

BUSINESS PERFORMANCE MANAGEMENT (BPM)

In order to meet business requirements and to face the market with maximum competitiveness, executives must take increasingly fast effective decisions based on reliable and timely information.

THE SCENARIO

Information is one of the key components for businesses today.

The intelligence of an organisation needs to feed not on raw, disjointed data, but on information (contextualized data, containing significance). To transform “data” into “information” and consequently information into knowledge, are unavoidable objectives for any business, but even more so for companies operating in markets where competition is stronger.

In this context, a connection must be created between business processes and technology in order to integrate management targets with business strategies. Therefore, intelligent and effective data and process management becomes a strategic factor in order to control every business area: from Sales to Customer Care and from Marketing to Production.

BPM: WHY SHOULD IT BE ADOPTED?

In order to meet business requirements and to face the market with maximum competitiveness, executives must take increasingly fast effective decisions based on reliable, timely information.

To cope with these needs, businesses must undertake a process of rationalization and reorganization of the data stored in transactional systems and assess if it is appropriate to adopt Business Performance Management systems for their analysis and effective usage both during planning and balancing.

The main reasons for adopting Business Performance Management methods and tools can therefore be listed in the following:

- Increased need of customers (internal and external) to dispose of relevant, punctual information in a secure, shared manner;
- Need to produce and provide stakeholders with detailed information according to management views that are not immediately and easily obtainable from transactional systems;
- Need to go beyond the limits of traditional data analysis tools. In detail:
 - limited possibility of managing high data volumes;
 - limited possibility of defining management profiles and data access profiles;
 - high dependence on resources appointed to set and use them;
 - limited possibility of structuring information workflows;
- Need to make planning and reporting processes controllable and repeatable.

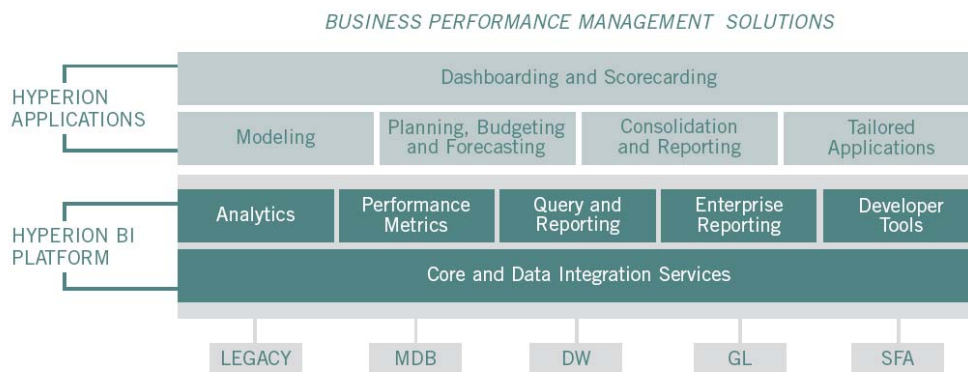
Once the control model has been defined, the need arises to understand how and which Business Performance Management system can support company top management in governing the company.

THE REPLY VALUE

Thanks to the numerous experiences achieved in Business Performance Management, Reply Consulting can be the reference partner for the development of solutions on the Hyperion platform, which through a complete, integrated and scalable Business Intelligence and Data Warehousing structure, is best suited to the heterogeneous requirements of management control.

Reply Consulting is able to combine technological expertise and skills with the ability to turn requirements into effective business solutions. In-depth knowledge of Business Performance Management and Business Intelligence issues, together with the use of tools contained in the Hyperion suite have allowed Reply to produce effective solutions capable of transforming information into useful knowledge, in support of:

- Decision Making, making available to management only information with relevance for business decisions;
- Internal Company Communication, through processes of target definition and sharing and through the assessment of correct, unique performances, from Strategy to current management;
- External Company Communication, generating unique and complete information for the benefit of transparency towards the market and stakeholders;
- Business Modeling through the definition of assessment and simulation models capable of enabling scenario analysis and of supporting the management in times of discontinuity in corporate business;
- Integration of management and operating processes providing at all times information relevant for an effective business management.



Reply distinguishing approach results from our in-depth knowledge of issues most closely linked to the sector of the Customers, with whom Reply has designed and produced industry-specific solutions such as:

SIM, SGR, Banking Finance: a complete Business Performance Management solution for planning and controlling of Own-Account and Third-Party investment activities, based on a specific multi-dimensional model capable of simulating and measuring actual profitability as far as full costing and according to all relevant business views, such as for example:

- profitability of branches, investment lines, trading workplaces;
- customer profiling, risk profiles analysis, simulation on commission systems and figurative transfers;
- Asset Allocation and distribution optimization of liquidity available for Own-Account investments;
- Profitability by order receipt and transmission channel, assessment of the economic aspects of joining specific markets.

Merchandising Management in Fashion: a model and a system in support of centralized and distributed merchandising planning processes, aimed at optimizing the entire value chain, in order to:

- facilitate the Distribution Activity Planning and the Flow Synchronization (procurements, collection of unsold goods, store to store transfers);
- improve forecasts of production and of purchase quantities of raw materials and semi-finished products, of external processes;
- speed up the mechanisms of accumulated knowledge of purchasing procedures (mix optimization, markup and markdown trends analysis) and the profit generation at the point of sale.



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.