

Why should you consider eDynamic for Business Intelligence (BI) Implementations?

An insight into eDynamic's
expertise, solutions & capabilities
in the Business Intelligence space

Why should you consider eDynamic for BI implementations?

1. End-to-end and high quality BI implementations

eDynamic is the one stop shop for all your BI implementation needs.

In a typical end-to-end implementation, we start with a short Discovery Phase to determine the pain areas and available infrastructure. Then we help the client evaluate and finalize on the tools available in the BI market. Pursuant to that, we lock the scope, study the As-Is process and complete the Requirements Gathering Phase. This leads to the Design Phase.

As they say, well begun is half done. We believe that the above Phases form the core of any BI project. Do that well, and you drastically reduce the chances of failure. Subsequently, we execute the development and deployment phase.

2. Proven capabilities in the BI space

eDynamic has deep experience in the BI space since 2003, with more than thirty implementations in the last five years. Our group of certified BI consultants has over the years encountered varied challenges through the implementation lifecycle. These challenges have added maturity to our processes and further refined our best-practices.

The certified BI consultants stack up valuable experience and proven capabilities. A slew of successful implementations across the industry, coupled with client appreciation, are a testimony to our potential.

eDynamic has a long list of distinguished clients in its portfolio. They include several Fortune 50 banks, Deloitte, PepsiCo, New York Life, Aviva, NYMagic, Preferred Commerce, Moneris Solutions, and DMTI Spatial among many others. Client references can be provided on request.

3. In-depth technology capabilities in the industry-leading BI tools

At eDynamic, we realize that having the most expensive tools does not necessarily translate into a successful project. Tools, via their varied functionalities, provide a medium to implement the BI solution. But what paves the way for a positive ROI is the ability to maximize and fully exploit the functionalities of the BI tools. For that, the fundamentals about their working need to be clear and well understood. That's the value-addition we bring to the table.

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eDynamic has in-depth expertise in the following industry leading BI tools, among other:

- ▶ MicroStrategy
- ▶ IBM-Cognos
- ▶ IBI
- ▶ Crystal Reports
- ▶ SAP-Business Objects
- ▶ Microsoft BI Suite (including Reporting Services)
- ▶ QlikView
- ▶ Informatica

4. BI expertise; Significant, measurable ROI

We believe that true value from technology requires an in-depth understanding of business strategy. BI is not only about moving data from one location to another and displaying it to the end users. We understand that the success of a BI project requires much more than pure technology implementation. That's when you maximize your ROI and reap the benefits of the promised BI system.

Our BI expertise includes:

- ▶ Simplifying reporting experience
- ▶ Blend of effective design and complex technology
- ▶ Tying needs to intelligence, not just data
- ▶ Reporting that meets the needs of the user

5. Savings in Development costs of up to 60% through Global Delivery Model

eDynamic has a significant global presence with offices across the US, UK, UAE, Canada and India. Using our Global Delivery Model that offers rapid deployment, cost efficiencies and exceptional value, our BI Center of Excellence provides strong user experience, information architecture, development and managed services.

Some key advantages of our Global Delivery Model:

- ▶ Flexible model that includes A 20:80 onsite-offshore delivery model brings the best of strategy & delivery
- ▶ Unmatched deployment & project efficiencies
- ▶ Savings in development costs of up to 60%
- ▶ Proven model that is successfully servicing BI solution customers

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6. Offshore & Onsite BI Center of Excellence with certified BI consultants

eDynamic's BI Center of Excellence provides professional services to its clients, including consultancy, implementation, platform administration and configuration, performance tuning and training services. It brings together thought leaders, strategists, development personnel, industry domain experts, and accomplished practitioners of BI and performance management under one roof.

The pool of certified BI consultants help customers significantly minimize their risk and maximize their return on their BI projects. Customers need to understand the challenges of implementing the various BI and performance management solutions available today, as well as have a clear roadmap and vision for where the market is headed in the coming years.

7. Broad spectrum of BI offerings

eDynamic's BI offerings are not restricted to a particular domain or industry. We have a broad spectrum of BI offerings which makes us a serious contender in the BI space.

Our BI offerings include:

- ▶ Data Warehousing
- ▶ Analytical BI (OLAP)
- ▶ Google mash-ups
- ▶ Benchmark reporting
- ▶ Portal integration with BI tools
- ▶ Business process management
- ▶ Company branded reports
- ▶ Dashboard & scorecards
- ▶ Operational BI (OLTP)
- ▶ Key Performance Indicator analysis
- ▶ e-Statements
- ▶ Invoice generation
- ▶ BI solution maintenance and support
- ▶ Report designing, modification, customization

8. Portal Integration with BI tools

Portal helps integrating information across the enterprise. It helps sharing pertinent business information across departmental boundaries. In tandem with eDynamic's Portal & Collaboration Team, we integrate portals with BI tools. eDynamic's expertise on Microsoft SharePoint and other collaboration technology delivers value to the clients.

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9. Expertise in BI solution maintenance and support

BI solutions are never a single instance project. Any BI solution evolves over a period of time. Proper maintenance of BI solutions is a key element of having a positive ROI, otherwise the benefits of a successful implementation is negated. Maintaining a successful BI system is not the same thing as maintaining an operational system as it demands flexibility.

eDynamic has a production and support infrastructure which is available 24X7. Our team of dedicated staff provides round the clock services to maintain any BI solution, thus ensuring that our clients don't lose sleep over their BI processes. In addition, we also help our clients with tool version upgrades, BI solution enhancements and user training.

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About eDynamic

Established in 1999, eDynamic is a Global Web Solutions Firm. We are a one stop shop for Web solutions offering a wide range of services including Web and Enterprise Content Management, Portals, Web Design/User Experience, Online Marketing, Custom Application Development, Business Intelligence and Managed Services. We blend strategy, technology and creativity to deliver integrated, fully customized business solutions, and partner with our clients for cornerstone strategies and critical Web initiatives.

eDynamic has a flexible delivery model that is driven by agile methodologies & a cutting edge technology resource base. We also have partnerships in place with Sitecore, Ektron, Microsoft, Open Text, IBM, Kentico, Media Chase. Through our offices in New York, Phoenix, Los Angeles, Toronto, Dubai, and New Delhi, we are serving customers such as Suncor Energy, UPS, PepsiCo, New York Life, Aviva Insurance, Minnesota State University, Moneris Solutions, HarperCollins, Estee Lauder, GlaxoSmithKline, Sunlife, General Electric, Allianz, Advance America, Intercontinental Hotels, Jet Airways, Samsung, Sony, among many others.

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For more information on eDynamic's expertise in BI, refer to the link below:

www.edynamic.net/home/Services/ITServices/BusinessIntelligenceDataWarehousing.aspx

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