

Knowledge is power.

-Sir Francis Bacon



Business Intelligence (BI)

Can you evaluate, measure, and act upon the key drivers in your business? Do you have access to accurate, timely data about your products, sales, or customers in one place? Do you have the knowledge you need to make powerful decisions quickly and efficiently at all levels of your organization?

In today's information-driven environment, organizations are capturing huge amounts of operational, financial, and customer data; however, many do not have the ability and/or the foundation to access, analyze, and utilize that data to make informed business decisions.

Companies may have invested in too many technologies, or are trying to combine too much data, making it difficult to answer even the most basic business questions. They may lack confidence in the accuracy of the underlying data, or the ability to combine disparate sources. As a result, they have to pull together manual reports that take days to compile >yet still fail to provide all of the information that decision makers need.

For companies striving to gain a competitive advantage, business intelligence can deliver a powerful framework that enables users to access the right information, at the right time, and in the right format. Allowing users to find the information they need, when they need it, cannot only speed decision-making, but it can also guide business process improvements and drive bottom-line results.

digitalKnowledge & Business Intelligence:

With deep and extensive experience in Business Intelligence Solutions, digitalKnowledge offers clients professional expertise in the design, development, and implementation of:

- Data Marts and Enterprise Data Warehouses
- Dimensional Modeling and OLAP Architectures
- Analytical Standard Reports
- Ad-hoc Reporting Solutions
- Dashboards and KPI Scorecards
- Data Mining and Predictive Analytics

Solutions

Our Guarantee

digitalKnowledge is an Indianapolis-based consulting firm that helps companies and organizations grow by creating and delivering integrated technology solutions. dK stands behind all deliverables, only getting paid when the client is satisfied.

digitalKnowledge offers clients unique solutions by integrating Customer Relationship Management (CRM), Business Intelligence (BI), and Web Solutions. Through these solutions digitalKnowledge enhances clients' sales, marketing, and customer service and provides them with the critical data and information needed to make decisions more efficiently and effectively at all levels of an organization.

www.digitalknowledge.biz

expertise and experience

Building a Better Business with BI



Common Problems BI Solves

- **Too much information**
 - BI helps make sense of all the information by aggregating the details and focusing in on only the data elements that really make a difference.
- **Poor data quality (duplication, missing data, orphaned records, dirty data, etc.)**
 - BI helps applications work better together and will integrate, conform, and cleanse data from multiple disparate sources.
- **Decisions based on feelings rather than facts**
 - BI provides people at all decision levels with current and factual information.
- **Lack of communication and teamwork**
 - BI gives all groups and users the tools they need to collaborate and measure results more efficiently and effectively.

dK's Business Intelligence Experience

Client Description	Tailored Solution
Bio-Medical Device Company	Replaced a legacy reporting system utilized by client's entire sales force. Designed and built a dimensional data mart, ETL routines, and OLAP cube. Reproduced a set of 50+ standard reports, and deployed a new ad-hoc query tool for executive analysis.
Mobile Search Provider	Designed and built a very large-scale enterprise data warehouse and OLAP reporting solution to provide client with first-time visibility into many aspects of his core business data, customer demographics, search behaviors, and revenue opportunities.
Regional Hospital Chain	Designed and implemented an advanced analytics portal using dashboards and scorecards to help the corporate IT department measure and better understand their help desk metrics, support call response times, customer satisfaction, and server availability.
National Home Builder	Designed and built an end-to-end analytics solution for reporting key sales and marketing metrics. Solution included dimensional data mart, OLAP cube, and ETL routines, which integrated data from nine disparate sources.
Global Banking Solutions Provider	Worked with key stakeholders and subject matter experts to develop a streamlined and simplified data structure, multiple ETL data movement routines, and a semantic layer to further hide the complexities of the database schema and enable users to build custom ad-hoc reports.
Worldwide Distributor of Electronic Products & Industrial Repair Services	Designed, built, and implemented a single, easy to use set of tools to obtain and analyze accurate sales-related information across the entire organization.
Fortune 500 Pharmaceutical Company	Designed and implemented a complete reporting solution to support newly defined marketing and finance report requirements, which integrated data from two disparate source systems as well as financial files.