

# Business Intelligence Product Portfolio

Sep. 2008



## Business Intelligence concept

"Business Intelligence is a process of transforming data into information through iterative analysis and changing it to business knowledge"

**Gartner Group**

## **What is BI ?**

Basically Business Intelligence is a IT process understood by the management and presented with non-technical terminology. BI will give the possibility to analyze organization's data , forecast trends and evaluate various business questions like:

What are my sales today, against last month and last year?

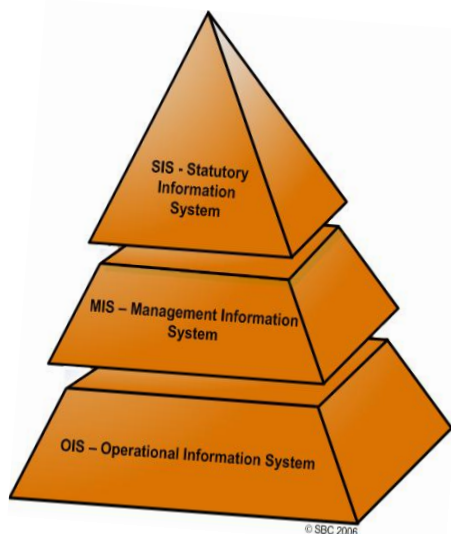
Who are my customers?

What are they purchasing ?

The BI requires to gather all originations' data in a predefined data storages and by data modeling, to present the data into easy for understood by the management objects like Revenue, Quarter sales , Customer categories etc...

The main aim of BI is to analyze large quantities of data and by presented those data into easy for understood pieces of information to lead the management to take the right decisions.

## SBC BI model



## BI Product List

Banking Operational Reports

Banking Management Reports:

*Banking Key Performance Indicators*

*Banking Budgeting Tool*

*Banking Balanced Score Cards*

*Employee Sales Performance*

*Banking Product Performance*

## Banking Operational Reports

The Operational Reporting System contains data from all source IS - loans, deposits, payments, customers, teller transactions etc.. The main purpose of this system is to provide initial data input, process and output control supplementing the source IS.

Addressed to large audience in the banking organizations : managers, front office and back office personnel, cash tellers ...

Easy to operate web based interface with print, download to Excel, sent and other options.

- Cash and non-cash daily transaction reports
- Loans and deposits reports
- Payment and collections reports
- SWIFT reports
- Customer reports
- Customer loan files
- Account statements

## Banking Management Reports

The banking management reports are oriented towards analysis and forecasting the banking performance, entirely based on BI concept where non-technical end user can easily generate and create various reports to answer daily business questions.

The reports are aimed to mid, and high ranking management within the bank organization. The core is to analyze Key Performance Indicators and thus taking the right decisions.

## *Banking Key Performance Indicators*

Main functions:

- Track business performance (quantitative key indicators)
- A number of key indicators covering main business profit / expense lines
- Retail, Corp., Investment business lines
- Areas : Attracted Resources, Loans Extended,

- Time series analysis
- Variance analysis
- Drill trough, up and down

Easy to operate web based interface with print , download to Excel, sent , event alerts and other options.

### ***Bank Budgeting Tool***

Main functions:

- To automate the preparation of a budget in a bank
- Based on official IFRS reports
- Lowest level of budgeting is product
- Sequential process month by month
- Forecasting models
- Budget transaction processing
- Bank ratios, Versions, Data consistency

Easy to operate web based interface with print , download, sent , event alerts and other options.

### ***Banking Balanced Score Cards***

Main functions:

- Track overall business performance (quantity and quality key indicators)
- A number of key indicators covering main business profit / expense lines
- Retail, Corp., Investment business lines
- Track customer satisfaction ( quality of the service)
- Time series analysis
- Variance analysis
- Drill trough, up and down

Easy to operate web based interface with print , download, sent , event alerts and other options.

### ***Employee Sales Performance***

Main function:

- Track individual performance
- Incentive schemas
- KPI and Balanced Score Cards
- Retail, Corp., Investment business lines
- Time series analysis
- Drill trough, up and down

Easy to operate web based interface with print , download, sent , event alerts and other options.

### ***Banking Product Performance***

Main function:

- Track bank product performance
- KPI and Balanced Score Cards
- Retail, Corp., Investment business lines
- Time series analysis
- Variance analysis
- Drill trough, up and down

Easy to operate web based interface with print , download, sent , event alerts and other options.

### ***Marketing Banking Products***

Main function:

- Customer analysis , segments analysis, socio-economic analysis
- Market baskets of products, Cross sells and up-sells product analysis
- Dimensional design
- Drill trough, up and down

Easy to operate web based interface with print , download, sent , event alerts and other options.

### **BI Demo Center**

The BI Demo center is the front line shop window for BI software products. Its main purpose is to serve as a "Proof of Concept" when end users require information about BI products.

By various types of presentations, demonstrations and hands-on training , the BI Demo Center will give information and knowledge about Sirma's BI Product Portfolio and will attempt to answer all end-user questions regarding purchasing and implementation of BI software products.

Please request a demo session for BI products.

### **BI Team Expertise**

- Oracle 10/11g DB administration OLAP and PL/SQL development
- Oracle Business Intelligence Suite Enterprise Edition
- Oracle BI Publisher
- Oracle Application Server
- Business Objects
- Data Modeling, Dimensional Design
- Web development : PL/SQL, Oracle Application Express, ASP, JSP, PHP
- BI Project Management

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