



## Dell Services Optimized Business Intelligence Program

Advanced Oracle-based accelerators combine technology and business processes to jumpstart Business Intelligence program performance.

### The Importance of Effective Business Intelligence

To stay competitive, executives throughout the organization need better access to reliable information using knowledge management tools that deliver fast and flexible reporting capabilities. In addition, regulatory and compliance mandates have steadily intensified over the years, forcing greater accountability for transparency and data consistency. These pressures and others necessitate that organizations provide more sophisticated Business Intelligence (BI) solutions that allow companies to take actionable results based on historical trends or predictive analysis. Although the need to invest in BI is clear, how you determine the best enterprise-wide BI solutions for your organization is often the biggest challenge.

### The Dell Enterprise Business Intelligence Program

Dell Services uses a holistic, collaborative approach to BI that incorporates information from multiple sources to provide management with more comprehensive reporting on financial and operational performance. Our approach is integrated across the enterprise to deliver broad-based insight into overall corporate efficiency with deep-dive analytics that enhance perspective and improve decision making. As a result, our team has developed the Dell Services Optimized Business Intelligence program, an approach that integrates key financial and operational informational analytics throughout the organization with a focus on using best practices to standardize processes and drive profitability.

The Dell Services process provides rapid feedback to help business leaders get the most possible value from their corporate data sets and make immediate adjustments for changes in market conditions and management needs.

### Streamlined Processes

Many times data is isolated within individual departments or exists only as single-point solutions. Sometimes, the result leads to multiple versions of the truth, duplication of efforts, inconsistent or incomplete data, and most importantly, an overall inability to integrate key financial and operational information across the organization.

The unique Dell Optimized Business Intelligence program uses the Oracle-based BI framework with advanced accelerators to efficiently blend technology and business processes together to consolidate and deliver financial, human capital, supply chain, and other operational performance measures. Oracle BI accelerators provide powerful analytic tools to help jumpstart your BI program and build an integrated architectural framework that drives a single version of the truth. The end result is an effective, synchronized enterprise that bases its decisions on common information consistently shared throughout the organization.

### Advanced Reporting

Why look at multiple reports of disparate information when you can view your data in detailed analytic reports that provide integrated and customized views related to the information you need for your business? The Dell Optimized Business Intelligence program can facilitate a significant competitive advantage based on integrating a wide array of processes that collect, analyze, and disseminate relevant information. Providing your organization the ability to drill down to more detailed and analytical information and pulling from a single version of the truth will consistently provide more informed decision making across the organization.

## What you can expect after selecting the Dell Services Optimized Business Intelligence Program

Working together with your organization, Dell Services will conduct an up-front 8-to-10-week analysis and implementation initiative that includes:

- Assessment of goals and objectives to plan and deliver a BI solution specific to your organization
- Strategy roadmap and vision based on your priorities
- Foundation for a governance process using proven world-class methodologies
- A rapid deployment of the Oracle Business Intelligence Enterprise Edition (OBIEE) platform — installed, configured, and set up
- Pre-defined key financial and performance metrics mapped and reported using dashboard presentations
- Recommendations for improvements suggest process enhancements and opportunities to consider
- A robust BI framework to accommodate future growth and enhancements

### What makes Dell different?

Our ABCs — Attitude, Business Knowledge, and Commitment to deliver solutions that meet and exceed client expectations. It takes the right people and processes to implement a successful BI program that provides performance measures along with the information needed for actionable results. We have the capabilities and proven experience to deliver:

- Blended onshore/offshore service models to best meet your needs and budget
- Highly knowledgeable industry professionals with extensive experience on large and small projects
- World-class practices to set the foundation for a successful long-term BI program
- Industry-leading implementation methods, tools, and accelerators to quickly jumpstart BI initiatives to meet and exceed short-term and long-term goals
- Collaboration teams of technology and business specialists who understand BI and can quickly make a difference
- Industry-specific solutions that align to your business objectives

### Do you want to give your organization a competitive edge?

Do your current business performance metrics tell you what you need to know? If not, give us a call, and we will be glad to discuss our Dell Optimized Business Intelligence program. Our solution is more than just a collection of tools. We can help you jump-start your entire Enterprise Business Intelligence strategy and help develop your roadmap to success.

For more information about any of our service offerings, please contact your Dell representative or visit [dell.com/services](http://dell.com/services).

## At A Glance

### FREE Discovery Session

Typically, this half-day session provides a great opportunity to meet with our team members to experience the benefits of Business Intelligence solutions powered by Oracle. The Discovery Session is designed specifically for your company's business leaders and key stakeholders and provides a forum where you and your colleagues will meet with the Dell industry and solution professionals to learn how BI can enhance your business operations, performance measures, and reporting. The Discovery Session will help you understand what is needed to build a business case and return on investment and develop plans for building an effective BI initiative.

### Improved Reporting Accuracy

Deploying and optimizing BI applications can eliminate the need for complex manual spreadsheets, which improves overall report accuracy. Research shows that 20 to 40 percent of spreadsheets contain data errors or other inaccuracies, so by generating online BI reports, the chance for mistakes decreases, thereby lowering business risks for the organization.