FUJITSU

Fact Sheet
The Business Intelligence Competency Center (BICC)

Providing a central structure for driving and managing your overall business intelligence strategy

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"We were looking for ways to make sure that our BI program generates sustainable business value. With the assistance of Fujitsu, we have launched a BI Service Center (BISC), which is a combination of the BI Competency Center (BICC) with an extended capability to also provide select BI services to our business community. This has helped to keep us focused on the fundamentals including requirements gathering, data modelling and architecture, process and data governance, knowledge management and communication to name a few. Although we are in the early stages of integrating the BISC in our operations, we are already seeing the value it brings to the overall BI program."

Allen Borak
Vice President Business & Information Technology Services Canadian Pacific Railway

Why implement a BICC?
The CIO:
"We started a business intelligence program and built a supply chain data mart. We expected business users to be thrilled, but nobody trusts the data or understands the BI tool. Half a million dollars later, we're still using spreadsheets."

The CFO:
"During our year-end external audit we could not use the data warehouse to validate consolidated reporting because the transformations of our operational data were difficult to trace and explain. Our responses to audit questions were slow because IT had just upgraded a query tool to a completely new user interface. Everyone in my department is overworked and frustrated."

The COO:
"The figures for our average response time to customer inquiries depend on what system or customer database a manager is looking at. I want to be able to react to issues in near real-time, but it's impossible until we can accurately determine where the problems are."

The Senior VP of Risk Management:
"Some people say that our BI program is a success, quoting the 100 percent accuracy of customer addresses. But our core business is commodity trading, and I need my operational risk portfolio updated every minute to stay competitive. With just four updates a day, I see the BI program as, at best, a work-in-progress".

BICC: an Overview
A BI Competency Center (BICC) provides a central structure for driving and managing your organization's overall business intelligence strategy and leveraging your Oracle® Business Intelligence Solutions.

By ensuring that your Oracle BI portfolio provides sustainable business value, the BICC:
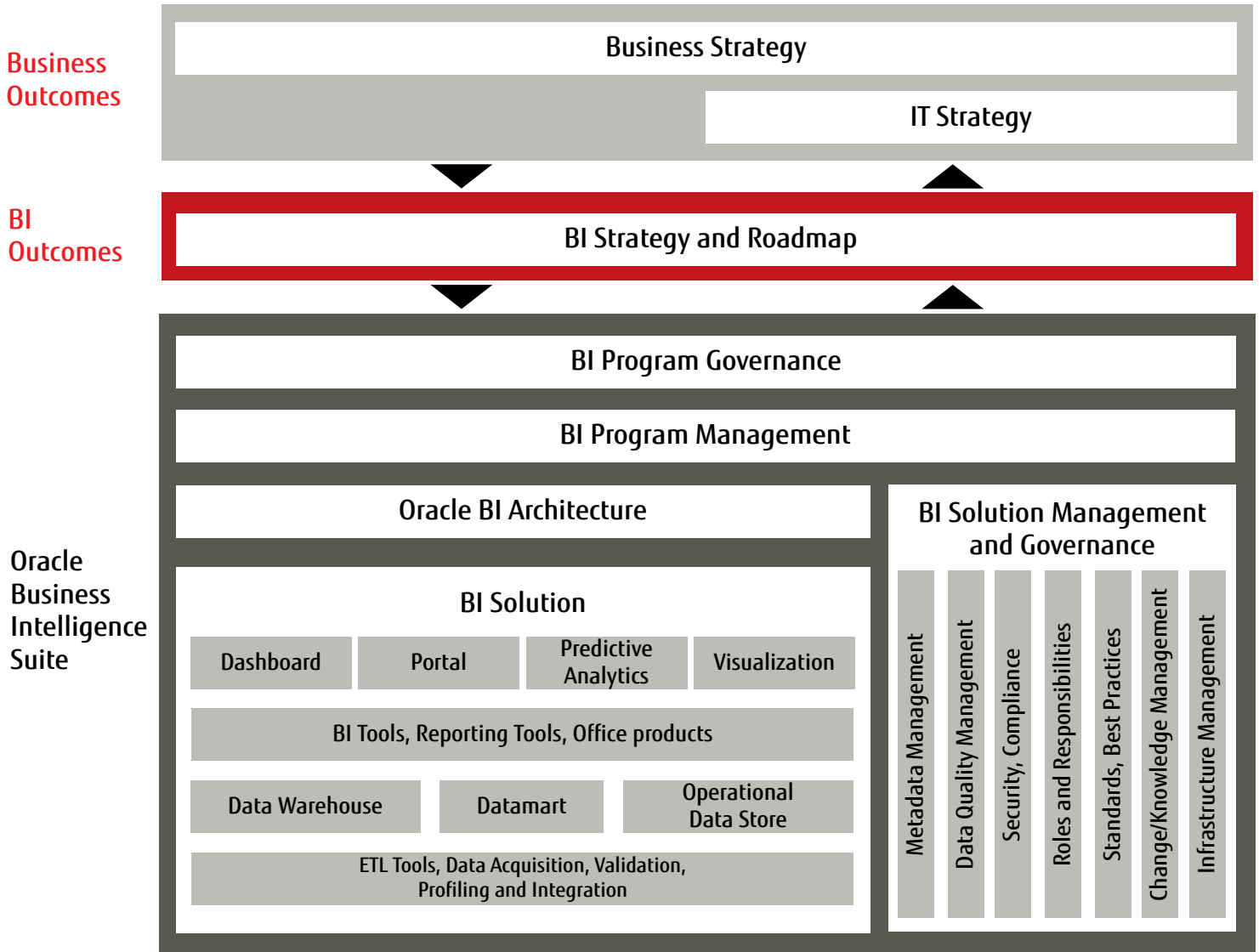
■ Helps users understand the value that BI solutions can realistically deliver
■ Turns data into usable, trusted information, available anywhere at any time
■ Turns data into a true strategic information asset, aligned with corporate strategy
■ Increases your agility to exploit opportunities and head off problems
■ Acts as an innovation catalyst to create and maintain competitive advantage

The BICC increases an organization's maturity of information usage by:

■ Promoting standardization and reuse of business logic and master data
■ Eliminating the cost of maintaining and reconciling multiple versions of the same information
■ Allowing anticipation of business changes and better resource management
■ Empowering knowledge workers to think strategically instead of reactively
■ Instilling outcome-based thinking: business value drives implementation priorities

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BICC: The Fully Articulated View

The Fujitsu BICC framework provides a comprehensive view of all the components that can be a part of a mature BICC implementation. Our iterative approach recommends implementing high-priority components first, knowing that others can be integrated later. Driven by both business and IT strategy, our BICC framework ensures alignment of the BI program with business goals and priorities.

Business Outcomes

- Business Strategy
- IT Strategy

BI Outcomes

- BI Strategy and Roadmap

Oracle Business Intelligence Suite

- BI Program Governance
- BI Program Management
- Oracle BI Architecture
  - **BI Solution**
    - Dashboard
    - Portal
    - Predictive Analytics
    - Visualization
    - BI Tools, Reporting Tools, Office products
    - Data Warehouse
    - Datamart
    - Operational Data Store
    - ETL Tools, Data Acquisition, Validation, Profiling and Integration
- **BI Solution Management and Governance**
  - Metadata Management
  - Data Quality Management
  - Security, Compliance
  - Roles and Responsibilities
  - Standards, Best Practices
  - Change/Knowledge Management
  - Infrastructure Management
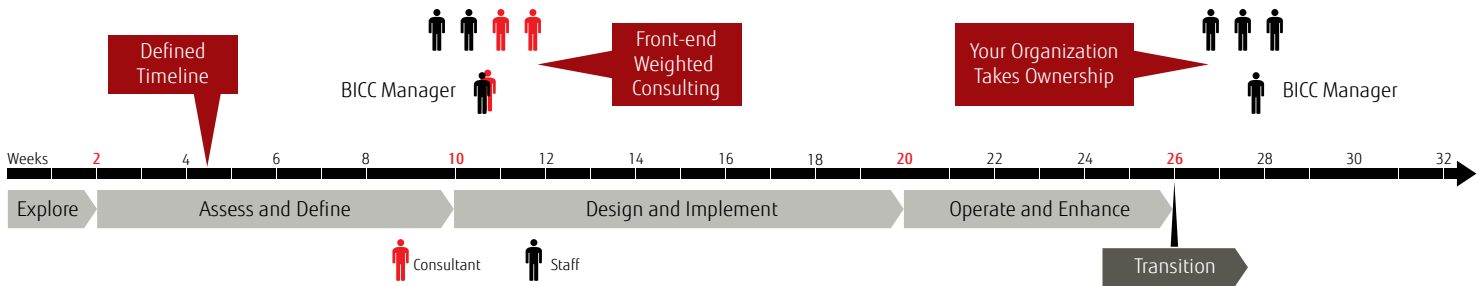
Objectives of the BICC

- Enable control of processes, costs, delivery, standards, security, compliance
- Implement BI as a joint venture between business and IT
- Treat BI as an ongoing program rather than a series of disconnected projects
- Drive adoption of BI throughout the business
- Manage stakeholder interests at all levels
- Align BI with corporate strategy
- Define and measure outcomes, and course-correct to achieve them
- Encourage strategic thinking while allowing for tactical implementation and reduced time to value

Benefits of the BICC

- Better understanding of the value of BI
- Increased utilization of business intelligence and user satisfaction
- Faster, more reliable decision-making
- Better able to respond and adapt to business, process, and technology changes
- Greater collaboration between IT and business

"Organizations with a BICC make business intelligence more available to users who drive business strategy."

Gartner

Implementation Approach

| | Defined Timeline | | | | BICC Manager | | Front-end Weighted Consulting | | | | | | | Your Organization Takes Ownership | | | | | BICC Manager | |

| Weeks | 2 | 4 | 6 | 8 | 10 | 12 | 14 | 16 | 18 | 20 | 22 | 24 | 26 | 28 | 30 | 32 |

Explore | Assess and Define | Design and Implement | Operate and Enhance

Consultant   Staff   Transition

At Fujitsu, our focus is on understanding your requirements and achieving appropriate outcomes. Our acclaimed Macroscope® methodology uses the widely accepted BTOPP (business, technology, organization, process, people) perspective to determine what components of a BICC will generate the most value for your organization. each of the five viewpoints impacts BICC operation and must be considered for effective BICC implementation. in addition, Fujitsu has developed a comprehensive list of all the possible elements of an effective BICC.

After determining the scope of the project, we help plan an iterative, phased approach to BICC implementation. the Fujitsu project team may include (but is not limited to) BI senior business analyst, architect, and a senior BI subject matter expert. Based on our extensive experience, our process of thinking strategically while delivering tactically to drive ROI is the most effective way to control and manage all the pieces of this complex process. in the course of development, we work in full collaboration with your staff to maximize the transfer of knowledge to your organization. This collaboration also helps ensure that your organization's BICC remains responsive to unexpected business changes.

During the final transition phase, the ownership of the BICC is transferred to your organization. Our goal is to maintain the momentum of your development process. An effective transition will leave your organization completely self-reliant in the management and utilization of an effective BICC. Following hand-over, however, many clients choose to retain the Fujitsu advisory services to identify and achieve additional returns from the operation of the BICC.

BICC Phase objectives

Exploration
- Examine purpose, scope, benefits, and relevance of the BICC that best address current business challenges
- Assess the value proposition of a BICC for your organization
- Plan a strategy for BICC implementation including sponsorship, funding, ownership and ROI

Assessment and Definition
- Identify business and IT stakeholders
- Examine and evaluate existing BI strategy and roadmap
- Define success metrics for the BICC and processes to measure them
- Obtain approval, sponsorship, and funding for the BICC
- Identify the in-scope components and associated deliverables

Design and Implementation
- Collaborate closely with the business
- Prepare BICC operational plan
- Design and roll-out the components in accordance to the plan
- Take an iterative approach—execute, evaluate, and rework as necessary based on predefined metrics and objectives

Operation and Enhancement
- Monitor processes, functions, roles, and outcomes
- Collect and publish performance measures
- Improve and optimize processes
- Realign BICC functions as required
- Communicate with BICC stakeholders

Transition
- Complete hand-over
- Provide optional post-transition advisory services

Fujitsu: Your Key to Success
In over 10 years of delivering successful BI solutions, the Fujitsu outcome-based thinking has proven to be a key success factor. With a full understanding of your business needs and goals, our business-savvy consultants suggest which components of our comprehensive BICC framework will provide optimal value to your organization. Our broad experience and best practices, coupled with Macroscope, a widely recognized world-class methodology, allow us to maintain a razor-sharp focus on the end result you are looking for. And collaboration between our team and yours ensures smooth hand-off and knowledge transfer to your organization once the initial implementation is complete.

Macroscope®
In use for more than 25 years, Macroscope is an integrated suite of business and it methods that helps Fujitsu and our clients maximize the value of business transformation initiatives. Macroscope helps implement and manage organizational change throughout the entire business transformation lifecycle. this includes strategic planning, business and it architecture development, application and systems development, project deployment and maintenance, and program and project management.

We have specifically adapted this methodology for the delivery of BI solutions. The resulting benefits include:

Predictability for reduced risk
- BI-specific templates
- Re-usable architectural patterns to speed up implementation
- Common tool utilization across multiple locations, making distributed teams more effective

About Fujitsu America

Fujitsu America, Inc., is a leading ICT solutions provider for organizations in the U.S., Canada and the Caribbean. Fujitsu enables clients to meet their business objectives through integrated offerings and solutions, including consulting, systems integration, managed services, outsourcing and cloud services for infrastructure, platforms and applications; data center and field services; and server, storage, software and mobile/tablet technologies.
For more information, please visit: http://solutions.us.fujitsu.com/ and http://twitter.com/fujitsuamerica

Fujitsu Oracle® Solutions

Besides the BICC, Fujitsu can help you deliver on ERP's untapped potential by implementing the Oracle Fusion® ERP Product Suite. From Finance to Procurement to Planning and beyond, Oracle ERP in the Cloud helps enable your essential business processes.

Dynamic Infrastructures

With the Fujitsu Dynamic Infrastructures approach, Fujitsu offers a full portfolio of IT products, solutions and services, ranging from clients to datacenter solutions, Managed Infrastructure and Infrastructure as a-Service. How much you benefit from Fujitsu technologies and services depends on the level of cooperation you choose. This takes IT flexibility and efficiency to the next level.

Computing products

www.fujitsu.com/global/services/computing/

- PRIMERGY: Industrial standard server
- Fujitsu M10: SPARC® Server
- PRIMEQUEST: Mission-critical IA server
- ETERNUS: Storage system

Software

www.fujitsu.com/global/services/software/

- Interstage®: Application infrastructure software
- Systemwalker®: System management software

Services

http://solutions.us.fujitsu.com/

- Consulting Services
- Application Services
- Managed Infrastructure Services
- Product Support Services

More information

To learn more about Fujitsu Solutions for Oracle Fusion® ERP, please contact your Fujitsu sales representative, Fujitsu business partner, or visit our website.

http://solutions.us.fujitsu.com/oracle

Fujitsu green policy innovation

Fujitsu Green Policy Innovation is our worldwide project for reducing burdens on the environment. Using our global know-how, we aim to resolve issues of environmental energy efficiency through IT. Please find further information at:
www.fujitsu.com/global/about/environment/

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