# Business Intelligence & Predictive Analytics

**Turning Data into an Actionable Asset.**

Data is one of the most important assets to any organization but unfortunately, many organizations don't know where to start to effectively leverage their data and turn it into an actionable asset. Appsential offers a proven approach to identifying and translating the stream of disconnected data into concise, actionable insights that can be analyzed to help an organization set and meet its goals and mission. Appsential's Business Intelligence & Predictive Analytics methodology enables customers to address their complete information lifecycle in the context of their operations and the way they do business.

Appsential works with organizations to identify, extract and transform data from a variety of information sources in the information lifecycle, including Financial, Procurement, ERP, CRM, and Data marts as well as unstructured sources like content management tools, portals, documents and XML.

Appsential has multiple accelerators and solutions for Business Intelligence and Predictive Analytics. Some of these accelerators are:

1. *Federal Government Financial and Procurement KPIs*

2. *Master Data Management and Governance Framework*

3. *Integrating and Transforming Data from Oracle E-Business suite*

4. *Integrating and Transforming Data from Compusearch PRISM*

**DRIVER** ➡ Enable Data Stewardship

> Ensure policies and controls are in place to prevent fraudulent transactions, and accepted accounting practices are implemented in accordance with the requirements of regulators

BENEFIT

**DRIVER** ➡ Implement Mission Strategic Vision

> Analyze business performance and advise leadership on how strategic objectives can be achieved. BI reflects key performance metrics and helps build plans and budgets that represent future business performance

BENEFIT

**DRIVER** ➡ Increase Relevance of Enterprise Data

> Business Intelligence and Predictive Analytics increase the relevance of enterprise data, in addition a well defined and executed Analytics strategy increases participation of functional managers

BENEFIT

**DRIVER** ➡ Insight for Making Decision

> Provide insights for decision-making by correlating data from different systems and different data points that are aligned with business defined metrics

BENEFIT

*Key Drivers and Benefits of the Appsential BI & Predictive Analytics Program*

**app**sential

**appsential**

Appsential's Business Intelligence & Predictive Analytics program can deliver insights across the organization and define analytical models capable of making predictions about future business outcomes.

Appsential is able to create a customized program to meet your needs and funding that will achieve desired outcomes.

## Strategic BI & Predictive Analytics Roadmap

Create a strategic roadmap to implement BI and Predictive Analytics based on scope, complexity and urgency.  This assessment helps organizations evaluate new analytics technologies and the business processes by sorting out the multitude of needs and options to craft an implementable analytics strategy based on high impact business priorities.

➡ **Key features:**
- *Create a plan for KPI evaluation and application*
- *Define business requirements and analytics implementation plan*

## Master Data Management & Data Governance Framework

Sharing data across the organization creates ownership challenges and strains. Creating a master data management (MDM) and governance framework can help overcome common reasons for the failure of MDM programs.

➡ **Key features:**
- *Define information governance roles (business and IT)*
- *Ensure roles, responsibilities, policies are defined prior to implementation of information governance tools*
- *Develop and deploy a clear view of business metrics program*

## Financial Analytics Framework

A Financial Analytics Framework (FAF) for decision processes establishes a charter to identify the right combination of analytic capabilities to address Finance Management priorities.

➡ **Key features:**
- *Define Financial Process, Performance, Strategic, and Operational KPIs*
- *Establish Financial Information use cases*
- *Support implementation of Performance and Portfolio Management*

## BI & Predictive Analytics Implementation

Gather Requirements, Design, Develop, and Implement (iteratively) a BI and Analytics system based on an organization's business priorities.

➡ **Key features:**
- *Gain  user acceptance of the predictive model*
- *Build and implement early iterations of the predictive model*
- *Implement predictive analytics to identify leading, operationally focused performance indicators and understand how they affect lagging financial and business outcomes*

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### Past Performance Highlight

## Integrated Datawarehouse and Business Intelligence (IDW / BI)

***Client's Challenge:***

Provide enterprise-level analytical dashboards, scorecards, and common reporting from COTS (Oracle Federal Financials, Compusearch PRISM, and Oracle PPM) and multiple custom systems. DOE was challenged to deliver reporting and actionable dashboards that provided insights into current and future financial performance of program offices, programs, subcontractors and contracts.

***What Appsential Does:***

Leverage standard Federal Government Financial and Procurement Key Performance Indicators (KPIs) to create Scorecards, Dashboards and BI Reporting to accelerate decision making across DOE's Executive and Management ranks. Appsential successfully created the Datawarehouse and integrated data from 15+ disparate source systems enabling the BI platform for Data mining, providing the framework for Value Engineering. The Financial, Procurement, and Mission Program Portfolio Dashboards were delivered through industry OBIEE platform across the Agency  - Headquarters, multiple Program Offices, and M&O Labs.

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