

Business Intelligence (BI) & Reporting Capabilities

An Insight into eDynamic's Business
Intelligence & Reporting Capabilities

Introduction to eDynamic

eDynamic - a Global Web Consulting Firm

We blend strategy, technology and creativity to deliver integrated, fully customized business solutions, and partner with our clients for cornerstone strategies and critical project deliveries.

With proven expertise in executing multiple Business Intelligence projects since 2003, a large pool of certified BI consultants and global reach, eDynamic can be your ideal BI solutions partner. Our customers include American Express, Deloitte, PepsiCo, RGE Monitor, Aviva, New York Life, Moneris Solutions, Samsung among many others.

eDynamic - 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:

- 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 such as Amex, Deloitte, PepsiCo, Moneris Solutions, DMTI Spatial

Expertise

Web Strategy & Consulting

Web Design & User Experience

Web & Enterprise Content Management

Portals & Collaboration

Business Intelligence & Data Warehousing

Online Marketing

Customer Relationship Management

Custom & Web Application Development

eCommerce

Business Intelligence, Analytics & Reporting Capabilities

Facts never lie.

They provide a measure of your company's past and current performance. If blended with planning and trending data, it can also give an insight to the future performance. The central purpose of Business Intelligence is to drive improved business performance. Today, more than ever, every company needs to dig deeper and take informed decisions.

Decisions – based on hard numbers and scientific analysis.

We combine industry knowledge with cutting-edge technology expertise on MicroStrategy, IBM-Cognos, Business Objects, Microsoft SQL Reporting Server and other leading BI technologies to deliver end-to-end, reporting, analytics solutions to our clients.

Our BI expertise include:

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

Our BI offerings include:

- Customer data reporting
- OLAP
- Google mash-ups
- Benchmark reporting
- Report designing, modification, customization
- Key Performance Indicator analysis
- Company branded reports
- Dashboard & scorecards
- Operational BI
- e-Statements
- Invoice generation
- Portal integration with BI tools
- Business process management
- BI solution maintenance & support

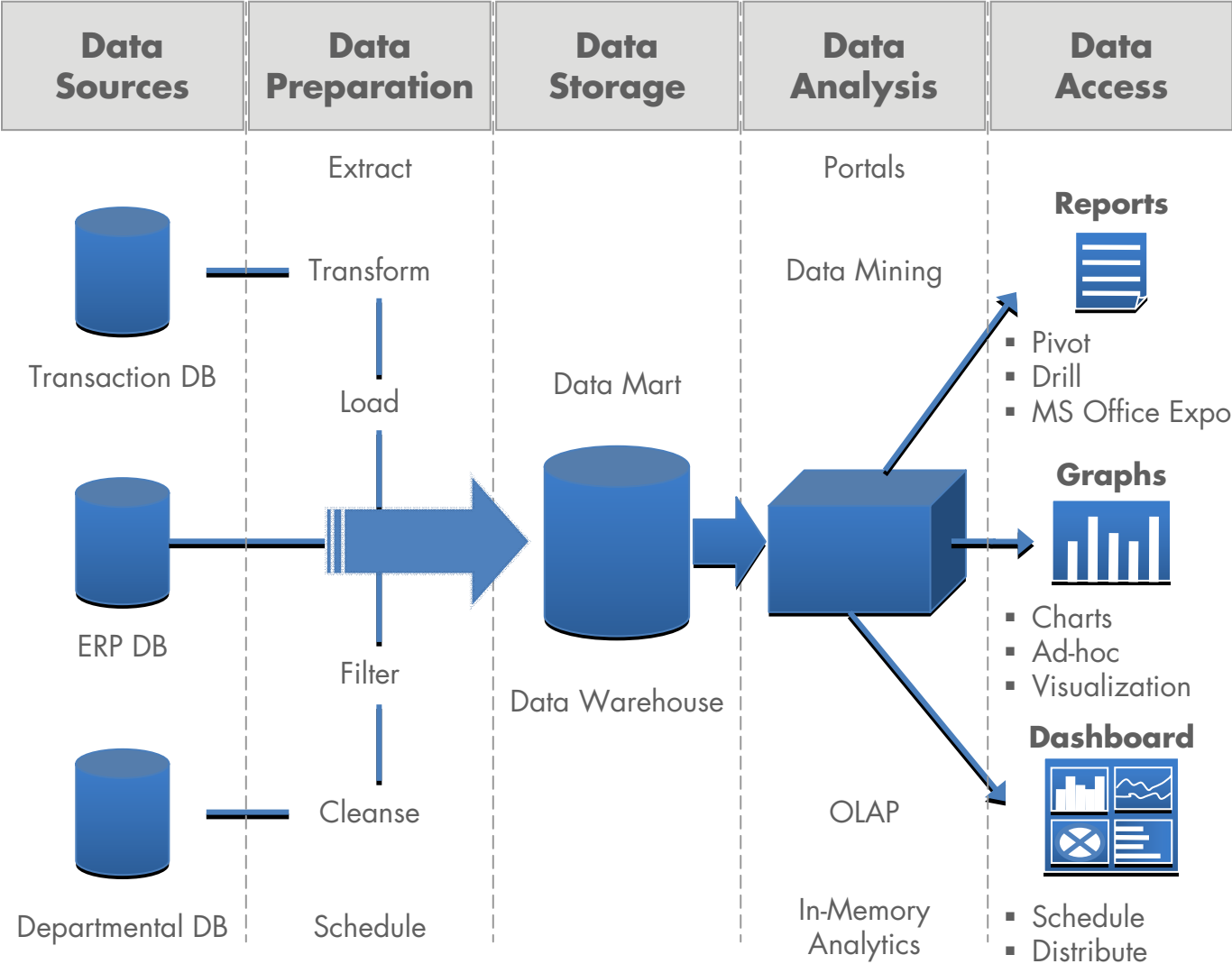
Business Intelligence, Analytics & Reporting Capabilities

Why should you consider eDynamic for BI implementations?

1. End-to-end, high quality, cost-effective implementation for BI tools using our Global Delivery Model.
2. Proven capabilities in the BI space. More than 30 implementations in the last five years.
3. Expertise in BI solution maintenance and support.
4. In-depth technology capabilities in the industry-leading BI tools:
 - MicroStrategy
 - IBM-Cognos
 - IBI
 - Crystal Reports
 - SAP-Business Objects
 - Microsoft BI Suite (including Reporting Services)
 - QlikView
 - Informatica
5. Portal Integration with BI tools.
6. Savings in Development costs of up to 60% for clients through Global Delivery Model.
7. Offshore & onsite BI Center of Excellence with certified BI consultants.
8. Migration from one tool to another / Version Upgrade.
9. Consulting, value proposition & roadmap for deployment. Significant, measurable ROI.
10. Clients include Deloitte PepsiCo, New York Life, Aviva, NYMAGIC, Preferred Commerce, Moneris Solutions, DMTI Spatial among many others.

Business Intelligence Model

eDynamic Business Intelligence Model



Business Intelligence Project Lifecycle

eDynamic Business Intelligence Project Lifecycle



- Planning**
 - Business Case Assessment
 - Enterprise Infrastructure Evaluation
 - Vendor Selection
 - Project Planning
- Analysis**
 - Requirement Gathering
 - Study As-Is process
 - Data Analysis
 - Application Prototyping
 - Metadata Repository Analysis
 - Functional Specification Documents
- Design**
 - Database Design
 - ETL Design
 - Metadata Repository Design
 - Report Design
 - Application Design
- Development**
 - ETL Development
 - Application Development
 - Metadata Repository Development
 - Report Development
 - Application Development
- Deployment**
 - Unit Testing
 - Integration Testing
 - User Acceptance Testing
 - Application Deployment

Case Study I – MI Corporate Card Reporting Re-design

Challenges

- Complicated product (MicroStrategy)
- Current reporting environment difficult to use; only advanced users can use the system though most users are novice
- @Work Reporting provides Management Information to Corporate clients
- eDynamic was contracted to simplify the User Interface of MicroStrategy

Solutions

- Applied User Experience Models that users are familiar with to create a system that makes complicated reporting easier
 - Windows Explorer - list view
 - Mail client – view email
- Redesigned the MicroStrategy UI to cater to Basic, Intermediate and Advanced users
- Global team of 40 people worked on the project
- User Experience team created a user experience that blended into MicroStrategy, thus simplifying it
- Used our Global Delivery Model, to reduce costs and improve quality. eDynamic resources from New York, Toronto and New Delhi worked collaboratively

Benefits

- Single integrated reporting platform for all user types
- Solution simpler, easier to follow, more aesthetic than most competitors identified
- Created a UI framework that can simplify usage of MicroStrategy
- No learning required to use the system

Case Study I – MI Corporate Card Reporting Re-design

Application before eDynamic’s architected solution – I

HOME PERSONAL CARDS TRAVEL SMALL BUSINESS CORPORATIONS MERCHANTS

Site Help | Search | Contact Us | Log Out
Session Timer: 00:23

@Work Home Reporting Program Tools Resources and Help

Commercial Card Reports

Report List Report Builder Report Scheduler Reporting Preferences

Notification: Lorem Ipsum Dolores Sit Amet Lorem Ipsum Dolores Sit AmetLorem Ipsum Dolores Sit Amet... [NEED HELP?](#)

Now Showing: All Reports All Objectives Search Reports by Keywords...

Report Name	Date Modified (PST)			
Top Airline Carriers Monitor Spending Details <i>(in progress)</i>	1/22/2007 / 1 PM	i	📄	✕
Industry Summary (MCC)	1/22/2007 / 1 PM	i	📄	✕
Hotel Consolidation Opportunities Identified	1/22/2007 / 1 PM	i	📄	✕
Car Industry Spend by Quarter	1/22/2007 / 1 PM	i	📄	✕
Hotel Consolidation by Quarter	1/22/2007 / 1 PM	i	📄	✕
Top Airline Routes by YTD	1/22/2007 / 1 PM	i	📄	✕
Top Airline Carriers Monitor Spending Details	1/22/2007 / 1 PM	i	📄	✕
Hotel Consolidation Opportunities Identified	1/22/2007 / 1 PM	i	📄	✕
Car Industry Spend by Quarter	1/22/2007 / 1 PM	i	📄	✕
Top Airline Carriers Monitor Spending Details	1/22/2007 / 1 PM	i	📄	✕
Hotel Consolidation Opportunities Identified	1/22/2007 / 1 PM	i	📄	✕
Car Industry Spend by Quarter	1/22/2007 / 1 PM	i	📄	✕

Case Study I – MI Corporate Card Reporting Re-design

Application before eDynamic’s architected solution – II

HOME
PERSONAL CARDS
TRAVEL
SMALL BUSINESS
CORPORATIONS
MERCHANTS

[Site Help](#) | [Search](#) | [Contact Us](#) | [Log Out](#)
 Session Timer: 00:23

@Work Home
Reporting
Program Tools
Resources and Help

Commercial Card Reports

Report List
Report Builder
Report Scheduler

Reporting Preferences

Find below List of all Scheduled Reports and Edit, Delete Report Schedule. To learn how to add a new schedule, go to Need Help.

NEED HELP?

Report Name	Schedule	i	📄	✕	↑
Top Airline Carriers Monitor Spending Details	Daily – Monday to Friday - 5 PM	i	📄	✕	↑
Industry Summary (MCC)	Daily – Monday to Friday - 5 PM	i	📄	✕	↑
Hotel Consolidation Opportunities Identified	Weekly – Monday - 5 PM	i	📄	✕	↑
Car Industry Spend by Quarter	Weekly – Monday - 5 PM	i	📄	✕	↑
Hotel Consolidation by Quarter	Monthly – 1st Monday - 5 PM	i	📄	✕	↑
Top Airline Routes by YTD	Monthly – 2nd Monday - 5 PM	i	📄	✕	↑
Top Airline Carriers Monitor Spending Details	Monthly – 1st Monday - 5 PM	i	📄	✕	↑
Hotel Consolidation Opportunities Identified	Monthly – 1st Monday - 5 PM	i	📄	✕	↑
Car Industry Spend by Quarter	Monthly – 1st Monday - 5 PM	i	📄	✕	↑
Top Airline Carriers Monitor Spending Details	Monthly – 2nd Monday - 5 PM	i	📄	✕	↑
Hotel Consolidation Opportunities Identified	Monthly – 1st Monday - 5 PM	i	📄	✕	↑

Case Study I – MI Corporate Card Reporting Re-design

eDynamic's architected solution – I

The screenshot displays the 'Report List' interface. At the top, there is a navigation bar with links for HOME, PERSONAL CARDS, FINANCIAL SERVICES, TRAVEL, SMALL BUSINESS, CORPORATIONS, and MERCHANTS. Below this, there are links for Site Help, Search, Contact Us, and Logout, along with a 'Logout' button. A secondary navigation bar includes '@Work Home', Reporting, Program Tools, and Resources and Help, with a date indicator 'Updated Feb, 6, 2007'. The main content area is titled 'Report List' and features a 'Viewing Options' dropdown and a 'Create a Report' button. Below the title, there are filters for 'Export', 'List by' (with options for Show All, By Category, By Objectives, and My Customized Reports), 'Report Scheduling', and a search box 'Find reports...' with a 'GO' button. The report list is organized into categories: Air, Hotel, Car, and Non T&E. Each category contains several reports with checkboxes, titles, descriptions, and 'Date Created' (all 3/30/2007). The 'Airline consolidation opportunities' report is highlighted in orange and has a checkmark. A callout box points to the 'Supplier spend by industry' report under the 'Hotel' category.

Report Name	Date Created
Air	
<input type="checkbox"/> Top airlines carriers Monitor spending across top airlines...	3/30/2007
<input checked="" type="checkbox"/> Airline consolidation opportunities Identify opportunities to consolidate...	3/30/2007
<input type="checkbox"/> Top Airline routes Monitor spending across top airlines route...	3/30/2007
<input type="checkbox"/> Airline Ticket Details View detail airline ticket information to monitor...	3/30/2007
<input type="checkbox"/> Spend summary by Organizational Structure Identify trends in spending across your organization...	3/30/2007
<input type="checkbox"/> Spend at specific supplier View all transaction at specific suppliers	3/30/2007
Hotel	
<input type="checkbox"/> Hotel Consolidation opportunity Identify opportunities to consolidate hotel...	3/30/2007
<input type="checkbox"/> Industry spend by quarter Identify trends in spending across industry	3/30/2007
<input type="checkbox"/> Supplier spend by industry Monitor spending across suppliers by industry...	3/30/2007
<input type="checkbox"/> Spend in Questionable Industries Identify cardmembers who may be in violation...	3/30/2007
<input type="checkbox"/> Spend in Questionable Suppliers Identify cardmembers who may be in violation...	3/30/2007
<input type="checkbox"/> Aging Balance Monitor past due Card accounts to manage...	3/30/2007
Car	
<input type="checkbox"/> Car agency Consolidation opportunities Identify opportunity to consolidate car ...	3/30/2007
<input type="checkbox"/> Industry spend by quarter Identify trends in spending across industry...	3/30/2007
Non T&E	

- Easy to follow;
- Reports grouped in categories;
- Aesthetically pleasing

Case Study I – MI Corporate Card Reporting Re-design

eDynamic's architected solution – II

The screenshot displays the eDynamic reporting interface. At the top, there is a navigation menu with categories: HOME, PERSONAL CARDS, FINANCIAL SERVICES, TRAVEL, SMALL BUSINESS, CORPORATIONS, and MERCHANTS. Below this, there are links for Site Help, Search, Contact Us, and Logout. A secondary menu includes @Work Home, Reporting, Program Tools, and Resources and Help. The main content area is titled 'Dashboard' and contains a 'Report Viewer' section. The 'Report Viewer' shows a bar chart titled 'Top Airline Routes' for the date range 3/2/2007 to 3/3/2007. The chart compares YTD (Year-to-Date), YOY (Year-over-Year), and % (Percentage) across several routes. The Y-axis ranges from 0.0 mil to 3.0 mil. A legend indicates that YTD is represented by dark blue bars, YOY by medium blue bars, and % by light blue bars. A 'Customize' button is located in the top right of the report viewer. Below the report viewer is a 'Report List' section. The 'Report List' has a 'List by' dropdown menu set to 'Air' and a search bar for 'Find reports...'. The report list displays several report thumbnails, including 'Top airlines carriers', 'Airline consolidation opportunities', 'Top Airline Routes', 'Airline Ticket Details', and 'Spend summary'. A blue callout box with a pointer to the 'Top Airline Routes' report in the list contains the text: 'Familiar user experience: Windows document, Explorer film strip, MAC user experience'.

Case Study II – Data Manager Warehouse

Challenges

- The existing reporting capabilities were archaic and were causing severe dissatisfaction
- Some key technology gaps such as invalid data, lack of instant reports, no centralized data sources were causing client dissatisfaction
- There was no linkages between the external and internal islands of data
- Lack of business intelligence to efficiently and effectively analyze the health of client's programs leading to compromising of consulting capabilities

Solutions

- Ad-hoc Report creation
- MicroStrategy implementation
- Report modification by power user
- In-depth analysis through drill down capabilities
- Export to PDF and MS Office with company branding
- Web based report access

Benefits

- Access to all the data at a centralized location to provide its client single truth of data
- Data integrity insuring less dissatisfaction
- Access to historical data to understand the client past performance & behavior giving them an edge over their competitors
- Ability to generate ad-hoc reports in-turn providing them with the ability to justify the value of their services
- In-depth intelligence enabling them to provide consultative services to their clients

Case Study II – Fortune 100 Travel Company (Data Warehouse)

eDynamic's architected solution – I

The screenshot displays the 'Shared Reports' section of the eDynamic application. The interface includes a navigation bar with options like 'Shared Reports', 'My Reports', 'Create Report', 'Create Document', 'My Subscriptions', 'History List', 'Preferences', 'Search', and 'Help'. Below the navigation bar, a breadcrumb trail shows 'CMS Reports - Test Environment > Shared Reports'. The main area contains a grid of report cards, each with a thumbnail icon, a title, owner information, a modification timestamp, and action links (Edit, Subscriptions, Export, PDF). A blue callout box labeled 'List of Reports' points to the 'Meeting Activity' report card.

Report Title	Owner	Modified	Actions
Benchmarking Report	Administrator	3/23/07 4:59:36 AM	Edit Subscriptions Export PDF
Executive Summary Dashboard	Administrator	3/23/07 4:57:21 AM	Edit Subscriptions Export PDF
Land Savings by Category	Administrator	3/23/07 4:18:15 AM	Edit Subscriptions Export PDF
Land Spend by Category	Administrator	3/23/07 4:18:15 AM	Edit Subscriptions Export PDF
Meeting Activity	Administrator	3/23/07 4:18:15 AM	Edit Subscriptions Export PDF
Meeting Size Summary	Administrator	3/23/07 5:15:32 AM	Edit Subscriptions Export PDF
Operated Activity by Meeting Type	Administrator	3/23/07 4:18:16 AM	Edit Subscriptions Export PDF
Operated Meeting Spend by Division	Administrator	3/23/07 4:18:16 AM	Edit Subscriptions Export PDF
Top 10 Destinations	Administrator	3/23/07 4:18:15 AM	Edit Subscriptions Export PDF
Top 10 Hotel Chains	Administrator	3/23/07 4:18:15 AM	Edit Subscriptions Export PDF

Case Study II – Data Manager Warehouse

eDynamic's architected solution – II

The screenshot displays the eDynamic Data Manager Warehouse interface. At the top, a navigation bar includes 'Shared Reports', 'My Reports', 'Create Report', 'Create Document', 'My Subscriptions', and 'History List'. Below this, a breadcrumb trail shows 'CMS Reports - Test Environment > Shared Reports > Operated Activity by Meeting Type'. A left sidebar contains a 'Summary of your selections' and two numbered prompts: '1. Choose from all elements of 'Year'. * (Required)' and '2. Choose Clients with CRF 'Meeting Type' * (Required)'. The main content area shows the details for prompt 1, '1. Choose from all elements of 'Year'. * (Required)'. It includes a description: 'Choose from all elements of 'Year'. This prompt requires at least one selection.' Below this are two list boxes: 'Available:' containing '2005', '2007', and '2008'; and 'Selected:' containing '2006'. A callout box points to the 'Selected:' list with the text 'Prompt to select Year range'. Another callout box points to the '1. Choose from all elements of 'Year'. * (Required)' header with the text 'Report prompt selection'. Below prompt 1 is prompt 2, '2. Choose Clients with CRF 'Meeting Type' * (Required)'. It includes a description: 'Choose from all elements of 'Client'. This prompt requires at least one selection.' Below this is a search field with a magnifying glass icon and a checked 'Match case' checkbox. A callout box points to the search field with the text 'Prompt to select Client having Meeting Type CRF'. Below the search field are two list boxes: 'Available:' containing 'Armstrong World Industries', 'Campbell Soup', 'IBM', 'Ingersoll-Rand', 'Johnson Controls', 'Nokia', 'Thomson', 'York International', 'Zurich NA', and 'Colgate-Palmolive'; and 'Selected:' containing 'All The Clients'. At the bottom of the interface are two buttons: 'Run Report' and 'Cancel Re-prompt'.

Case Study II – Data Manager Warehouse

eDynamic's architected solution – III

Shared Reports My Reports Create Report Create Document My Subscriptions History List Preferences Search

CMS Reports - Test Environment > Shared Reports > Operated Activity by Meeting Type

File View Data Format

Row Axis Values Font Size B I U \$ % , .00 .00

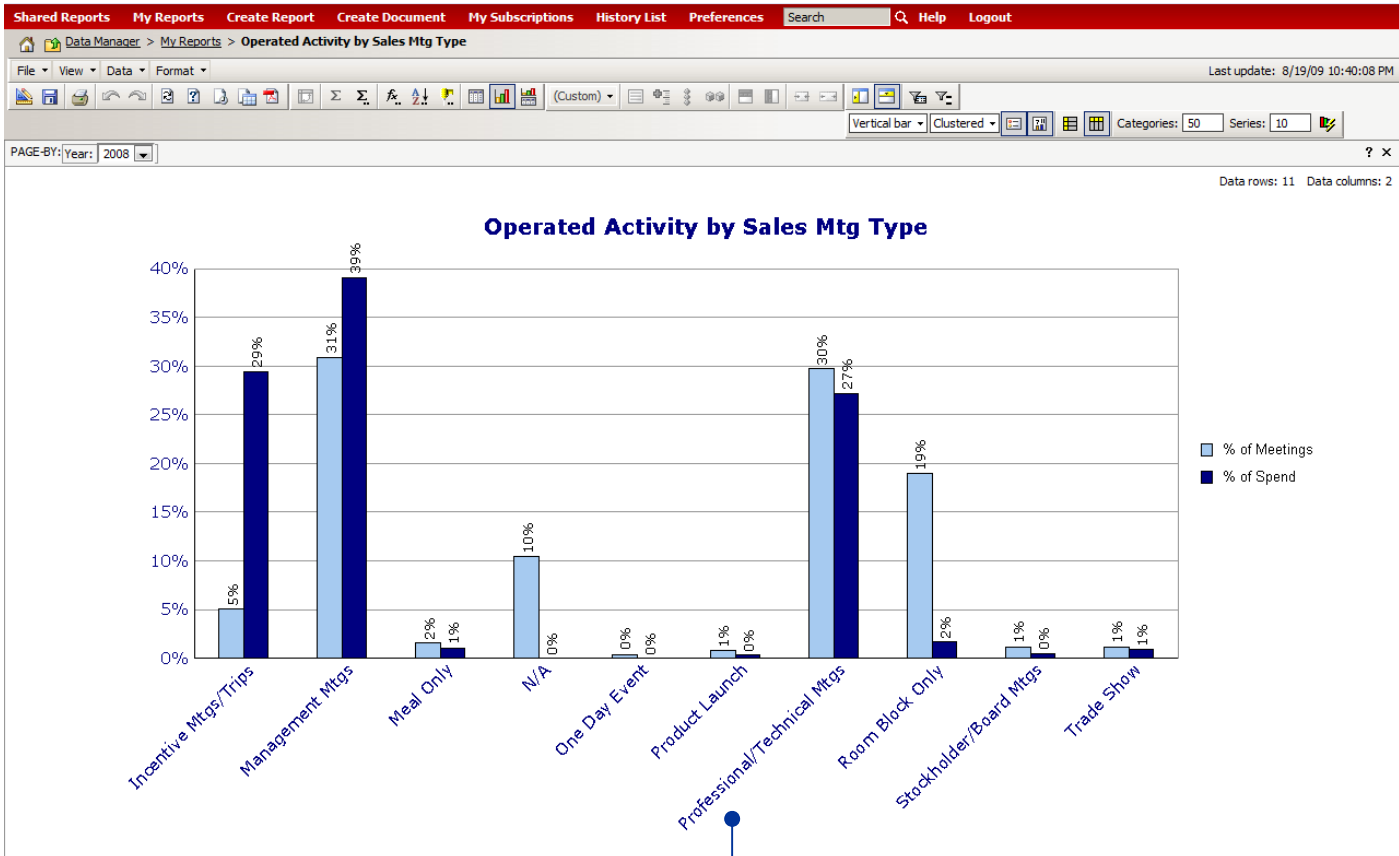
PAGE-BY: none

Meeting Type	Metrics	# of Meetings	% of Meetings	Spend	% of Spend	# of Attendees	Avg Spend per Attendee
Other Meeting		1,715	36.01%	\$25,009,114	29.86%	101,983	\$245
Sales/Marketing Mtg		678	14.24%	\$16,454,450	19.65%	22,024	\$747
Training/Educational Semnr/HR		1,279	26.86%	\$14,396,338	17.19%	32,958	\$437
Professional/Technical Mtgs		206	4.33%	\$12,659,285	15.11%	11,709	\$1,081
Management Mtgs		626	13.15%	\$6,544,650	7.81%	20,053	\$326
Group Incentive Mtgs/Trips		97	2.04%	\$6,490,373	7.75%	5,408	\$1,200
One Day Event		45	0.94%	\$717,747	0.86%	5,873	\$122
Stockholder/Board Mtgs		53	1.11%	\$578,904	0.69%	836	\$692
New Product Introductions		42	0.88%	\$477,123	0.57%	1,839	\$259
Room Block Only		11	0.23%	\$392,356	0.47%	287	\$1,367
Trade Show		6	0.13%	\$21,379	0.03%	116	\$184
Meal Only		4	0.08%	\$16,162	0.02%	305	\$53
Total		4,762	100.00%	\$83,757,880	100.00%	203,391	\$412

Grid after data retrieval
(Sorted by % of Spend descending)

Case Study II – Data Manager Warehouse

eDynamic's architected solution - IV



Graph giving visual insights

Clients



Answers That Matter.

