

What can we do for you?



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*We proudly utilize technologies & services from the following companies...*



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Take Control of Your  
Strategic Reporting



# **BUSINESS INTELLIGENCE**

## Client Results

What can we do for you?



# STREAMLINE YOUR ANALYTICAL TECHNOLOGY AND CUT COST

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**DeKemper & Associates LLC helped these customers take control of their strategic reporting.**

What can we do for you?

How do you integrate information, improvement, and investment?

Our Business Intelligence Technology Associates can help you manage your investment in information and achieve concrete business results for your company.

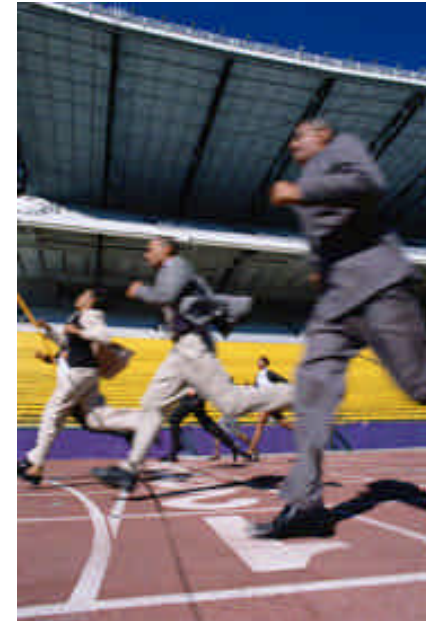
## MARKETING INCREASES SERVICE CONTRACT REVENUE BY \$ 22 million.



This Fortune 500 company possessed a problem many corporations wish they had. **How do you analyze a customer base of 500,000 customers over a history of 20 years?**

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*Our Business Intelligence Team can help your company achieve real business results in your project. Call us today and let us help you integrate information and improvement.*



## MARKETING INCREASES SERVICE CONTRACT REVENUE BY \$ 22 MILLION.

**Financial Analysts predict results using funnel tools.**

Using Seibel Powerlink® for sales opportunity tracking and Oracle® for order management and billing, this company sought to increase forecast accuracy in order to manage investor expectations.

We helped the company integrate customer and product master data to track the entire quote to cash process - from contact to invoice.

Analysts see the continuing state of the sales funnel and average order cycle times to predict quarterly revenue.

This Fortune 500 company possessed a problem many corporations wish they had. **How do you analyze a customer base of 500,000 customers over a history of 20 years?**

This company utilized Informatica PowerCenter® to connect decades old mainframe applications which stored customer equipment records to their newly implemented Enterprise

Resource Planning (ERP) software - which handled sales and billing.

The results: Marketing Analysts tracked the life cycle of their product and designed promotional programs to penetrate their existing customer base. Customers with aging equipment were targeted for upgrades whereas others received special service contract promotions which guaranteed a steady stream of service revenue.

These programs generated an increase in service revenue of over \$22 million in their first quarter of implementation.



## SYSTEMS REDUCE SYSTEM ADMINISTRATION COSTS BY 86%



For a commercial banking customer, rapid company expansion had become a way of life in 1999 with the acquisition of 4 regional banking companies in less than 14 months.

In this dynamic environment, the “reporting requests” flooded the I.T. department - where an exhausted team desperately navigated multiple platforms, databases, and operating systems to deliver monthly results to an increasingly dissatisfied user community. In fact, **26 full time developers supported “ad-hoc” requests from executives.**

Through the implementation of a data mining platform, the company freed 24 developers to work on other projects - a total savings of \$4.6 million annually.

Given the skill set of the existing development organization, it was actually more cost effective to design the solution with existing corporate developers - rather than implement a new package solution. They used Microsoft SQL Server ® and a powerful reporting front-end.



# TELECOMMUNICATIONS GIANT IMPLEMENTS FINANCIAL DATA WAREHOUSE IN 100 DAYS



With 5 separate and distinct instances of the SAP R3® software product deployed worldwide, this company faced a daunting task when a recent “spin-off” required a new financial reporting system before legal separation could occur.

Using the standard business content of the **SAP Business Warehouse®** solution, the team streamlined the data modelling process to deliver a working prototype within 40 days. This enabled company controllers to focus on ensuring the integrity of the reporting system.

How did they do it? The team utilized R3® certified consultants who could navigate the complex customizations of the transaction processing system to ensure dimensions captured within the data model actually met business requirements.

Addressing data integrity within the source system rather than the data warehouse shortened the development cycle and increased system integrity.



# RS REDUCE OBSOLESCENCE 1% TO SAVE £ 43 MILLION.

## cobalt, mustard, or chocolate?

Volatility of the fashion business can wreak havoc on a procurement organization. Many a buyer has lost a “shirt” on the wrong color that never sold in retail.

Buyers sought to minimize inventory risk through the powerful data warehouse to analyze consumer trends daily.

The implementation of an **Oracle 9i® platform with Business Objects®** reporting integrated the retail stores, distribution and procurement systems into a powerful data warehouse - updated every 4 hours!

Armed with this new system, buyers compared actual customer sales, open supplier commitments and inventory movements. Slow moving colors in retail stores (mustard, for example) correlated to an immediate drop in supplier purchase orders - saving £43 m in inventory obsolescence (or slow moving items deemed worthless).

## “I’ll know what I want when I see it..”

Whether it’s a “Balanced Scorecard”, “Dashboard Management”, or “Performance Enterprise Management” - many companies are investing millions to aggregate large amounts of data into concrete performance metrics.

When this customer requested that we help them implement a “Balanced Scorecard”, we discovered that the senior executives of the company could not agree as to which metrics accurately depicted corporate performance. In fact, we found **six different definitions within the company to measure “On Time Customer Delivery”** - with the Project Sponsor being a strong supporter of one of these definitions.

Rather than begin a costly technology project with unclear requirements, we asked the customer to define the top performance measurements and gain executive concurrence.

The exercise helped to establish management commitment for the effort. The customer also cut the implementation timeline by 4 weeks as requirements were articulated from top management - making it much easier to manage the scope of the project.