oracle Business Intelligence solution, the company evaluated consultants in the greater Boston area to help them in the design and development of an OBI solution. They decided on Corporate Technologies. "What most impressed us about Corporate Technologies was the manner in which they interview subject matter experts at Sapient to clearly understand the nature of the business problem and then presented a clear and accurate proposal for getting it done," a company spokesperson said. "Corporate Technologies' technical skill set and their knowledge of both the technical problem and the business pains set them apart from the competition."

Customer Results

Corporate Technologies was selected based on its superior skill set and knowledge of both the technical problem and the business pains.



The Solution

Ron Keler was the Corporate Technologies lead consultant for this project. For the onset, Keler knew that this company needed a well designed data model to support instant summary-to-detail analysis, segmentation by different business characteristics, and historical to future time analysis. He also knew that it would be important to engage business users throughout the process. “Subject matter experts were involved in initial interviews, reviews of dashboard mock-ups and closely tied to early development reviews to get their buy-in and approval of the solution,” said Keler.

At every phase of this project, Keler and team spent time thinking about the data and understanding the state of the data, their structure and location. This helped to inform the scope and overall phasing of the project. Fundamental to a Corporate Technologies Business Intelligence engagement is the building of prototypes early on to get feedback and buy-in from stakeholders.

“We have a rapid methodology that allows us to work on the data in parallel with requirements, mockups and functional design.” Keler said. “This allows us to quickly get consensus around the solution so that we can bring working prototypes to end users in the fastest possible time frame. In the case of this particular customer, we had the first working prototype in the hands of their end users in less than six weeks.”

“We first tackled the analysis needs as the initial phase of this engagement. These needs focused on three major areas: Profit and Loss, Forecasting and Planned, and Staff Utilization,” Keler said.

“Our customer wanted to analyze and understand Profits and Losses across the organization. They were very clear as to the level of detail they wanted to get to. This included zoom in from a company-wide level profit and loss all the way through a business unit, team, client, and project and to an individual expense report,” Keler said

The Forecasting element of the solution uses historical forecasts and pipeline information to accurately determine current and next quarter’s revenue. “Our forecasting uses sophisticated algorithms, refined over a decade of analysis,” said the company spokesperson. “Thus, the forecasting solution had to include the integration of our rich historical data to perform forecasting at the company, business unit, team, project and client levels with any number of analytical variables.”

Finally, staff utilization analytics were needed so that we could understand planned and actual utilization of staff across the organization and within

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geographies which is delivered through the productivity, utilization and time tracking dashboards created by Corporate Technologies.

“Other key areas that Corporate Technologies addressed for us was the consolidation of external and internal financial views as well as to provide us with the building blocks for standardizing reporting across our global offices,” the spokesperson said. “This will be essential for us to finally realize a ‘single version of the truth’ across the Enterprise.”

The Result

“Our business users now have a Business Intelligence solution that was delivered on plan,” said the spokesperson.

This solution supports instant summary-to-detail analysis, segmentation by different business characteristics with rich historical-to-future time analysis. It also provides four major business areas with a series of interactive dashboards with intuitive drill down. It supports over 80 reports with guided navigation and conditional reporting functions along with a dimensional model that integrated hundreds of data points across the company’s systems.

“This solution represents a radical shift in their ability to analyze information and make better business decisions,” said Corporate Technologies’ Kurt Rosenfeld.

“This project would never have been a success without the help of Ron and rest of Corporate Technologies team. The team’s commitment, skills in designing, managing the project and the users have been impressive. Thank you to the entire team for the help,” said the spokesperson.

Business Intelligence Expertise

Corporate Technologies Business Intelligence Group architects, implements, and manages production-quality BI solutions encompassing dashboards, reporting/analytics, BI Web portals, data warehouses, data quality enhancements, and custom integration.

We’ve done this for clients in many industries—including finance/insurance, manufacturing, retail, and hospitality—across many functions, including financial, sales, marketing, HR, and operations.

We’re experts at understanding the data in your systems, its quality and security issues, and how to integrate it with BI platform and database technologies from market-leading providers including SAP/BOBJ, Oracle, and many others.

Customer Results

This solution supports instant summary-to-detail analysis, segmentation by different business characteristics with rich historical-to-future time analysis.



About Corporate Technologies, Inc.

Founded in 1994, Corporate Technologies, Inc. is one of the largest providers of complete IT solutions and services to enterprises in the Northeast. We provide clients with professional services expertise in the areas of IT Strategy, Business Intelligence, and Data Centers, supported by a selective product line, support contracts and services, IT staffing solutions, and financing options.

The company is a top partner with many technology leaders including Sun Microsystems, NetApp, SAP/Business Objects, Oracle, Symantec, VMware, Juniper, and F5 Networks. Its annual investment in R&D and the company's market-leading Technology Lab allow Corporate Technologies to continually evaluate and recommend the best current and emerging technologies.

Customer Results

Corporate Technologies is expert at understanding the data in customer's systems, its quality and security issues, and how to integrate it with BI platform and database technologies from market-leading providers.