

OUTSOURCING AT THE SERVICE OF BUSINESS PERFORMANCE MANAGEMENT

Knowledge is one of the key components for businesses: to transform data into information and information into knowledge are primary objectives for enterprises operating in any industry and aiming at facing competitiveness.

THE SCENARIO

Intelligent, effective data management and process control enabling the widening of knowledge becomes a strategic factor in order to drive and control every business area: from sales to customer care, from marketing to production.

The implementation of solutions capable of achieving this objective is often a time and resource-consuming activity. In fact it requires the interaction of various players (software vendor, technology infrastructure vendor, system integrator) and significant investments (consultancy, licences, hardware, internal resources), some of which are difficult to forecast, considering the project in a multi-year perspective (costs necessary for keeping the solution updated with reference to the technology platform, the transaction feeding systems and in order to meet business requirements).

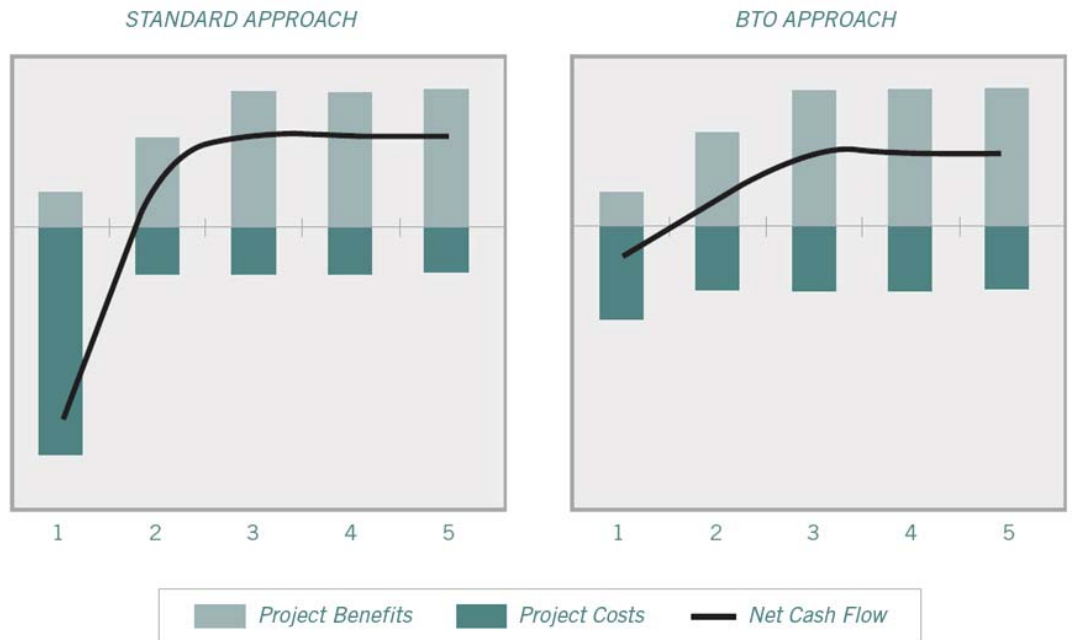
THE SOLUTION

The demand for a single person to refer to, for cost certainty with regard to implementation and management of a business performance management platform, thus ensuring the relevant usability and updating in the course of time, is met by the Business Transformation Outsourcing (BTO) solution. The BTO approach envisages the design, implementation and subsequent integrated management of processes, resources, applications and infrastructures; it is the combination of **consultancy and system integration** with **outsourcing** services, such as application management (corrective and evolutionary management of the solution and user support) and infrastructure management (standard and evolutionary management of the underlying technology platform).

The Service is designed with a fully modular approach based on:

- Functional analysis and design of the Management Control Model;
- Selection of the application and infrastructural platform best suited to meet the specified requirements;
- Application development through the prototype approach for the creation of the solution agreed with the Customer;
- Implementation of the application and infrastructural solution;
- Corrective management of the implemented solution (error solving, interaction with the software vendor);
- User support as far as the implemented solution is concerned, both for the software component and for the parametrization and customizing;
- Evolution and adjustment of the implemented solution in order to keep it constantly aligned with the changed business, application and feeding system requirements;
- Availability of the technology platform (hardware and software) together with housing/hosting services;
- Definition and constant management of service levels, typical of application management, in line with business needs as far as all the components of post-implementation services are concerned.

The cost of a BTO solution is a monthly fixed **fee** that allows the Total Cost of Ownership of the new implementation solution to be assessed for future years with a clear vision of the ROI and net cash flow. Improvement in the distribution of cash-flows also enables linking **the financial expenditure to the profitable business effects** that can be obtained from the new implemented solution.



THE REPLY VALUE

Thanks to its deepened **experience** in projects related to Business Performance Management, implementation of Business Intelligence and Data Warehouse applications and Application Management, Reply Consulting can be the reference partner for the development and management of such solutions, adopting the Business Transformation Outsourcing model.

Businesses intending to be supported in a change process involving people, processes and technology within a Business Performance Management environment can benefit significantly from Reply competences and from the BTO solution which, by moving its focus from the “end product” to the “turnkey” service, guarantees greater responsibility of Reply over the entire solution life cycle, the reduction in project risks and costs and the availability of one reference person responsible for the whole service.

The BTO approach also achieves **savings** that can be estimated at between 15 and 25%, avoiding the need to invest in training internal resources for managing the (technical and functional) running of the solution.

Reply approach is characterised by maximum flexibility and modularity, in order to increase the value of existing resources and infrastructures. In fact the solution is designed both for companies wishing to maximise their ROI in the new Business Performance Management system and for companies that already use it, fostering its usage and updating according to business needs with a view to protecting the investment made. In this second case, Reply leverages on methodologies and tools which enables completing system implementation and go-live in a short time.



Reply Consulting, a company belonging to the Reply Group, is specialized in strategic, organization and process consultancy. The mission of Reply Consulting is to work alongside companies in the phases of implementation, change and management of Enterprise Information Systems, from strategic design to identifying and redefining "core" processes. Reply Consulting features can be summarized into management experience and expertise, flexible and dynamic structure, comprehension and commitment in Customer Problem Solving, global/strategic vision also in tackling details, delivery excellence.

Reply Consulting offering includes: Strategy IPO Services, Human Capital, Business Performance Management, Business & Support Process, ERP assessment, optimization and implementation.

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