

Custom Consulting Services Catalog



Meeting Your Exact Needs

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Custom Consulting Services Overview

What Does DecisionPath Do?

We provide business intelligence, data warehousing, and performance management services and solutions to Fortune 1000 and mid-market companies – all aimed at increasing revenues, reducing costs, or both.

What Services are Available?

DecisionPath offers customized services spanning the full project lifecycle, from design to deployment and continuous improvement. While terminology may vary from client to client, commonly sought services include:

- Assessment & Gap Analysis
- Requirements & Portfolio Planning
- Roadmap & Justification
- Information Architecture
- Technology Selection
- Technical Execution
- Performance Improvement Services

What Processes are Improved?

Business intelligence, data warehousing, and performance management can deliver the metrics and analytics needed by business stakeholders to improve business performance in areas such as:

- Performance management/measurement
- Cost analysis and optimization
- Management accounting/reporting
- Customer segmentation/profitability
- Product/category management
- Sales force management
- Supply chain & operations management

For more ideas, see our book *The Profit Impact of Business Intelligence*.

Whose Effectiveness is Improved?

- Company Executives
- General & Functional Managers
- Directors
- Managers
- Analysts and Project Teams
- Knowledge Workers

What Methods are Used?

DecisionPath uses its highly-regarded BI Pathway Method as its primary business intelligence, data warehousing, and performance management approach. We also use strategic planning, business architecture, business process reengineering, and change management frameworks as appropriate to our clients' situations.

How are Services Customized?

Every company is different, and consulting services are not widgets. At the same time, we find that clients have common needs. To leverage best practices, we typically start the customization process by discussing our standard services, and then we work with prospective clients to develop a consulting approach that meets their exact needs.

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Assessment & Gap Analysis

Engagement Objectives:

- Identify business opportunities
- Assess current state
- Identify gaps, using best practices
- Envision future state
- Identify further assessment needs
- Reduce risks

Engagement Methods:

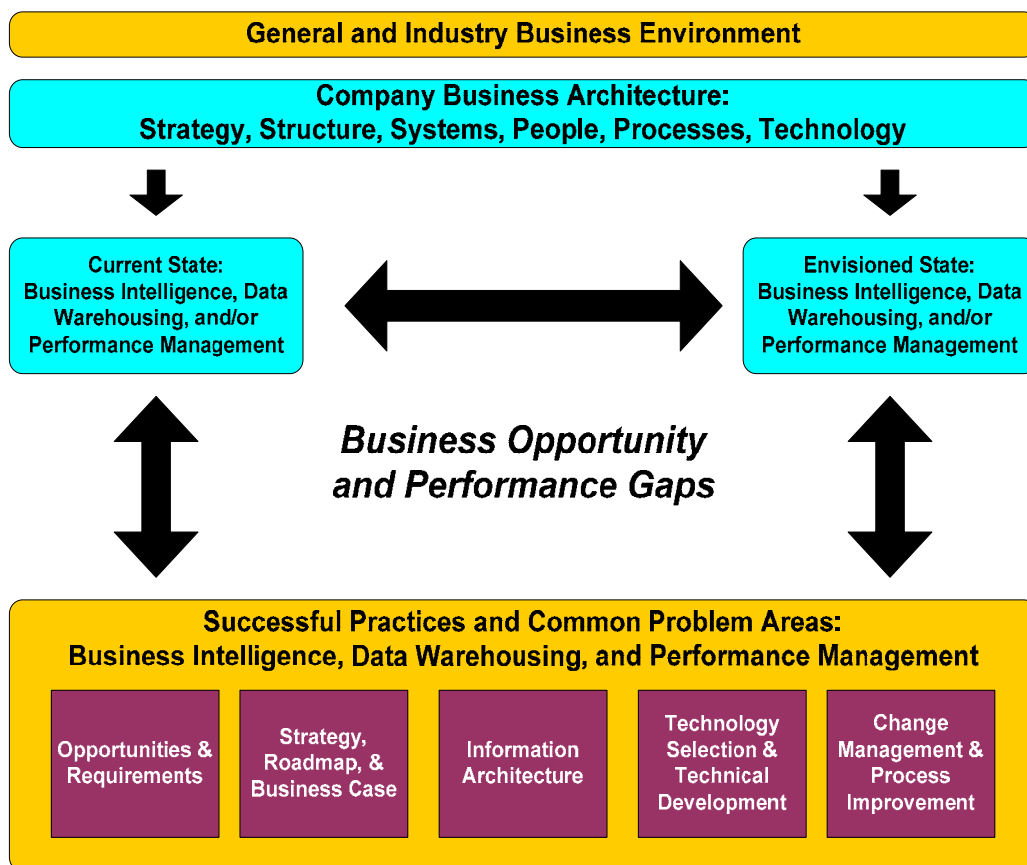
- BI Pathway: Opportunity Analysis
- BI Pathway: Readiness Assessment
- Gap Analysis

Typical Engagement:

2- to 4-week project staffed by up to four consultants, depending on scope, depth, and timing desired by client. ***Primary deliverable is a customized report with company-specific recommendations based on best practices.***

Client Benefits:

- Clear direction
- Reduced risk
- Lower costs



Requirements & Portfolio Planning

Engagement Objectives:

- Identify business opportunities
- Identify information requirements
- Identify analytical requirements
- Identify KPIs & metrics
- Develop data definitions
- Ensure business alignment
- Prioritize projects

Engagement Methods:

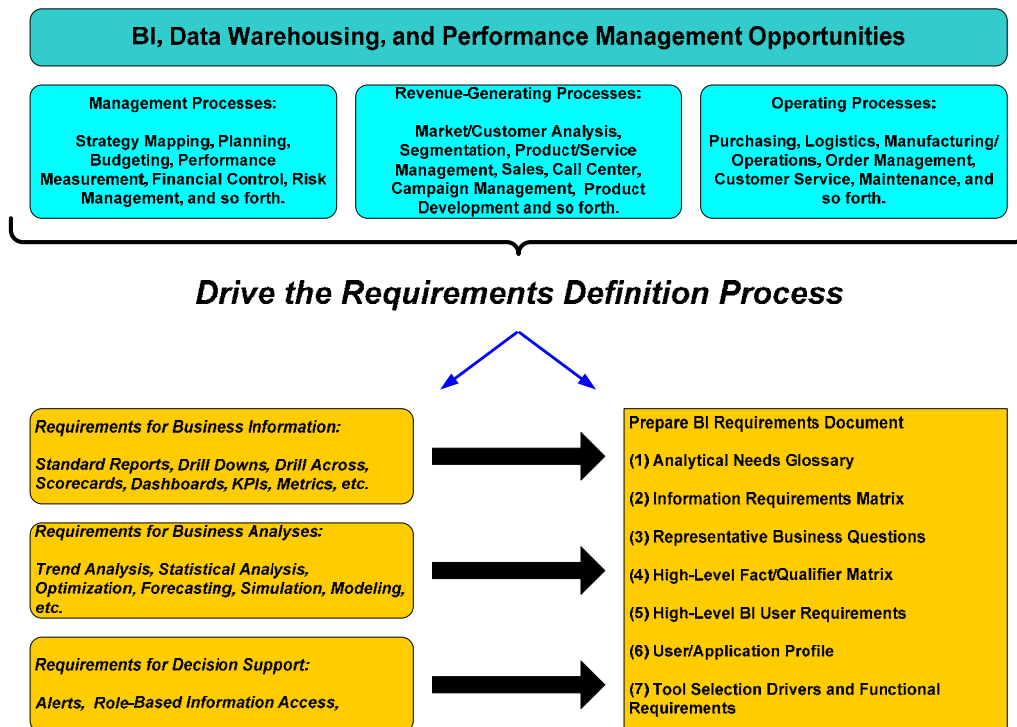
- BI Pathway: Requirements Definition
- Business Process Modeling
- BI Pathway: Portfolio Planning
- BI Pathway: Requirements Manager
- Facilitated Requirements Sessions

Typical Engagement:

4- to 12-week project staffed by up to four consultants, depending on scope, depth, and timing desired by client. Requirements deliverables: Information Requirements Matrix, Information Needs Glossary, Fact/Qualifier Matrix, and Data Definitions. BI Portfolio deliverable: customized description of projects and a BI Opportunity Map that shows prioritized projects.

Client Benefits:

- BI requirements explicitly aligned with and support business goals
- Prioritized actionable requirements



Roadmap & Justification

Engagement Objectives:

- Formulate BI program plan
- Develop feasible schedule
- Estimate costs (order of magnitude)
- Develop business case/justification
- Define business requirements
- Define portfolio
- Assess project/program risk
- Prioritize projects

Typical Engagement:

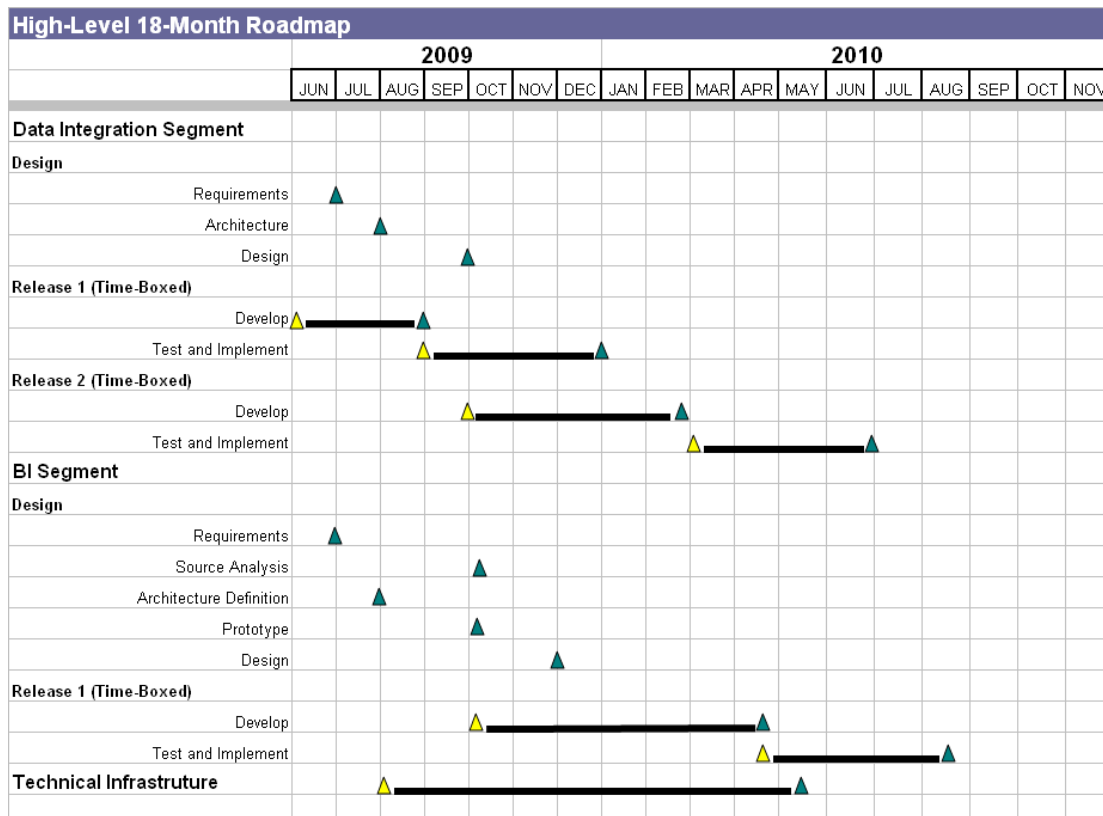
4- to 12-week engagement staffed by up to eight consultants, depending on scope, depth, and timing desired by client. Deliverables: Requirements and Portfolio deliverables (see Section 3) plus BI Program Charter and Program Plan; Information Architecture and Technical Strategy; and BI Program Performance Measurement Plan.

Engagement Methods:

- BI Pathway: Roadmap Phase Processes
- BI Pathway: Requirements Definition
- BI Pathway: Portfolio Planning
- BI Pathway: Readiness Assessment
- BI Pathway: Source Data Analysis

Client Benefits:

- Clear direction based on evaluation of business value versus risk/cost
- Alignment of business and technical stakeholder expectations
- Higher return on investment



Information Architecture

(Assumes client has completed Assessment & Gap Analysis, Source Data Analysis, and Requirements Definition.)

Engagement Objectives:

- Develop architectural blueprint
- Support usability and information quality
- Ensure ETL and query performance
- Streamline/rationalize data flows
- Achieve flexibility & scalability
- Define information delivery

Engagement Methods:

- Logical data modeling
- Performance modeling
- Systems engineering
- Process engineering
- Cost benefit analysis

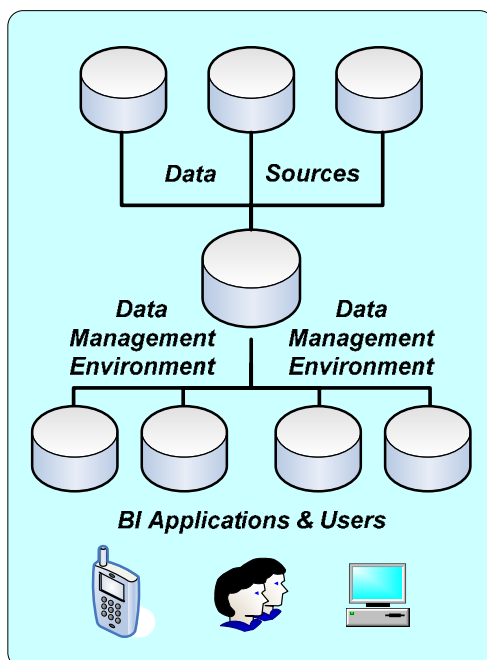
Typical Engagement:

4- to 12-week engagement staffed by one or two consultants, depending on scope, requirements, number of source systems, and depth of modeling. Deliverables: Logical Data Model; Information Architecture Document.

Client Benefits:

- Data architecture optimized to support business needs
- Designed for performance
- Designed for usability
- Focused approach to data/information quality
- Reduced data architecture costs

Target Information Architecture



Information Architecture Document

Information Architecture Document

1. Architecture Requirements
2. Data Sources
3. Data Stores, Roles, and Structures
4. Data Processing/Movement
5. Infrastructure & Interfaces
6. Processing Time Windows
7. Performance Targets
8. Information Delivery
9. Data Quality

Technology Selection

(Can be done as a stand-alone project, but generally assumes client has completed Assessment & Gap Analysis, Information Architecture, and Requirements Definition.)

Engagement Objectives:

- Ensure optimal price-performance trade-offs
- Ensure technology fit
- Reduce product selection risk
- Ensure platform for growth

Engagement Methods:

- Technical Requirements Specification
- Multi-Attribute Utility Modeling
- Structured Proof-of-Concept

Typical Engagement:

2- to 8-week project staffed by one or two consultants depending on how many products

are being selected, how complex the proof of concept needs to be, the IT organizational structure, company procurement policies, IT policies and standards, and degree of assistance needed for preparing and conducting the Proof of Concept. Deliverables: Technical Requirements Specification; Technology Selection Plan and Scoring Model; Proof of Concept Plan; Selection Report.

Client Benefits

- Reduced risk
- Optimized investment
- Sound technical fit
- Platform for growth

Example Selection Considerations from an ETL Selection Engagement:

- Established vendor with a strong market presence
- Established vendor with superior financial performance
- Vendor listed in the GSA IT Schedule
- Tool set operates on a HP UNIX platform
- Tool set has drivers for DB2 mainframe IBM OS/390 data extractions
- Tool set has drivers for CA-IDMS on mainframe IBM OS/390 data extractions
- Tool set can read VSAM, ISAM Files on mainframe OS/390
- Tool set includes data profiling, data quality and data validation
- Tool set takes advantage of ORACLE native bulk data loader
- Tool with enterprise level scalability
- Tool not a niche player
- Ability to handle Change Data Control
- Strong process/methodology as part of the offering

Technical Execution

Engagement Objectives:

- Design data warehouse/data mart/BI applications
- Develop ETL/data integration programs
- Populate data stores
- Configure analytic applications
- Perform end-to-end testing
- Migrate to production
- Deploy BI applications to users

Engagement Methods:

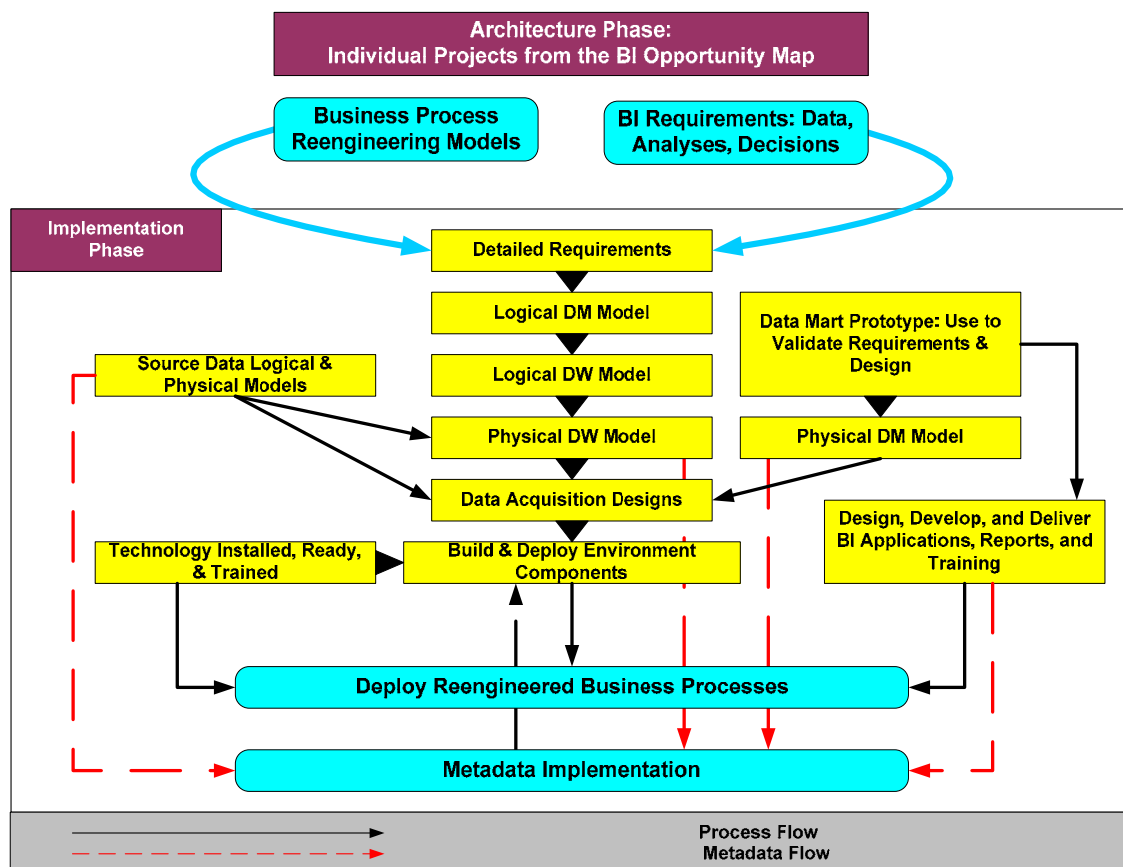
- BI Pathway: Source Data Analysis
- Data Modeling
- Source-to-Target Data Mapping
- Technical best practices

Typical Engagement:

13- to 26+-week project staffed by 4+ consultants depending on scope, schedule requirements, IT technical/policy environment, and other situational variables. Deliverable: high quality, tested BI application and enabling data stores.

Client Benefits:

- Application developed to meet business requirements
- Satisfied users
- Improved business results



Performance Management Services

Overview

DecisionPath performance management services are aimed at profit improvement – achieved by improving revenue generation and customer retention processes, reducing operating expenses, and reducing working capital requirements. We focus on improving both the business process and providing the business information needed to improve core business processes that drive business results, including:

- Performance management/measurement
- Cost analysis and optimization
- Management accounting/reporting
- Customer segmentation/profitability
- Product/category management
- Sales force management
- Supply chain & operations management

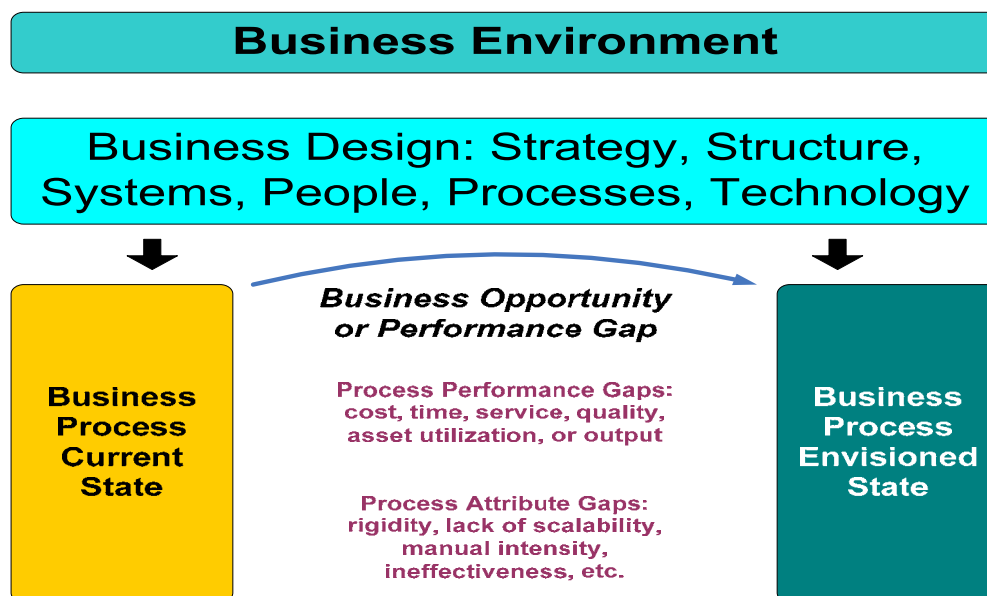
Our clients' requirements typically reflect a need to balance costs, service levels, quality, effectiveness, flexibility, and responsiveness to profitably meet customer demands.

Industry Experience:

- Food and beverage
- Retail
- Financial services
- Utilities
- Hospitality
- Manufacturing
- Aerospace
- Government

Functional Experience:

- Sales and marketing
- Management accounting
- Program management
- Supply chain and operations management
- Internal reporting/MIS



Educational Workshops

Overview

Companies struggle in the business intelligence and data warehousing arena for a variety of reasons, including:

- Lack of BI and DW experience
- Confusing terminology
- Lack of executive sponsorship
- Not realizing the profit impact of BI
- Business people not understanding IT
- IT people not understanding business
- Lack of appropriate methods
- Lack of appropriate skills
- Lack of appropriate tools

DecisionPath's Educational Workshops are designed to overcome these barriers and set your company on a productive path forward in the BI/DW arena. Combining classroom instruction delivered to your team at your location with hands-on work based on the specifics of your situation, our workshops can be tailored to your exact needs.

DecisionPath Courses

Leveraging BI and DW for Business Impact

Your BI team will learn how to work with the business community to identify key BI opportunities and to design, develop, and deploy BI applications that deliver a tangible positive impact on the core business processes that drive business results and profits.

Business Requirements for BI Impact

Your BI team will learn how to work with the business community to identify and document business requirements for leveraging BI for such purposes as reducing costs, acquiring and

retaining profitable customers, achieving operational excellence, increasing campaign effectiveness, meeting regulatory mandates, delivering more robust management and financial information, improving strategic performance, and driving top-line growth.

Aligning Balanced Scorecards and BI to Optimize Performance

Your BI team will learn how the Balanced Scorecard and BI compliment each other and the practical ways that the two can be aligned to develop a robust business performance improvement tool.

DecisionPath Courses offered exclusively through TDWI

The BI Pathway Approach: Delivering BI for Business Value

You will learn how to design, build/reengineer, and operate a customized BI environment that leverages data warehousing and delivers superior business value.

TDWI Courses thru DecisionPath

- Data Warehousing Concepts and Principles
- Business Intelligence Fundamentals
- Data Warehousing Architectures
- Business Intelligence Executive Briefing
- Business Intelligence Program Management
- Data Modeling
- Dimensional Data Modeling Primer
- Data Analysis and Design Basics for BI Teams
- Data Cleansing: Delivering High Quality Warehouse Data
- Data Integration Basics for BI Team