



_experience the commitment



Business Intelligence Services

Business challenge



What makes the challenge for our customers so significant is the state of their information environment. Typically, their ability to use information for effective decision-making is adversely impacted by:

- **Data is not organized for decision-making and analysis.** The data content, structures, and relationships were focused on highly tactical transaction processing, and are not conducive to analytical processing.
- **Data is of poor or insufficient quality.** Although the quality may have been acceptable for a specific data collection purpose (or sometimes not), the quality may not meet analytical needs, or information needed for analysis was never considered as part of the system implementation.
- **Multiple, disconnected data sources.** They have varying formats, definitions, and platforms, making the job of tying information together across sources extremely difficult and time-consuming.
- **Data is not where it is needed.** It tends to reside within isolated system databases that were not intended to be brought together, and users do not have a way to interact with it in order to obtain timely answers to their questions.

Through CGI Business Intelligence and Data Warehouse services, we improve the access, integration, and quality of information needed for decision-making and analysis of business performance. CGI 15 years of experience in data warehousing and dedicated staff expertise in BI methodology, architecture, and tools, enable our customers to better leverage their data assets and improve the way they do business.

What we offer

Our capabilities include both consulting and solution implementation services.

- **BI Discovery and Strategy.** Provides a rapid method for formulation of BI vision, business case, functional architecture, and a benefits-based roadmap for delivery.
- **BI Environment Assessment.** Many organizations have already deployed BI solutions that may not be fully optimized to meet business needs. CGI's adaptive assessment methodology highlights key areas of risk and defines specific mitigation steps to ensure alignment between business and technology needs and improve ROI. Our methodology spans key environmental areas:
(1) environment usability and overall fit with business needs, (2) technical design that meets needs for scalability, reliability, and standards, (3) information architecture that meets organization-wide analytical needs and adheres to best practices, (4) a sound development process, and (5) a supporting organizational structure engineered to sustain the environment in the most productive manner possible. Following the assessment of the impacts of closing gaps we offer development of an actionable roadmap for achieving the desired end-state.
- **BI Product Alternatives Evaluation/Recommendation.** Through research and development, CGI identifies the practical use of emerging BI technologies; we apply structured, consensus-based evaluation criteria to independently assess our customers' needs and business scenarios, recommend the right mix of products based on a thorough trade-off analysis of the alternatives.

CGI qualifications

- **BI Technical Architecture.** CGI has extensive hands-on experience defining and implementing complex BI architectures that align to industry and customer-specific standards.
- **BI Solution Implementation.** With CGI's benefit-driven Business Intelligence methodology, we provide end-to-end project management and execution for designing and delivering solutions comprised of
 - Data Warehouses and Data Marts
 - Analytic/OLAP Application Systems
 - Dashboards & Performance Measurement Systems
 - Real Time Alert Applications
 - Decision Support Systems.
- **Data Quality Improvement.** CGI leverages its expertise in industry specific data and data quality analysis to improve the usefulness of and user's confidence in their data. Our services include data profiling and procedure design to improve data completeness, consistency, validity, timeliness, relevancy, and accuracy.

The benefits

CGI's services focus on the most critical areas of customer relationship management and bottom-line results:

- *Improve understanding of customer value in order to align corporate resources appropriately to customers with the greatest value proposition, and to evaluate customer treatment strategies with results over time*
- *Improve effectiveness and efficiency in marketing efforts by understanding how customers behave to different campaigns, promotions, offerings, and pricing strategies*
- *Proactively reduce churn/attrition of customers by evaluating indicators of the likelihood that a customer will leave, and comparing those indicators to actual results*
- *Improve customer service (and thus retention) by understanding inefficiencies in the servicing chain, particularly those that are customer facing*

CGI has a successful track record of large-scale BI engagements for our clients across our target industries, and has industry recognition to back it up. In 2004, the META Group ranked us amongst the top 6 performing firms that provide BI services. Our work for the Federal Deposit Insurance Corporation (FDIC) for which we designed and developed a financial analysis data warehouse, was recognized by *CIO Magazine* as one of the Top 50 Intranet Sites in the country. And, our success has been consistent—we earned one of first “Best Data Warehouse Awards” from *The Data Warehouse Institute* for our work at the Commonwealth of Massachusetts.

Our success stems from an experienced base of full-time, dedicated BI professionals; collaborative alliances with BI industry technology leaders, and a proven methodology based on Best Practices in data warehousing, large-scale systems development, joint application design, and decision analytics. Our approach smartly balances the BI benefit-risk ratio—we facilitate business requirements and the definition of progressive releases that deliver incremental business value early and often, and at the same time, mitigate the risks associated with data integration complexity, data quality, and organizational change management.

Why CGI?

CGI's BI know-how allows us to deliver on our commitments and achieve results for our customers.

- Successful track record in delivering customized BI solutions, from concept and strategy formulation through system operation and maintenance. And we support multiple outsourcing options depending upon the needs of our customers.
- Explicit industry focus and dedicated BI professionals give us deep understanding of BI value proposition within and across corporate business functions and lines of business — we understand the business issues that our customers face and recognize the patterns in the problem.
- Rapid articulation of organizational BI Strategy through a highly structured workshop approach and an iterative deployment methodology that focuses on delivering business value in every release, thus avoiding risky “infrastructure-only builds”.
- Use of time-tested CGI templates for capturing and defining business needs, design specifications, data models, and test plans.
- Adherence to a risk-based approach to data quality that reduces exposure to a dimension that is frequently overlooked—key to our approach are early assessments of the “absolute” state of data quality and the “relative” impacts that state has on analytics and decisioning.
- Incorporation of Organizational Development and Change Management (OD/CM) activities to create and sustain stakeholder buy-in and commitment from across all levels of the organization's business and IT staff—key interactions are staged throughout the system life cycle, from planning and requirements to design, development, and implementation.
- A technology savvy company with experience in the leading technologies and access to best-in-class technologies through our vendor alliances. Alliances areas include database, data cleansing/transformation (ETL), OLAP, reporting, and data mining.
- **Experience that extends beyond the obvious**—we provide thought leadership and skills to integrate analytical and operational CRM, including predictive modeling, decision rules deployment, and integration with customer contact systems.
- Engagements structured with partnership in mind including leveraging in-house knowledge, capitalizing on customer's prior work, proactively focusing on knowledge transfer, and aligning with other impacting enterprise-wide information frameworks and strategies.
- **Corporate size, strength, and reputation**—we have the resources and capability to deliver on our commitments.

Corporate profile

CGI clients around the world gain the advantage of knowledgeable, dedicated partners working to develop and implement IT oriented solutions for business and technology challenges.

CGI is one of the largest independent information technology services firms in North America. CGI couples extensive industry sector expertise with a full range of services including strategic IT and management consulting, systems integration, and management of IT and business functions.

