Information Management and Business Intelligence

Service brochure
Organizations increasingly recognize information as a business asset. However, there has been very little attempt to exploit information to improve business performance and accelerate growth.

When clients say...

"We have many lines of business but we can't cross-sell our products without a unified view of our customer."

"We spend more time gathering data than analyzing it."

"Reporting is inconsistent. Different systems produce different numbers for the same thing."

"We lack the ability to achieve a single view of our customer (i.e., inability to have a holistic view of a policy holder's relationship with the company)."

"We have mountains of data but we can't get access to it."

"Competition is fierce. We need to retain existing customers and attract new customers."

"There are too many tools we need to train our people and then when they leave I have to train someone else."

"Data I get is not related to what I am doing in my business."

"We have many lines of business but we can't cross-sell our products without a unified view of our customer."

Where EY can help

Data accessibility

Data completeness

Culture and organization

Data quality

Strategic alignment

Data agility

Tools
EY can help organizations link their enterprise-related information to their business strategies by developing models of information services, competencies and governance that aligns and supports their business strategies. Our technical capabilities help us “walk the talk” and run the full mile with our clients.

**These may be symptoms of...**

**Data accessibility**
- Availability of data across functional, organizational and geographic boundaries
- Providing right data to the right users
- Excessive consumption of self-service information

**Data completeness**
- Single source of truth
- No islands of disconnected data

**Culture and organization**
- Fact-based decision-making
- Business collaboration
- Data aligned with strategic outcomes
- Organization’s compliance with KPI mandates

**Data quality**
- Data integrity, precision, accuracy, reliability and format in compliance with KPI needs and mandates
- Standardization of definitions and business rules

**Strategic alignment**
- Data-related initiatives aligned to strategic imperatives and business goals

**Data agility**
- Reduced latency between creation, reporting and analysis

**Tools**
- Tools aligned to business needs
- Tools rationalized and standardized
Why EY?

1. EY combines deep cross-industry insight and competence in delivery across technology tools.

2. It is able to deliver across the data lifecycle model from data discovery to analytics.

3. It combines thought leadership with tactical execution.

4. The firm has experienced practitioners as part of its global talent pool, which is dedicated to providing exceptional client service.

5. EY’s asset-based approach can speed up delivery and benefit realization of projects.
How EY can help

Where have we done it before?

Leading insurance company
Multinational Business Process Outsourcing (BPO) and Information Technology (IT) services company
Global retail bank
Indian multinational conglomerate
American multinational conglomerate

- **Information strategy**: identifying business information-related needs, architecture, roadmap and implementation plan to improve business performance
- **Master data management**: defining and implementing required organization, processes and tools to manage reference and master data across lifecycle of data
- **Data governance and quality**: developing data governance processes, organization, tools, policies and procedures to improve informed business decision-making; assessing data quality and developing remediation plans
- **Data integration**: providing data integration capabilities required to support finance, supply chain, customer, planning, consolidation, reporting and ERP engagements
- **Business intelligence assessment and roadmap**: assessing existing data capabilities, architecture, and current maturity level, relative to leading practices to identify gaps and issues that could be obstacles to improved business intelligence; detailed project planning, risk assessment and management support; creating roadmap and supporting execution
- **Business intelligence enablement**: gathering requirements and designs for information dissemination layer, implementation of reporting and dash-boarding, training and change management
**Indian conglomerate – chairman's MIS**

**Context:** The client is a US$40 billion Fortune 500 conglomerate. The group operates in 36 countries and employs 133,000 people. It is looking at improving its group performance management system, which is currently facing several key challenges related to data quality, manual interventional, no single version of the truth and low user acceptance. The group chairman announced his objective for improving the system, “...generation of timely, accurate and relevant information, which can be sliced and diced across various dimensions,” as the key mandate for this project.

**Services offered:**

*Quick summary:*
- Defining and creating a common performance platform across the group
- Designing and implementing Chairman/CXO layer information-dissemination tools

*Tools and technologies:* Qlik View/SSIS/Custom DWH on SQL

**Key deliverables:**
- Designing a group level performance management system across all its businesses
- Compiling, structuring and harmonizing KPIs against leading practices and group's requirements
- Creating data collection layer for more than 200 entities.
- Enhancing existing business performance management processes and governance framework
- Defining common CMIS themes and designing user-friendly dashboards for chairman and CXO layer.
- Facilitating IT enablement by using leading technology, and enhancing data integrity and security
- Implementing online review mechanism and exception management
- Collecting automatic and dynamic data in a central data warehouse
- Enabling technology in dashboards, including in mobiles and email integration
- Enhancing analytical capability, e.g., drill-down, slice-dice, variance analysis and management console
- Developing advance features (initial) – integration of external data, alerts and live updates
India’s largest BPO – enterprise BI architecture and roadmap

**Context:** The client has multiple Oracle ERP and DW systems due to its acquisitions across the world. The expectation was to re-design, optimize and synergize its global and regional processes and IT enterprise architecture, and develop and deploy the ONE ERP solution, along with the ONE ROBUST Data Warehouse (DW) and a Master Data Management (MDM) service. All the solutions were to be SOA-compliant, aligned with leading practices and backed by effective change management.

**Services offered:**

*Quick summary:*
- Re-designing of process
- Designing Oracle system
- Implementing data warehouse strategy
- Implementing MDM strategy

*Tools and technologies:* Oracle apps, Oracle DW and Informatica, MDM, COGNOS

**Key deliverables:**
- Process design for all financial processes – O2C, H2R, R2R, P2P, Enterprise Reporting and MDM
- Oracle ERP system design documentation and SI selection based on new process design
- Reporting-related requirement and cataloguing of reports
- Data warehouse (DW) strategy along with data governance and data modeling
- Data warehouse (DW) implementation roadmap
- Data warehouse (DW) – selection of new tool and System Integrator (SI)
- Master Data Management (MDM) strategy along with data governance and data modeling
- Master Data Management (MDM) implementation roadmap
- Selection of MDM tool and System Integrator (SI)
- SOA compliance and enterprise-wide integration strategy
- Enterprise Architecture Data modeling for all future processes
- End-to-end program management, quality assurance and change management