

# BUSINESS INTELLIGENCE

To transform “data” into “information” and information into knowledge are primary objectives for any business, but even more so for enterprises operating in highly competitive markets.

## 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).

In this context, it is of paramount importance to create a connection between process and technology in order to integrate management targets with business strategies.

Intelligent, effective management of data and processes becomes a strategic factor of crucial importance in order to drive and control every business area: from sales to customer care and from marketing to production.

## THE SOLUTION

In order to meet business requirements and to face the market with maximum competitiveness, executives must take increasingly fast effective decisions: this is why they need all the information available, but above all, they require information that is accessible in a structured way.

To achieve this, companies are reorganising the data of transactional systems into Business Intelligence systems: a set of processes and tools that can support the decision-making process in an effective way.

More and more often, Business Intelligence systems show themselves to be leading-edge tools effectively supporting companies which - irrespective of the specific business area - must tackle the following crucial issues:

- **growing business complexity that generates an excessive maintenance of traditional analysis and reporting functions;**
- **continuous requirements expressed by (internal and external) customers who do want to have relevant and punctual information always available;**
- **increasing difficulties related to the deployment of effective definition and closure of budget cycles;**
- **need to guarantee standardisation and control of financial information related to the entire organisation.**

Understanding user requirements and the way Business Intelligence tools could be used results in a very specific approach that envisages BI tools used to enable and guarantee an "intelligence access" to information.

This type of "Analyze and Query" approach clearly shows the advantages of the data warehouse system implemented, allowing simple access to the information at aggregated level and facilitating access to detailed data only on demand through a drill-down operation at aggregated analysis level.

Only the combination of Data Warehouse with Business Intelligence tools delivers the leading-edge strategic advantages that are the core foundation of a warehousing project.

## THE REPLY VALUE

Thanks to its deepened experience in Data Warehouse and Business Intelligence projects, Reply Consulting can be the reference partner for the development of solutions based on the SAP platform that provides a complete, integrated and scalable Data Warehousing and Business Intelligence structure.

Reply Consulting is able to combine experience and technology competences with the ability to translate requirements into effective business solutions.

*SEM - Strategic Enterprise Management*

Highly-innovative solutions developed through the implementation of

- **SEM – Strategic Enterprise Management**
- **BW – Business Warehouse**

have been successfully deployed and fully satisfied specific analysis, performance and security requirements.



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.