

The Client

The client is a globally recognized multinational; a major player in the entertainment and music industry. It produces/releases digital albums and tracks; that includes a broad array of both local and international artists and bands. It also handles manufacture and distribution of physical CD's and DVD's.

With the entertainment industry growing by leaps and bounds, prompt decision making backed by real-time information is a critical factor for the client's success. They realized it is imperative they establish and nurture an effective information visualization/realization strategy that would give them instant insights into all aspects of their operations, i.e. sales, inventory, financial planning and so on.

The Solution

IntelliCompute Systems provided the **S.M.A.R.T (Self Monitoring Analysis and Reporting Technology)** technology solution, which aligns with the overall BI vision and roadmap of the client. IntelliCompute Systems's partnership with the client began and progressed in a phased and planned manner:

1. Evaluation of the client's business operating model.
2. Prepare a high level data model.
3. Design, test and build the Data Warehouse.
4. Design and implement batch load jobs to load data from different systems to the central warehouse.
5. Design, develop and deploy operational/analytical reports and dashboards per the business requirements gathered from the client.
6. Provide Ad-hoc reporting capabilities to its business users so they can view the information they wanted while on the go.

The entire BI solution has been implemented on the **SAP Business Objects** platform.

The Problem

As of then, the client maintained sales, inventory and financial planning related data for each of their distribution channels in diverse systems. Each such system would typically have its own data model, data definitions, and storage media. The ability to generate and distribute a consolidated report on data arriving from so many systems posed a huge challenge not just in terms of time and effort, but the resources needed to generate such reports on a continuous basis. Lack of an organization-wide information intelligence approach showed to impact the management's decision making abilities in a timely manner.

This situation, which from a business management perspective is clearly not desirable, prompted the business to decide to move away from such a decentralized, disparate system to a robust, scalable and centralized Business Intelligence (BI) concept.



The Result

With the solution that IntelliCompute implemented, the client witnessed dramatic improvements in the way their reporting/analytics function and decision making process was handled:

1. All discrete data brought into one centralized location.
2. A diverse set of users, from different departments/business units being able to access real-time information at a single location.
3. Easy to navigate user interface, with step-by-step features to build reports on the go.
4. Ad-hoc reporting and analysis for faster and accurate decision making.
5. This is in addition to the scheduled operational reports at all Executive & Non-executive levels of the organization.

The overall project outcome has been that the business has an excellent insight into their day-to-day operations. This reduced the unnecessary and repetitive time/efforts consumed for delivering the same reports, thereby increasing the productivity of the IT department.

IntelliCompute Work Management

IntelliCompute Systems is ideally placed to collaborate with the client as an integrated team to scope, design, develop and deploy the Business Objects Enterprise. Project leads from the client side are provided with the design for warehouse, functionality and generalized architecture. IntelliCompute Systems is involved in architecture and planning, techniques of designing the data warehouse, ETL design, ETL development, gathering the reporting requirements, creation of semantic layer to ease of end user in querying and reporting, creating very challenging and high end reports for business users to take strategic decisions on their system.

Our project planning in terms of timelines is prepared in such a way that our teams get the required base time to study, evaluate and document the client's operations/requirements at each stage. Our projects are structured as end-to-end development phases. Each such phase consists of gathering requirements, analyzing the activities, designing the Extraction, Transformation and Loading (ETL) process, designing semantic layer for ease of reporting and finally creating dashboards/reports per end user requirements. This approach ensures and focuses on the most important part of implementation of BI that is Reporting & Analysis.

About IntelliCompute Systems

At Intellicompute, we achieve real business results that allow you to transform, and not just maintain, your operations. Our IT services, business solutions and outsourcing bring you a level of certainty that no other competitor can match. You will experience your requirements being met on time, within budget and with high quality; greater efficiency and responsiveness to your business; and the ability to shift investment to strategic initiatives rather than tactical functions.

Intellicompute uses its industry experience and technology expertise to develop and deliver products, tools and methodologies that help bring solutions to the fore more quickly and with higher quality. Over the years, we have evolved processes and systems that capture critical client needs, survey the set of existing third-party tools/technologies, and then develop solution accelerators that help clients achieve quicker outcomes.

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