



**BUSINESS INTELLIGENCE
FOR EFFICIENT ENTERPRISE MANAGEMENT**

YOU NEED ENTERPRISE MANAGEMENT REACHING FROM PLANNING THROUGH TO A BALANCED SCORECARD?

WE MAKE IT HAPPEN.

Comprehensive, powerful BI functions meeting your high demands are imperative for staying competitive in this day and age. And that is exactly what we provide at arvato systems | *Technologies*. Because to make the right decisions, you need the right information. And even a brim-full data warehouse can't help you out there. The real art is to quickly distil the essential information and correlations from the immense flood of data available to you.



At arvato systems | *Technologies* we know from our years of experience: The potential of business intelligence can only be realized when commercial expertise and IT competencies work hand in hand. Improving commercial performance and securing the company's future with assistance from the dynamic and growing potentials of the information technology sector is therefore no longer just the domain of the IT department. Now that the efficient application of information technology can tip the scales in global competition, it is up to management to take the initiative and introduce the necessary technical expertise.

With our unmatched instinct for IT systems and processes, we accompany you into the boundless world of dynamic information technology where we, as an internationally active IT full-service provider, know our way around. arvato systems | *Technologies*, a division of the arvato systems Group owned by Bertelsmann AG, brings together the experts in handling multi-layered data, providing qualified analyses and reliable real-time reporting.

Complex business intelligence solutions are our daily business. Let us show you what we can do based on the example of a fictional customer, the *Consumer Products & Merchandise* company. We know our work and we keep our word!



INNOVATIVE

YOU WANT REAL-TIME SALES MANAGEMENT?

WE MAKE IT HAPPEN.

BUSINESS INTELLIGENCE

...does not mean that your computer takes away your power to decide. But business intelligence can give you the support you need in the decision-making process. BI solutions tailored to the individual needs of your enterprise can access a wide variety of front-end systems, prepare the data stream according to your requirements and uncover critical correlations. Decide based on facts and not on your gut!

REAL-TIME DATA WAREHOUSE

To counteract critical situations while there is still time, you have to be able to recognize them immediately. Real-time access to crucial key figures is not witchcraft, but simply a matter of the right software. Alerting functions can proactively warn you when key performance indicators are registering undesirable developments. Finding out too late what your customers want can quickly leave you stranded.

DATA MANAGEMENT

A business intelligence system is only as good as the quality of the data entered into it. That's why data management takes center stage. We offer solutions for compiling and saving data in a data warehouse (ETL - Extraction Transformation Loading) as well as for accessing distributed data online (EII - Enterprise Information Integration). What's more, we also have the right solutions for checking and adjusting your data.

INFORMATION INFRASTRUCTURE

We help you to link process-relevant IT components across different ERP, CRM or other applications. This allows you to consistently map your business processes. And, if required, you can use a Web-based information portal to make your corporate data available to your staff - reports, documents, images, databases and much more.

The infomercial is on air. The presenter proudly raises the sparkling chrome object to the camera - a feature-packed digital camera, 3 megapixels for an unbeatable \$99. But how excited is the audience? How many spontaneous purchasers are waiting in the line? Can stock of the presented item meet the demand? And if not, can the supplier deliver more on short notice?

The recently established teleshop of the *Consumer Products & Merchandise* company is already off to a promising start. But the company's newly introduced distribution channel presents its IT department with fresh challenges each day. How many potential purchasers are in the telephone queue? Should the show continue to focus on the digital camera? This sort of information must be bundled and immediately available during the program. Only then can the director instruct the presenter to begin promoting the next product at the correct moment, in order to get the most out of the show's expensive air-time and maximize the effectiveness of the program.



The back office also needs direct access to this information. How high is the current work load on the call center? Is additional staff required? The agents can only take advantage of all the opportunities if they are immediately provided with the information on a caller: Are they a regular customer? If yes, what products did they purchase last time? Are they interested in being informed of further offers? Even the payment history is important for recognizing problem customers, as bad debts can quickly cost the company a lot of money.

What's more, the management of the *Consumer Products & Merchandise* company expects aggregated analyses of turnover, profit and current business trends, clearly presented in division-specific scorecards.

All this places extremely high demands on IT. Data must be made available both in great detail and in highly aggregated form. In some divisions they are also required in real-time. And the data must, of course, also be correct and complete.

So *Consumer Products & Merchandise* began to establish a powerful information infrastructure together with arvato systems | *Technologies* from an early stage.

For this our BI experts selected the most appropriate technology, architecture and software components, independent of manufacturers and platforms, focusing on their integration capacity and the suitable interfaces (APIs).

Using automated ETL processes, the relevant data from a wide range of front-end systems are extracted and consolidated, then transferred into a

central information pool (data warehouse) and made available for analysis. Where necessary, EII technologies also facilitate uncomplicated, direct access to the operative IT systems. An information portal makes the required information available to the various user groups (sales management, procurement, shipping, etc.) in a user-friendly format, including consolidated master data and warehouse inventory summaries, real-time reports and call center capacity utilization information as well as management dashboards and scorecards.



YOU LIKE TO KNOW MORE ABOUT
YOUR CUSTOMERS?

WE MAKE IT HAPPEN.



The digital camera in the infomercial was a huge success. Unfortunately, as well as satisfied customers, there are also more complaints than usual. The rechargeable battery in some devices refuses to work. Of course, the company replaces the defective goods as quickly as possible and the disappointed customers receive a carry strap for their cameras. And naturally the supplier is sternly counseled - after all, the camera has been planned in as the star of the next show as well. And this time the batteries better not cause any trouble.

Quality products and prompt delivery contribute as much to customer satisfaction as individualized customer contact. Because customers want to be kept informed, but not be bombarded with unwanted advertising. Above all, customer relationship management (CRM) is extremely important when dealing with complaints and returns. A pleasant telephone call or a friendly written response is not enough by itself. The company has got to "do its homework": The causes of dissatisfaction must be quickly found and removed. And that's why Consumer Products & Merchandise puts the same effort in devising its CRM system as it does in attaining smooth logistics processes.

Today the commercial enterprise is reaping the rewards of the decision made years ago to capture the data from its various business processes into a structured

whole with which it can systematically analyze and optimize the management of its mercantile success. Customer and turnover data from different sales channels are brought together and consolidated, multiple entries of the same address details are automatically identified and cleansed. Once consolidated, the customer data form a basis on which successful marketing campaigns can be efficiently managed. An analysis of purchasing behavior can provide the vendor with plenty of information on which products the customer might be interested in. The turnover-per-customer breakdown is used to identify high turnover customers (customer segmentation), for whom targeted bonus and loyalty programs can then be defined.

The logistics department can identify fast and slow selling items based on sales promotion and inventory data and predict sales quantities, including seasonal adjustments. Optimized minimum inventory and turnover speed reduce inventory storage and costs, without affecting delivery reliability.

The company also uses the BI system to monitor and manage the quality of its business processes. Process management tools collect relevant data (e.g., incoming purchase orders, etc.) from the operative systems and make them available for monitoring and analysis. These provide the management with information regarding

weak spots and friction points, and multi-dimensional analyses using the integrated database can be used to discover even the most complex correlations.

arvato systems | Technologies has developed a specialized solution for this purpose. Our experts help you selectively import optimally prepared data into your databases. For ETL process automation, we provide you with quick and extremely scalable data integration solutions that you can rely on unconditionally.

Our powerful analysis tools (OLAP) generate flexible and multi-faceted reports on a wide variety of data. The key to success is a well run data warehouse that collects all important customer information and stores it for future use. Customer-related data - e.g., from call center systems or accounts receivable - augmented by information on competitor activities, billing and logistics can be easily compiled and efficiently used. Put us to the challenge!

CUSTOMER RELATIONSHIP MANAGEMENT

You've had your fill of mass marketing? Whatever the task at hand - from address management, customer segmentation and campaign management through to analytic CRM - we will show you how to leverage business intelligence to increase the effectiveness of your marketing events, improve customer loyalty and even save money at the same time.

LOGISTICS CONTROLLING

You need to get your logistics processes up to speed? Business intelligence supports a large variety of solutions, including warehouse and inventory controlling, reach optimization, monitoring of delivery times and service level agreements (SLAs). Our experts are looking forward to answering your questions!

BUSINESS PROCESS ANALYSIS

If you want to steadily improve your processes, you require solid information. Analyzing business processes relies on access to all information relevant to the process; however, this information is usually stored on separate systems. Our business intelligence solutions provide you with integrated access to the distributed data, allowing you to continually optimize your business processes.



YOU COULD DO WITH A CLOSED-LOOP SYSTEM FOR YOUR ENTERPRISE MANAGEMENT?

WE MAKE IT HAPPEN.

ENTERPRISE PLANNING

Enterprise planning is a central component of business intelligence these days. Whether for turnover, sales, procurement, liquidity or personnel planning, we provide you with the right solution and competent advice.

BALANCED SCORECARD

A company's vision and strategy can be translated into real targets. To monitor whether these targets are being achieved, key figures are defined that generally belong to one of four strategic sectors (finance, customers, internal business processes, learning and development). A balanced scorecard is used for the ongoing status monitoring of the relevant key figures and to ensure the early recognition of trends. Taking into account other perspectives in addition to the purely financial aspect can provide a "glimpse into the future" of the enterprise.

CORPORATE PERFORMANCE MANAGEMENT

Reporting, business process monitoring and OLAP analyses have become an indispensable part of day-to-day business. But these systems must be integrated into the enterprise planning process before a continuous comparison of the current status with the defined targets can facilitate an effective management of the company's capacities.

The demand for digital cameras is greater than anticipated. Unfortunately, it looks like *Consumer Products & Merchandise* might not be able to take advantage of it. Sales are lagging slightly behind the planned targets. Forecasts show the slump could even affect Christmas sales. A glance at the customer data shows that high turnover groups have no interest in 2.1 and 3 megapixel models. A 5 or 6 megapixel or SLR model is required as an upgrade option on the offer.

Continuous, across-the-board monitoring and ongoing analysis of critical data have become an important factor in managing all the *Consumer Products & Merchandise* company's business processes. But first the loop system had to be closed through careful enterprise planning and continual comparison of target and actual data - and it now facilitates real-time management of the enterprise capacity.

The pivot on which a mercantile enterprise turns is, of course, sales volume planning. All the basic information required for market-oriented sales, shipping and inventory planning can be derived from this. On this basis excess inventory can be as surely avoided as capacity bottlenecks. An unbiased sales volume plan can save an enterprise real money across all logistical processes. Integrating the planning system into the mercantile enterprise's BI infrastructure facilitates the comparison of target and actual data whenever required. Important key figures are made available to management in individual scorecards. What's more, the planning data are themselves also recorded in the data warehouse. After all, a company's planning quality should also be subjected to ongoing analysis and improvement.



The senior management at *Consumer Products & Merchandise* recognized the necessity of an integrated solution for enterprise planning at an early stage. In arvato systems | *Technologies* it found a partner who can provide the best technology for this currently available anywhere in the world. We realize individually tailored, innovative applications for your company's sales volume, logistics and financial planning, for which your requirements alone dictate the choice of a technical platform.

And you can rest assured that, being a leading provider of BI applications, we offer more than isolated component solutions. Planning can be fully integrated into all other functions to enable real corporate performance management. The prompt supply of actual data serves as a basis for a rolling forecast that identifies impending departures from the plan before they happen.



YOU WANT TO BE SURE YOU'RE LOOKED AFTER BY THE BEST?

WE MAKE IT HAPPEN.

The successful *Consumer Products & Merchandise* commercial enterprise was able to implement sophisticated and highly efficient IT solutions to assist its enterprise management. But a buzzing hive of constantly growing IT activity is nowhere to be found in the modern company headquarters. There is just a small, extremely competent team of managers who coordinate the IT projects. It was the executive board's strategy from the outset to concentrate entirely on its own core business and competencies. In *arvato systems | Technologies* the company has found a powerful and competent partner that, as an internationally active enterprise, has access to development capacity at efficiently and economically run national and international locations, as well as to a wide-ranging partner network. Thanks to our unique rightshoring offer, *arvato systems | Technologies* can provide its customers with the best value, flexible solutions for onsite, nearshore or offshore development projects.

As a full-service provider, we also assume responsibility for operating our solutions. Not only do we host the IT infrastructure in our computer centers, but our application management also ensures the availability of your applications and systems and monitors the import process, so we can identify and remedy errors as they arise. So you can be certain that your data warehouse contains up-to-

date, quality data at all times. On request we can also make adjustments and corrections to your systems during operation and assist your users. Our technicians and consultants are on location for the entire duration of the project. Reliable 24/7 user assistance is a commitment we make as a matter of course at *arvato systems | Technologies*.

RIGHTSHORING

Though it brings with it significant savings on wages, locating in Eastern Europe or Asia (offshoring) can often incur considerable risk. To be on the safe side, better rely on a system integrator located in Germany. Our rightshoring model combines the advantages of onsite, nearshore and offshore, thanks to our position as an internationally active corporation with development teams and partner enterprises around the world.

APPLICATION MANAGEMENT

Our comprehensive application management puts an end to disassociated software development and service management. Your applications are reliably operated, maintained and securely administered; you benefit from transparent pricing and optimal investment security. Software maintenance, consulting and services for all technologies are, of course, included.

24/7 APPLICATIONS

24 hours a day, 7 days a week - our experts are at your service around the clock.

STRATEGIC PARTNERS:



BUSINESS INTELLIGENCE PARTNER:



THE NEXT LEVEL OF PERFORMANCE™



Listening, understanding, making it happen. We relish the idea of helping you and your company implement solutions specific to your industry and your particular needs. As an expert IT service provider, we enjoy years and years of trusting relationships with ever more customers.

We're even happier to prove why. Whether in planning, project management, or rightshoring - what can we do to optimize your programs and business processes? We look forward to gaining your confidence!

Contact us:
Phone: +49 (0) 5241 / 80-80 200
Fax: +49 (0) 5241 / 80-80 220
E-mail: info@as-T.biz
www.as-T.biz

Learned, skilled, experienced .
Maximize the performance potential of your enterprise worldwide with arvato systems | Technologies at your side.

A STRONG PARTNER TO
IMPLEMENT NEW IDEES?

ASK US.



HERE WE ARE.

We have the magic touch when it comes to IT systems and processes: So let arvato systems | *Technologies* be your guide in the boundless world of dynamic information technology. As part of the arvato systems group, and as such part of the global Bertelsmann Corporation, we are an international IT full-service provider. Our portfolio, spanning business areas and technologies, uniquely combines the worlds of SAP and Microsoft to provide integrated and dynamic solutions. As prime contractors, we plan, develop, implement, and maintain tailored and future-proof IT systems. Benefit from our wide range of

services: We offer our clients standard and customized software developments, complete ERP systems, innovative customer relations and logistics solutions, reliable business intelligence solutions and 24 x 7 application management. Working together with reliable and certified partners, we help you surmount geographic obstacles to network global processes with IT. Optimal rightshoring concepts using IT services from highly competitive national and international locations provide you with unique solutions tailored to your needs.

We manage IT to your advantage!

