



Singularity Consulting
Intelligent Relationship Management

Intelligent Relationship Management Solutions

IRM Strategy

Program Portfolio Management

Business Intelligence Strategy

 **Business Intelligence Implementation**

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Business Intelligence Implementation

Purpose

Success in IRM, CRM or BI requires that organizations approach these initiatives not just as technology implementations but also as the foundation for a relationship-centric business. Successful IRM programs are a part of the corporate culture, business process and organizational intelligence. The insight they provide about how to care for customers, product and customer lifecycle trends, profitability, and numerous other indicators of performance are extremely valuable. Because of the breadth impact and volume of data, these efforts can be significant undertakings, which are best approached in a phased implementation.

The purpose of the Business Intelligence Implementation is to build the repositories and applications whose foundations were defined in the Business Intelligence Strategy engagement and provide for the usage of business intelligence software within the enterprise. These technologies help to establish, disseminate and put into action quantifiable performance metrics and organizational responses. This intelligence is critical to the completion of the feedback loop, fundamental to a successful IRM program.

The Business Intelligence Implementation also provides organizations with an operational plan for managing these systems and obtaining long-term value from the investment in Business Intelligence technology. Modules in the IRM Business Intelligence Implementation are described in the remainder of this document.

Features & Benefits

- A Multi-phase approach that provides value with each development iteration. This eliminates surprises often found at the end of projects using big-bang or waterfall style delivery methods.
- Business case driven. Iterations are scoped to provide benefit to a defined set of business issues and opportunities.
- Holistic, multi-disciplinary process improves buy in and acceptance from all affected parties - technology, line of business and operations
- Complete life cycle focus helps eliminate shelf-ware, protect your investment and increase the rate of value achievement by providing the knowledge and support processes required for long term system use.
- Modularity within the methodology provides the basis for adaptation and customization to unique client needs.

Requirements Definition

Features

Through a series of information gathering interviews, questionnaires and existing documentation reviews, the strategic goals, business case and requirements for the BI solution are created. Next, the high-level business intelligence implementation plan is developed. Finally, the information requirements are collected and the first cut logical data models are drafted.

Benefits

- Rapidly capture gaps and opportunities in business intelligence.
- Identify issues in current business intelligence efforts and projects

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- Defines and prioritizes the implementation process.

Architecture

Features

The module develops the technical architecture strategy and tactical plans required for the BI effort. Impact and consideration for capacity planning, backup, recovery, security and supporting technical infrastructure are analyzed. Next, the hardware and software acquisition, installation, integration and operational plans are developed and executed. Finally, the completion of these activities results in creation of the BI development environment.

Benefits

- Establishes a technical framework for current and future BI technology efforts.
- Identifies and resolves critical infrastructure gaps.
- Reduced technical and financial risk.
- Provides insight into future infrastructure requirements and investments.

Data Acquisition & Integration

Features

This series of tasks provides all the activities involved in preparing data for import into the BI database. Initial elements include the identification of data sources and software tool selection. Subsequent steps include the design, development and execution of the extraction, cleansing, initial and production load processes.

Benefits

- Identification and documentation of data elements, sources and processes critical to the BI effort and the strategic objectives.
- Common definition, understanding and utilization of KPI's.
- Improved data quality and utilization
- Automation of key data management processes

Design & Build

Features

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This series of tasks results in the creation of the BI database. Logical and physical database models are completed and the construction process is finalized. With the blueprint in place, the data storage structures are created and populated. Installation and configuration of the selected access tools is then completed. Lastly, technical and user tests are conducted, finalizing the environment for deployment.

Benefits

- Robust, manageable design and results
- Reduced risk
- Improved technical / solution fit
- Automation of key data management processes

Query & Reporting

Features

This module provides access to the BI database using reports and queries developed with the selected BI tool. The primary tasks are the development of the data access strategy, defining software requirements, vendor and tool selection, report and query definition, testing and user training.

Benefits

- Ready to use library of reports
- Software selection process input from subject matter experts
- Reduction of risk
- Improved time to value

Advanced Analytics

Features

This module implements more sophisticated analytic capabilities and calculations. The primary tasks are the development of advanced analysis requirements (e.g. data mining, segmentation, scoring), vendor and software selection, data analysis, testing and user training.

Benefits

- Improved analysis
- Reduced risk
- Software selection process input from subject matter experts

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- Improved technical / solution fit
- Improved time to value

Closed Loop Marketing

Features

This final module creates a fact based decision-making environment by bringing business intelligence into the marketing and transaction systems processes. Near real time dashboards, analysis of marketing campaigns and the capture and integration of customer behavioral data, close the loop and create a complete picture of all of customer interactions.

Benefits

- Improved customer acquisition and retention campaigns
- Behavior based vs. demographic based customer intelligence

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Engagement Process

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