

# BIS Consulting

Business Intelligence, or BI, is one of the fastest growing business initiatives, in large part, because today's competitive business climate depends on the optimization of strategy and execution. Better insight and oversight often lead to new business and improved efficiencies that can be the difference between surviving and thriving.

Business intelligence is a broad category of applications, technologies, and processes for gathering, storing, enhancing, analyzing, and providing access to data and information to help enterprise users make more informed business decisions.

Most companies understand the potential value of successful business intelligence implementations. However, a common challenge that IT professionals encounter is how to implement BI solutions that effectively align to the business requirements, are then adopted by users, and then ultimately, make a positive impact on the organization and on the bottom line. Without the right technology partner, it can be difficult to structure effective business intelligence project teams to build the right BI solutions, manage business-IT communications, and measure business intelligence success.

**BIS Consulting, Inc.** understands that business intelligence is more than building a data warehouse and adding reporting tools on top of it. It's about creating a performance management framework that companies can utilize to build an efficient and profitable organization. For our customers, accurate business intelligence often equals competitive advantage.

For **IT organizations**, we provide BI solution professionals, with expertise in the leading BI protocols and standards, who will work with your vision and IT teams to create the right BI solution for your business requirements. For **business organizations**, we provide functional area business analysts, who are skilled at working with large volumes of data from multiple data sources to produce analyses and make recommendations based on their findings.

## SOLUTIONS:

### Data Warehouse:

Data Architecture, Data Modeling, and Source Data Analysis

### Data Governance and Master Data Management (MDM)

### Project Management:

SDLC Process, Change Management, Release Management, Communications, Business Readiness and Training, QA Process

### Marketing Automation:

Campaign Management, Response and Lead Process

### Enterprise BI:

Sales Analytics, Marketing Analytics, Financial Analytics, Service Analytics, Manufacturing Analytics, HR Analytics, and Customer Analytics

## BIS Consulting, Inc.

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### Partial customer list:

