BUSINESS INTELLIGENCE

The intelligent and effective management of data and processes is a strategic factor of crucial importance which enables to drive and control each single business area: from Sales to Customer Care, from Marketing to Production.

SCENARIO

Information is the key component for companies which are operating and living in the network.

To nourish the intelligence of an organization, raw and disjointed data is not sufficient, information e.g. contextualized data and data imbued with meaning is essential to that end. Creating a connection among data and making data consistent by transforming it into information and, therefore, information into knowledge are primary objectives for any business, but even more for enterprises operating in highly competitive markets.

SOLUTION

In order to meet business requirements and to face the market with maximum competitiveness, managers and executives must take effective decisions quickly: this is why they need all the information available but above all, they require information that is accessible.

To cope with these requirements, companies are structuring operating system data into systems developed with the objective of supporting decision-making processes: **Data Warehousing systems**.

In order to fully leverage the potential of the data collected in data warehouses and to provide managers with information in a format enabling smart decision-making processes, it is very important how information is made available: **Business Intelligence** tools replacing the previous "decision-support software solutions" and providing brief and/or analytical "views" can fully meet the different requirements of users and managers.

In this Business Intelligence and Data Warehousing context, the following issues shall be considered:

- A decision-making process is based on information displayed in a "multidimensional" format; it is therefore necessary to access warehouse data in an operating mode which is consistent with multidimensionality;

- The strength of an executive's analysis is to identify and understand trends and to make comparisons. In this activity phase, the information is available at aggregated level. The access to details is achieved, for example, through a by-product analysis starting from the synthesis level;

- The greater value of data warehousing is not resulting from a simple data collection and relevant storage in a consistent system; the innovation-driven advantages are provided by Business Intelligence tools that are used to analyze the hidden meaning of data and to derive the results from the analysis.

Understanding user requirements and the way Business Intelligence tools could be used results in a very specific approach envisaging BI tools used to enable an "intelligent access" to the data warehouse.

This type of "**Analyze-then-Query**" approach clearly shows the advantages of the data warehouse enabling a simple access to the information at aggregated level and facilitating the access to detailed data only on demand through a drill-down operation at aggregated analysis level.

REPLY VALUE

Thanks to its multiple experiences in Data Warehouse and Business Intelligence projects, Technology Reply is the reference partner capable of combining expertise and technology skills with the ability to turn requirements – frequently latent - into effective business solutions.

In this way, innovative solutions with:
- **Analytic and aggregate functions**
- **Pipeline table functions and materialized views**
- **Virtual private database and partitioning**

have been successfully deployed in order to fully meet specific analysis, performance and security requirements.

Oracle is the preferred platform on which Technology Reply develops one's Business Intelligence solutions as it provides a complete, integrated and scalable Data Warehousing and Business Intelligence infrastructure.

This infrastructure simplifies the implementation, supports decision-making processes more effectively and is more responsive to the information requirements of all business areas.

Technology Reply is the company of the Reply group specialized in ORACLE technology: besides being an Oracle Advantage Partner, it has been beta site Oracle DB, partner and competence center on Oracle Collaboration Suite for years.

The Technology Reply mission is to support customers in their technology innovation processes by designing, developing and managing systems based on Oracle Internet Platform Track and targeted to data dissemination and knowledge transfer.

Leveraging its in-depth competence and experience, Technology Reply boasts a team of professionals that support customers in each phase of a system design and deployment: from initial assessment to requirements analysis and architecture definition, including the drafting of functions and technology requirements as well as the development, deployment and evolution of systems.

Technology Reply
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