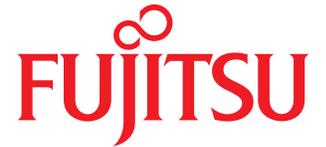


THE POSSIBILITIES ARE INFINITE



Transforming Information into Business Intelligence Solutions

Business Intelligence



Client Challenges

The ability to make fast, reliable decisions based on accurate and usable information is essential to most business enterprises. Business Intelligence (BI) solutions aim at achieving critical business advantage by providing knowledge workers with easy access to the right information, on demand, from wherever it is created and/or maintained within the organization. With the right strategy, an organization can transform data from various disparate sources into usable formats that provide timely knowledge of business-critical information, including customer relations, markets, suppliers, emerging trends, and internal operations.

BI and data warehousing techniques are key enablers of e-business strategies as well as Customer Relationship Management (CRM) programs. They integrate data and customer information across business functions and customer interaction channels, and make it easier to work with partners and customers.

Fujitsu Consulting Business Intelligence Solutions

Fujitsu Consulting delivers integrated solutions that empower knowledge workers to access data from existing production databases and applications across the enterprise—anywhere in the organization—using the power of advanced data warehousing and decision support solutions and services. We understand that building an effective BI solution involves a considerable amount of effort to ensure usability and value for the business enterprise. Every enterprise has unique data requirements for the type and format of information it needs. An effective BI solution provides information that is:

- Specific to your business problem
- Easily accessible
- Available in a choice of formats
- Organized to simplify reporting
- Timely and reliable
- Consistent across your enterprise
- Integrated with other relevant data

To meet these expectations, BI solutions must overcome significant challenges presented by:

- Inconsistent data models and data definitions
- Multiple data formats
- Multiple system applications
- Disparate technological platforms
- Various end-user reporting tools

Fujitsu Consulting is flexible and responsive to your needs. We have proven capabilities as a leading BI solution provider. Our customers benefit because we leverage our extensive systems integration and BI experience. We employ an architected approach to target high-value benefits, leverage overlapping resources, use common technologies, share data and, ultimately, increase ROI. Most importantly, our BI solutions focus on supporting business objectives to improve the decision-making process while improving the performance of decision support systems.



Frameworks for Faster, Easier Implementation

Our customizable frameworks, built around leading technologies and products, are used to jump-start projects and achieve value across the enterprise faster by providing a foundation for solving specific business problems. These frameworks define and integrate the components of a BI solution. We start with our Business Intelligence Technology Framework, that defines a comprehensive data warehouse architecture, from user access through to database and warehouse management.

The availability of low-cost, off-the-shelf components makes building BI solutions faster, easier, and more cost-effective. We are constantly creating and enhancing our Solution Frameworks in order to meet the demands of our customers in a changing business climate. Some of our solution frameworks include:

- Customer Information Solution Framework—to enable integration of legacy and third-party data into a customized model and the integration of third-party Customer Relationship Management (CRM) products. Sales, financial, ordering, billing and customer care data can be collected from any type of legacy source, including the web.
- ERP Solution Framework—to create data marts from common ERP modules. An automatic extraction and mapping component for ERP data simplifies access to ERP data and enables integration with remaining legacy applications.
- Financial Consolidation Solution Framework—to enable organizations to capture financial data from heterogeneous environments into a consolidated model for financial reporting and analysis.
- DataWorX Database Marketing Solution Framework—to allow organizations to capture data surrounding the entire marketing and marketing support process, in order to better understand customer trends, opportunities, acquisition, and churn. DataWorX provides a foundation for the development and execution of targeted marketing campaigns.

We also offer a robust framework designed to ensure that the promised benefits of BI solutions find their way to your bottom line. Our Benefits Realization approach helps you proactively manage major investment initiatives “from concept to cash.” It enables you to paint a complete picture of all the potential end-benefits of an investment and all the actions needed to get the desired results. Then, you can move on to systematically pursue key initiatives, implement changes, track progress, and measure the benefits for all to see. In the process, the entire organization gradually gains confidence that its investments in BI solutions will produce the expected benefits.

A Core Enabler of Extended Enterprises

Many organizations are in the process of integrating internal information systems and business processes with those of customers, business partners, and suppliers. They are building truly integrated value chains with these players—creating extended enterprises, enabled by shared electronic applications. The end result is to extend enterprise functionality to entire electronic trading communities.

The extended enterprise of the 21st century will only work if users across the value chain—including both supply and demand chains—can get the information needed to support key decisions and processes. In this context, BI systems are a core enabler of the extended enterprise—“from end to end.” We can develop best-practice BI and data warehouse strategies that incorporate an integrated approach to the abundance of tools available.

Comprehensive Support

As illustrated, our solution framework provides a roadmap to leverage value-added specialized solutions that minimize project time frames while addressing critical business needs through defined solutions. Fujitsu Consulting BI experts employ tools and technologies that enable knowledge workers to analyze the information contained within the enterprise to achieve results and return on investment. The types of tools and technologies we employ include ad hoc query, report writing, decision support systems (DSSs), executive information systems (EISs) and often, techniques such as statistical analysis, online analytical processing (OLAP) and data mining.

A Choice of Service Offerings

Fujitsu Consulting BI service offerings to provide an end-to-end BI solution, from planning through implementation and deployment. Services range from strategic to tactical and operational initiatives, and include:

- BI In a Nutshell
- Executive Workshop
- Business Intelligence Strategy
- Assessments
- Discovery
- Technology Evaluation
- Proof of Concept
- SolutionBuilder
- Enterprise Reporting
- Data Migration
- BI Organizer
- BI Sustainment
- Benefits Monitoring

We can also provide you with focused support during a specific stage or stages of a BI initiative. Fujitsu Consulting delivers comprehensive BI solutions to support you throughout your BI initiative lifecycle. Strategic service offerings serve to develop a framework and plan for the implementation of BI in the organization. Tactical service offerings range from assessing the success of existing undertakings that may not be achieving anticipated returns to offerings that assist in all phases of the delivery of BI solutions. These can be the development of custom solutions or the implementation of predefined BI solutions or frameworks. Operational services assist you in the management of the BI solution and ensure ongoing value to the organization.

Fujitsu Consulting can engage you in any stage of the lifecycle through our service offerings and provide a roadmap for success in your BI initiatives.

BI in a Nutshell. As for many other recent technologies and tools, the nature and the potential contribution of Business Intelligence and Data Warehousing are not yet mastered by everyone. BI in a Nutshell is intended to provide small groups of IT professionals, users, and managers with basic education about Business Intelligence.

Interactively, using presentation material, workshops and real life examples, the groups are briefed for half a day or less on:

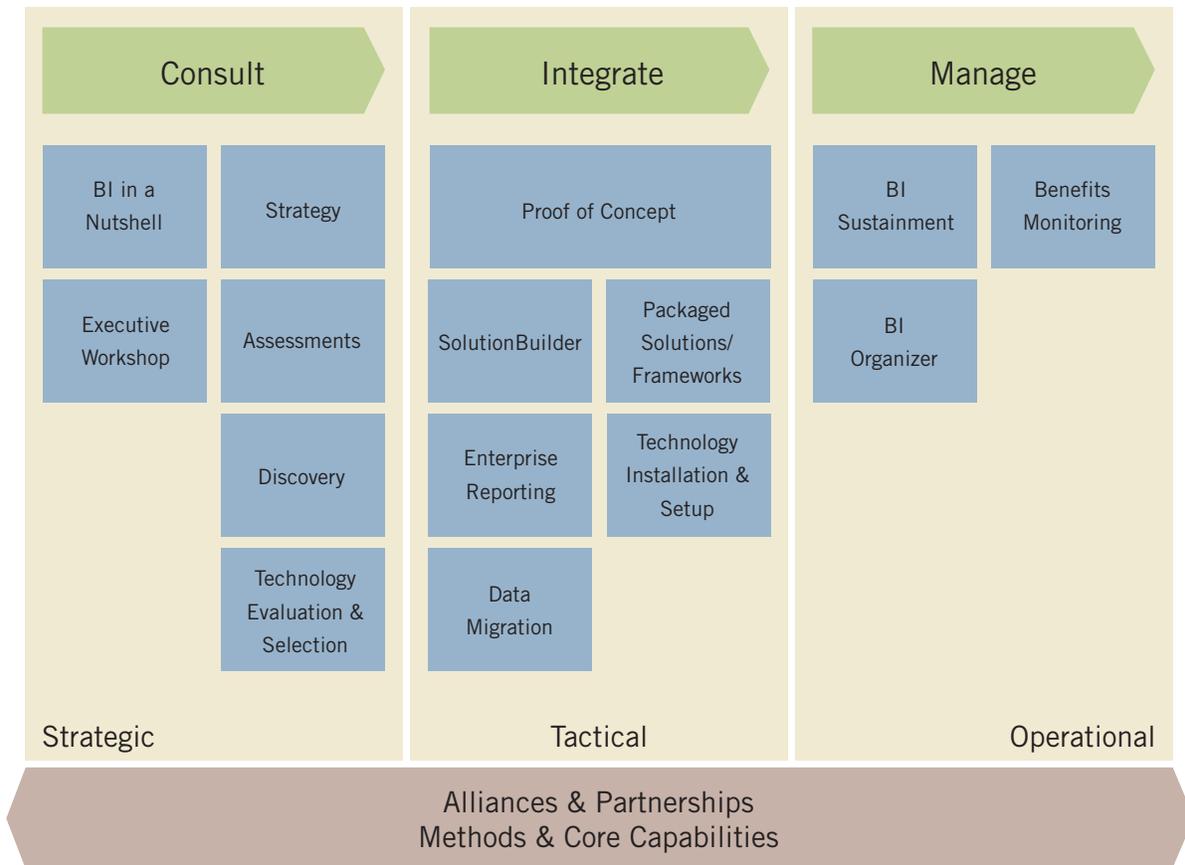
- What is BI?
- The business value and contribution of BI
- The status of the BI industry
- The various packaged solutions and tools available
- The basic required components
- The relationships with other initiatives like ERP implementation and CRM
- Best practices

Executive Workshop. This half- or full-day facilitated workshop allows executives to articulate their vision around BI by gaining an understanding of the application and fit of a BI solution in their organization. A consensus will be gained by focusing in on the current state of the business, where they want to take it, and what the options are to get there.

Business Intelligence Strategy. Strategic planning is critical to the ultimate success of any high-impact BI initiative. Our BI Strategy offering helps you focus on key goals, minimize risks and plan for a successful BI deployment. By applying an architected approach, we help you:

- Target high-value benefits by identifying your goals, objectives, information needs, and the current approach to resolving these needs
- Leverage overlapping resources, use common technologies and share data by identifying internal and external information producers, availability of data, volumetrics of data, and data quality
- Identify risks and dependencies, and develop plans for managing both, ultimately increasing your organization's ROI

Our BI Strategy offering includes a comprehensive Business Intelligence Plan and Strategy document to use as a roadmap throughout your BI initiative's lifecycle. Our BI Strategy offering is also fully integrated with our Benefits Realization approach to help define the right roadmap to achieving and maximizing your BI investments across the business enterprise.



Fujitsu Consulting's BI Solution Framework

Assessments. Our Client Readiness Assessment employs a survey and analysis process to evaluate quickly and objectively your organization's readiness to embark on a particular BI initiative. Our experience and expertise in building world-class BI solutions helps us help you identify the potential risks and issues before you commit valuable time and resources to your initiative. Understanding these risks early in the BI lifecycle can greatly enhance your likelihood of success. This short-term, fixed-price offering allows you to realize important benefits quickly, for relatively little risk or expense.

Our Implementation Assessment provides you with an evaluation of a given BI project segment with regard to its initial objectives. We evaluate the segment's success in achieving the original project objectives by measuring the level of accomplishment of the defined deliverables. The identification of variances may reveal deficiencies in a business process, technical architecture or overall project management methodology.

The Implementation Assessment looks at three areas: business functionality, technical performance, and project management methodology. Each of these areas may be assessed on their own or in combination with another area to provide feedback to project team members, user communities, and management sponsors.

The Implementation Assessment serves to document project experience that can be used as an example to improve subsequent initiatives or additional releases. An Implementation Assessment may be conducted immediately upon the completion of a given release or for a mature system.

Discovery. Our BI Discovery service helps define the goals, objectives, and scope of your BI initiative. This enables you to decide on the technical approach to adopt as well as define and prioritize each BI application release.

We work with your business users, technical staff, data owners and project sponsors to define high-level initiative requirements and an overall project plan based on your organization's specific needs and objectives.

Technology Evaluation. Our Technology Evaluation service is designed to help you select the right tools or technology for your solution architecture. We are a vendor-neutral solution provider with proven experience and expertise in technology evaluation for BI solutions.

By working with Fujitsu Consulting when selecting the tools and technology for your BI initiative, you will:

- Make cost-effective decisions based on the specific requirements of your BI solution
- Achieve architectural synergy and be confident in the compatibility and interoperability of the various components of your BI solution
- Be assured that all recommendations are based solely on your needs and requirements, since we are vendor-neutral

Proof of Concept. This is a unique offering designed for customers who are considering their first BI solution, or reworking or expanding an existing application. The Proof of Concept offering is a low-cost, quickly deployed means of demonstrating the value and power of a BI solution. It is timeboxed to ensure scope management, and minimizes risk and cost. This offering includes analysis, design, and development of a functional, small-scale BI solution using actual customer data. It delivers a fully functional, reusable, extensible and scalable BI solution.

The Proof of Concept may be right for your organization if you:

- Have tight financial constraints
- Require turnaround in a short time frame
- Have limited experience with Fujitsu Consulting
- Need to prove business value, technological fit, or a “quick win”

SolutionBuilder. Implementation and deployment represents a significant portion of the overall effort required for any given BI initiative. Our iterative SolutionBuilder methodology incorporates best practices from our experience as a leading BI solution provider. An iterative approach provides timely deployment throughout the enterprise according to your business priorities. By partitioning the implementation into smaller work packets, our team is able to provide tangible business value in relatively short time frames. Risk is minimized, while flexibility is maximized, through a more manageable work effort.

The SolutionBuilder phase consists of four stages: (1) definition, (2) design, (3) development, (4) deployment.

Enterprise Reporting. If your information needs are primarily operational and require data from a single or only a few places, this service lets you define and implement effective reporting processes without building a data warehouse. Our extensive experience with best-in-class reporting tools, and best practices around their deployment and implementation, guarantees you will get the data you need when you need it—fast.

Data Migration. BI initiatives require you to identify all of your source systems, their owners, and the platforms on which they reside. You need to know how your organization's specific business rules impact your plans for data movement, transformation, storage, and access. Our Data Migration service helps successfully migrate the data for your project. We use best-in-class processes and tools, centered on a comprehensive metadata model for your data migration. The metadata model is begun during the Discovery and Planning phase of the data migration and built on throughout the data migration lifecycle.

BI Organizer. In order to be successful, the development, implementation, and ongoing life of a Data Warehouse requires many adjustments to classic existing roles and creation of new specific roles on both the user and IT sides. Metadata management (new) and user support (adjusted) are two examples of that.

BI Organizer is intended to support clients in defining, customizing, and implementing the most appropriate organizational structure in order to handle every role and responsibility that needs to be taken care of to maximize the value of your investment in BI. Best practices templates are used to identify every role and responsibility that have to be assumed and are mapped with the existing organizational structure. A gap analysis is then prepared and an adjusted structure is proposed taking into consideration the specifics and constraints of your organization.

BI Sustainment. Fujitsu Consulting's Application Sustainment services allow you to proactively manage the changing BI business requirements. Your data warehouse solution will be under constant and increasing pressure to change from many different sources, including: demands from your business users, external influences, source system changes and infrastructure changes.

BI Sustainment delivers a comprehensive, end-to-end application outsourcing solution to protect and evolve your BI investment, and to continue empowering your knowledge workers to deliver the required business results by integrating our Managed Services best practices and experience with our BI expertise. Our management processes ensure that the critical and complex elements of your BI solution are effectively maintained to protect the security, quality and integrity of the data warehouse. Our application management processes address the unique aspects of BI sustainment such as: metadata management, data quality, privacy requirements, and software tools utilization and maintenance.

Benefits Monitoring. The benefits that are promised early on often fail to materialize partially or completely. By applying our unique Benefits Realization approach and Enterprise Value Management experience to data warehousing, continuous ROI will be generated from your Business Intelligence solution. This will guide the ongoing sustainment and enhancement to ensure your solution stays fresh and relevant to your changing business environment.

Bottom Line

Fujitsu Consulting brings a unique combination of technical and industry expertise to our clients for transforming information into BI solutions. We maintain a business focus, independent of specific technologies or platforms. We also bring our unique Benefits Realization approach to ensure that the promised benefits of your BI solutions find their way to your bottom line.

We tailor our engagement approach to your needs, through:

- Partnership/Co-sourcing—We work “elbow-to-elbow” with your staff
- Knowledge Transfer/Mentoring—We are committed to making sure you have the required knowledge and abilities to maintain the solutions we deliver
- Consulting Support—We provide both consulting services and experienced practitioners to deliver solutions
- Outsourcing—We provide solution development and/or ongoing support through outsourcing

We are alliance rich, yet vendor-neutral, maintaining partnerships and alliances with numerous leading vendors, and we are committed to remaining unbiased with regard to vendors, technologies and platforms.

By implementing Fujitsu Consulting’s BI solutions, you transform operational information into meaningful, timely knowledge about customers, suppliers, internal operations and markets. Your knowledge workers gain easy access to the information they need to make fast, high-quality decisions.



Experience the Fujitsu Consulting Difference

A trusted provider of management and technology consulting to business and government, Fujitsu Consulting is the North American consulting and services arm of the \$44.5-billion Fujitsu group. Fujitsu Consulting integrates the core expertise of the Fujitsu companies and its partners to deliver complete business solutions in the areas of IT governance, information management, legacy systems modernization and application outsourcing. Through its full range of consulting, implementation and IT management services and its industry-recognized strategic approach, Macroscopic®, Fujitsu Consulting enables clients to build more value into their IT investments and drive their leadership in the marketplace.

We work with you to create solutions and produce results that drive your business.

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