Data Warehousing and Business Intelligence (DW/BI)

The explosive growth in volume of information with over 85% of the information in unstructured format, the complexity arising from disparate information sources and the nature of information present severe information management challenges.

It is no longer access to information that determines winners, rather it is the application of information to solve business problems. Despite substantial investments, businesses are unable to leverage information fully. DW/BI encompasses a wide range of tools, technologies and platforms, such as analytics, data mining and intelligent search, to enable organizations to share, use and uncover the value hidden in their information assets. Used effectively, DW/BI can improve the quality of decision making by presenting relevant information in easy to understand reports, dashboards and scorecards.

Infosys DW/BI services ensure return on information by aligning information with the business context of the user. Using a business result oriented approach, extensive domain and technical understanding and CMM level 5 processes and methodologies, these services deliver high quality solutions.

Infosys’ View on DW/BI

<table>
<thead>
<tr>
<th>Enterprise Performance Reporting</th>
<th>Enables organizations to manage performance using the right metrics</th>
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</thead>
<tbody>
<tr>
<td>C-Level Execs, BU Heads, Functional Heads</td>
<td>Senior Management</td>
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<td>Senior Functional Executives</td>
<td>LOB</td>
</tr>
<tr>
<td>Managers, General Staff</td>
<td>Line / Staff Managers</td>
</tr>
<tr>
<td>KPIs in line with strategy, goals and objectives</td>
<td>Need for Analytics</td>
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<tr>
<td>Product Operations</td>
<td>Customer Operations</td>
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The Infosys Advantage

- **Outcome-based Pricing Model**
  A pricing model tightly coupled to 'deliverables' and not the 'means' of delivering (such as resources/locations etc.)

- **Research focus on BI**
  A BI research team focused on industry challenges/market trends and building prototypes. Key research areas include Real-time BI, Mobile BI, Predictive Analysis etc.

- **Knowledgebase**
  A knowledgebase comprising CMMi level 5 methodology tuned for DW/BI implementation, starter kits, templates, checklists and development standards

- **Alliances**
  Alliances with DW/BI vendors, such as IBM, Informatica and Microsoft for joint development of solutions (e.g. CPM & MDM), building solution centers and support in project execution

- **BI Solution Engineering Group (BI SEG)**
  BI SEG to augment delivery by addressing a horizon of business intelligence needs ranging from data integration solutions to migration solutions. The BI SEG also has a set of DW/BI experts for resolving technical queries and providing reusable artifacts

- **Extensive experience in BI technologies**
  - Databases: Oracle, SQL Server, Teradata, DB2
  - ETL Tools: Informatica, Ascential DS, Oracle Warehouse Builder, Ab Initio
  - BI Tools: Business Objects, Cognos, Hyperion, Microstrategy and Microsoft OLAP services
## Infosys Service Offerings

<table>
<thead>
<tr>
<th>Key offerings</th>
<th>Credentials</th>
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<tbody>
<tr>
<td><strong>BI Strategy Development</strong></td>
<td>Business case development, BI roadmap, release management &amp; organization change management</td>
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<tr>
<td><strong>DW/BI Governance Consulting</strong></td>
<td>Development and enforcement of standards, policies, processes and guidelines.</td>
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<tr>
<td><strong>DW/BI Architecture Development</strong></td>
<td>Architecting BI system, user experience design, test strategy, deployment framework &amp; solution backbone.</td>
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<tr>
<td><strong>Strategic Audit</strong></td>
<td>Content audit &amp; application audit</td>
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<tr>
<td><strong>Taxonomy Implementation Consulting</strong></td>
<td>Define taxonomy, alignment of the BI navigational taxonomy</td>
</tr>
<tr>
<td><strong>Migration strategy and planning</strong>, cross-platform migration and version upgrades</td>
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Enhanced offerings include -
- BI Services in a SaaS Model
- SOA enabled BI framework

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## Allied Services

### Technology Consulting

We work with you to develop and deploy architecture and technology solutions that help you leverage technology to enable business strategy. Our solutions help you make your IT more effective and better aligned to business.

### Enterprise Content Management

To meet business continuity and corporate governance requirements organizations need to manage content effectively. Our solution will help you leverage enterprise knowledge assets by structuring the information for easy access and retrieval.

### Enterprise Information Portals

Organizations, today, work in a collaborative environment. Our solution provides the foundation for community building, collaboration, knowledge sharing and creates a single gateway for all information and services.

### Enterprise Search

Our enterprise search services help organizations access unstructured information, gain insight into their business and leverage them to gain a competitive edge. They provide a platform for augmented business intelligence and an engine for contextual and semantic information integration.

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## About Infosys

Many of the world’s most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow’s enterprise.

For more information about Infosys (NASDAQ:INFY), visit www.infosys.com.