Business Intelligence and Analytics

Business Analytics for Predictability, Accountability & Growth
Integrated Reporting for Enterprise Growth

In today’s fast moving business environment, organizations are pressed to predict beneficial routes of growth, respond to unforeseen business changes and generate pertinent information that meets the needs of executives, vendors, customers and investors. Although automating reporting is not new, integrated analytical reporting is! As companies continue to expand their offerings, participate with social commerce, grow their revenues and expand their customers, the need for reliable analytical reporting provides companies a trusted hand in the dark to accurately manage and validate their gallant plans for success. Birlasoft has a strong focus on Supply Chain, Manufacturing, Distribution, and Life Sciences. Our in-depth business knowledge allows for a thorough and integrated approach when architecting a solution for our customers.

One of the most important lessons we learned over the years from the adoption of Oracle BI Applications is that domain (functional) expertise as well as prepackaged BI application content is as important, or perhaps even more important, than sheer technical skills. Our deep ERP expertise combined with our Best practices on how to deploy prebuilt Oracle BI Applications ensure just that. The BI and EPM roadmap incorporates the availability of internal resources, company readiness, considerations of existing and upcoming timelines and initiatives and assistance with establishing and working within realistic budgetary forecasts.

Advanced EPM includes governance, risk and compliance for a holistic view on enterprise performance, business intelligence for thorough analytics and enterprise information management for data integration. By adopting such an approach, enterprises can be more proactive in turning their finance organizations into a value creator.

Birlasoft BI & Analytics Practice

Our Focus Areas
Our Offerings

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<th>Implementation</th>
<th>Migration &amp; Upgrade</th>
<th>Support &amp; Maintenance</th>
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<td>• BI Strategy and Assessment</td>
<td>• End-to-End Implementation</td>
<td>• Version Upgrade of BI tools</td>
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<td>• BI Health Checks</td>
<td>• Proof of Delivery implementations</td>
<td>• Migration from any DW to Exadata</td>
<td>• 24 x 7 Support</td>
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<td>• BI Road Map</td>
<td>• Design &amp; Reporting</td>
<td>• Migration from any reporting tool to OBIEE/Cognos</td>
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<td>• Analytics Deployment</td>
<td>Migration from Cognos EP to TM1</td>
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Generating Reports from BI is not enough

**Expertise in Oracle OBIEE, OBIA, BI Publisher & Fusion BI**

Designing and implementing analytical reporting solutions demands a fluid and comprehensive understanding of industry specific business dynamics. With our extensive BI experience and focused expertise in Manufacturing, Distribution and Supply Chain, Birlasoft is your single source for Business Analytical services.

**Expertise in Oracle EPM suite of applications (HFM, Hyperion Planning)**

By combining our unique insight and experience in enterprise performance, finance and functional processes with market-leading system integration skills, Birlasoft has formulated a holistic, results-driven approach to tap the full benefit of EPM.

Value Delivered

**Value delivered for BI Strategy:**

- **Effective & Holistic BI Solution** across key areas of the business
- In depth **Root Cause Analysis**
- Greater business visibility resulting in Immediate ROI
- Ability to make Prudent Decisions and Reduce Costs

**Value delivered for EPM offering:**

- **Average 50% reduction** in time to finalize enterprise wide budget and plans
- Ability to create **Multiple Budget Versions** and carry out **What If Analysis**
- **Interlinking** Revenue Planning, Workforce Planning, Expense Planning and Control, Capex & Opex Planning
- **Automating** reconciliation and eliminations, **currency translations, allocation and management rollups**
Value delivered for Data Integration and Master Data Management Offering:

- Effective cleansing and transformation of source system data
- Processing and notification of erroneous data to the business for review
- Efficient mechanism for data loading into Star schema & Snowflake schema
- Make available summary and detail level data for reporting

Value delivered for Advanced Analytics:

- Create Customer profiles, discover customer preferences, Segment your customer base
- Optimize marketing campaigns
- Analyze applicants’ creditworthiness and detect possible fraud
- Characterize customer behavior on demographics
- Characteristics to identify good and bad credit risks
  Analyse key drivers of customer profitability

Complete Integrated Analytic Services

**ORACLE®**

- OBIEE/OBIA
- BI Fusion
- E-Business Suite
- JD EDWARDS

- Financials
- HR
- Procure & Spend
- Projects
- Supply Chain
- Order Management
- Logistics

- Financial Close
- Strategic Planning
- Planning & Forecasting
- Profitability Management

**ERP Analytics**

- ERP APPS
- Pre-Built > Custom > Embedded

**CRM Analytics**

- CRM APPS
- Information Model
- Model
- Analyze
- Forecast

**Analytic Foundation**

- Analyze
- Forecast
- Information Model

**Single Enterprise**

- Sales
- Marketing
- Service
- Contact Center
- Price
- Loyalty

**Financial Services**

- Communications
- Healthcare
- Retail

Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion diversified CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 150 year heritage of building sustainable communities.

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