



Reporting & Dashboards: Maximizing Business Insight, Mitigating Risk

- **Your organization needs quality, timely data to make critical business decisions.**

In today's economic environment, the ability to maximize business insight and profit from opportunities could be the difference between failure and survival. But, are your current metrics presenting accurate answers to your business questions? Are your reports delivered in a timely manner with drill-down capabilities to comprehend root causes? Are your data sources accurate, integrated and supplying the right information?

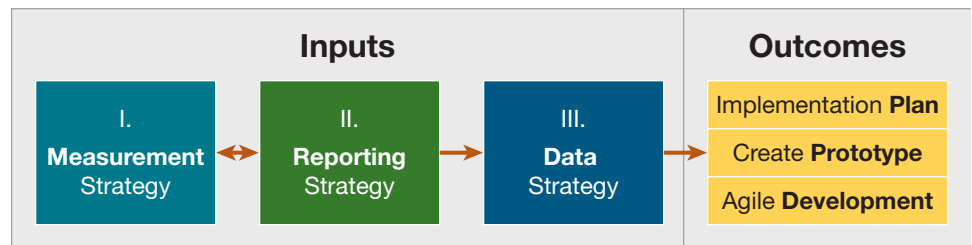
A comprehensive analytic reporting and dashboard solution not only enables you to understand what happened in your past, it enables you to understand why. And most importantly, it uses predictive analytics and what-if scenario modeling to more accurately determine your future trends and outcomes. Whether you need actionable information around pre-defined industry specific metrics across sales, operations, services, marketing, supply chain, financials or human resources, MarketSphere can assess your current reporting and analytics solution and system to identify areas of improvement to maximize business insight.

● Analytical Assessment Approach (A3)

MarketSphere’s Analytical Assessment Approach (A3) is designed to bring clarity and proper direction to your business intelligence and reporting initiative. The outcome of this strategic roadmap can be tailored to include any or one of the following:

- Definition of a BI Conceptual Design (data, metrics, reporting capabilities, and technology)
- Implementation Plan (scope, timeline, project plan and resources)
- Prototype of a solution for a given subject area (i.e. customer credit analytics, product profitability)
- Development of an existing solution using an agile and modular approach

Analytical Assessment Approach (A3)



We begin the assessment with focused input from your key stakeholders to perform a gap analysis between your existing business metrics and what can be provided through a business intelligence solution. Most important, MarketSphere applies both business advisory services to identify “best practice” analytics or measures across critical business functions, along with packaged content and measures that are provided by business intelligence applications.

A3 Step 1 — Measurement Strategy

I. Measurement Strategy	Deliverable	Business Impact
	Measurement Strategy Preparation Worksheet	What are the business questions and issues we are trying to address?
	Metrics Inventory	What are the metrics, how are they defined, and how do they relate to the business questions?
	Metrics Survey Prioritization	What is the relative order of importance of the metrics?

The second step in our assessment supplies three major deliverables. First, a list and definition of dimensions currently in use across various reports is provided, as well as a gap analysis for required future reports. A report definition and layout or mock-up example of future reports and dashboards is delivered. Finally, a reporting process flow and storyboard depicting dashboard drill-down and navigation is provided.

A3 Step 2—Reporting Strategy

II. Reporting Strategy	Deliverable	Business Impact
	Reports Inventory	What is the list of reports and how are they related to the metrics analyzed?
	Report Process Flow and Storyboard	What is the business process and user experience on how these reports will be used? (Includes report rationalization)
	Report Definition and Layout	What reports are needed to support the business process?

Finally, our third and final step in our proven A3 approach consolidates all relevant information of data sources, data availability, data quality and metadata requirements. This step also provides data management approaches and options related to sourcing and integration. Further, a data element matrix is delivered. The matrix provides details of the subject matter reports that are to be considered during implementation and includes field name, data source name, availability and dimensions of each report.

A3 Step 3—Data Strategy

III. Data Strategy	Deliverable	Business Impact
	Data Strategy	Are the data elements available across the required functional dimensions?

● Reporting & Dashboards: MarketSphere Applied Expertise

Several of our clients have leveraged our A3 approach to implement and develop the right analytical environment.

“(MarketSphere)...helped us successfully rework the Global Data Warehouse to provide dynamic reporting for over 1,500 users across four continents... the project was well-focused and allowed us to solve problems early and strategically...”

—Director, Global Credit Processes and Credit Excellence, Alcoa

“MarketSphere helped us achieve success with our first deployment of an enterprise-wide business intelligence suite...excellent foundation to build upon... to enable future analytics. I am impressed with the integrity, direction, leadership, dedication and personal commitment.”

—Vice President of Financial Systems, CIT Group

Alcoa, Inc.

The Global Credit Organization of Alcoa, Inc. services an Accounts Receivable base which approaches \$3.0 billion, and involves approximately 150,000 customers. The receivables are generated by nearly 400 operating locations around the globe, in dozens of transactional currencies. In terms of Receivables performance, Alcoa achieves a remarkably low late payment level (<3 days on average) and also achieves an extremely low level of bad debts (<0.03 percent of sales). These exceptional results are made possible through a new analytical system that was built after engaging MarketSphere, which utilized the A3 approach to define and deliver a Hyperion® Essbase™ based reporting solution. Alcoa has reduced DSO by more than 1 day, and has saved more than \$1 million dollars a year in interest savings by improving this component to working capital.

CIT Group

CIT Group (CIT) recognized the need to improve the speed of its internal reporting. Specifically, CIT identified a critical gap in its ability to consolidate and report its General Ledger data along with budget and forecast data from each of its business units. After engaging MarketSphere and the A3 approach, CIT implemented a new system with performance results measurable in hours, minutes and seconds:

- Hours: The GL reporting database is updated every hour from more than 17 general ledgers
- Minutes: Data is extracted from the General Ledgers, loaded and aggregated within 10 minutes every hour
- Seconds: The average report takes on average 3 seconds for end users to access



Advisory. Technology. Marketing.

To maximize business insight and mitigate risk, you need a partner you can trust. We have the expertise and insights to help you succeed.

Contact MarketSphere today at 888.532.3002 or www.marketsphere.com.