

LOGICALIS' **BUSINESS INTELLIGENCE** PRACTICE ENABLES YOU TO CREATE PROCESSES THAT PROVIDE A MORE COMPREHENSIVE KNOWLEDGE OF THE DYNAMIC FACTORS AFFECTING YOUR BUSINESS.

BUSINESS INTELLIGENCE

Successful companies understand that measuring business performance is the first step to improving it. At Logicalis, we understand that business intelligence is not a project. It's a business process. We help you implement data management strategies that integrate applications and technologies, provide you access to data, and give you the ability to analyze this data.

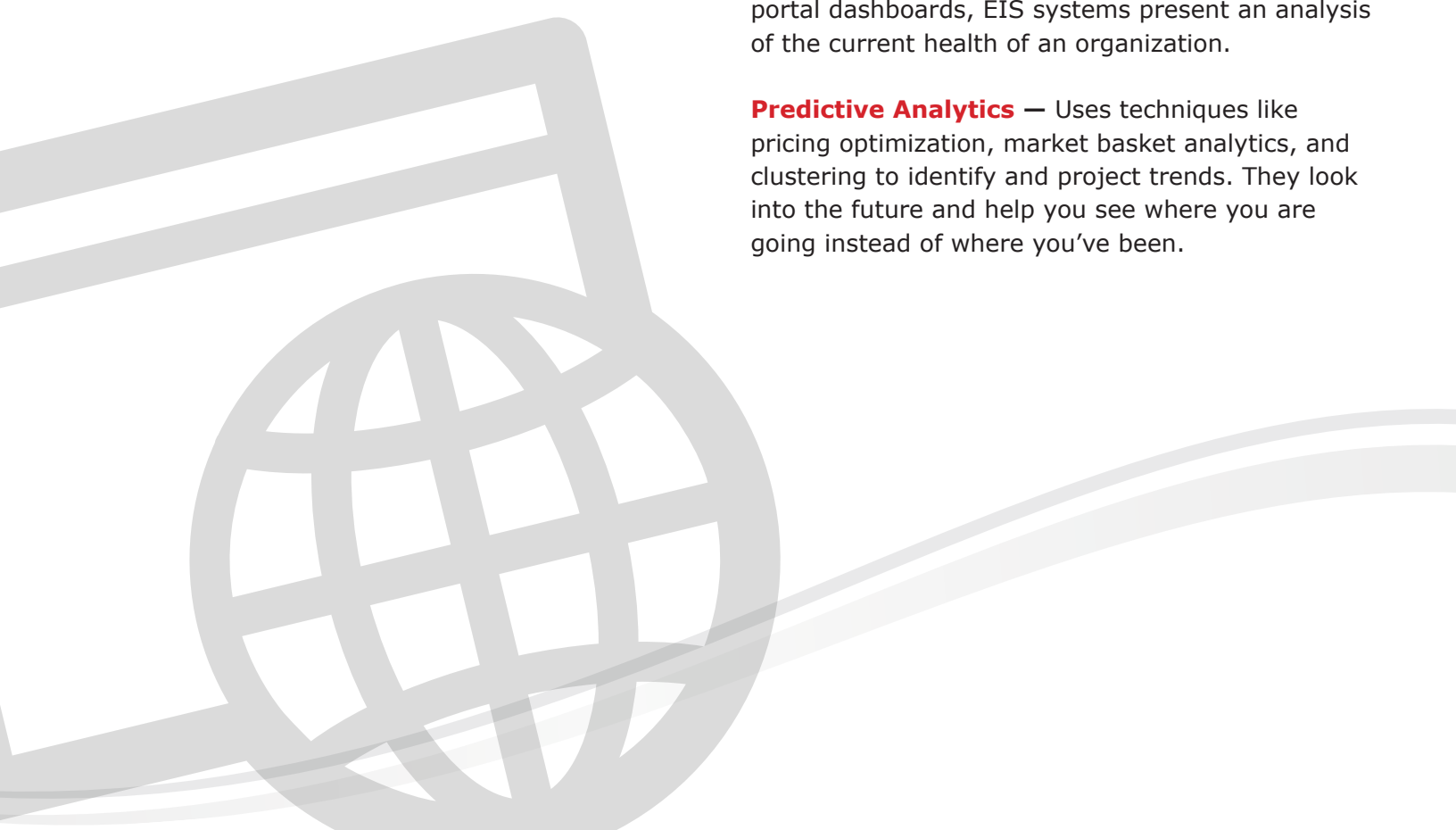
The fundamental way business intelligence impacts the balance sheet is by helping companies strengthen decision-making at all levels, from senior executives to those in daily operations.

The key components of business intelligence are:

Enterprise Reporting — Includes basic ad hoc and report templates generated from available data that create snapshots of specific aspects of an organization's operations. Often they draw on data from multiple sources and merge them together.

Executive Information Systems (EIS) — Apply intelligence to the data that is reported and produce score cards and Key Performance Indicators (KPIs) that show whether standards are being met or not. Often presented in enterprise portal dashboards, EIS systems present an analysis of the current health of an organization.

Predictive Analytics — Uses techniques like pricing optimization, market basket analytics, and clustering to identify and project trends. They look into the future and help you see where you are going instead of where you've been.



“Their [Logicalis’] experience came through. They did an excellent job questioning me to find out what was needed and demonstrated their skills for completing a task of this nature. Technology is technology. What it really comes down to is the ability to manage and communicate.”

Glen Banta, Chief Technology Officer, Marix Servicing LLC

MASTER DATA MANAGEMENT

Ensuring the quality of the data from which reliable intelligence can be gleaned is the role of master data management. An often overlooked first step for business intelligence, master data management is a workflow-driven process that enables business units and IT to collaboratively harmonize, cleanse, publish, and protect data assets to be shared among groups within an organization.

KEY BENEFITS OF BUSINESS INTELLIGENCE

1. Make better decisions.
2. Improve operational processes.
3. Optimize customer profitability.
4. Satisfy external reporting interests.
5. Save money by making smarter, data-backed decisions.

CASE STUDY — MARIX SERVICING

Marix Servicing was founded by a team of leading loan service executives in response to distress in the sub-prime mortgage market. They planned to provide investors with a comprehensive Portfolio Management Reporting Solution that would show the status of all loans managed by Marix, and allow investors to create custom reports within a secure portal they could access from any Internet-connected computer.

Barely 120 days after their selection, Logicalis had identified the business requirements and designed, developed, tested, and implemented a reporting solution that extracted data from a variety of sources and consolidated everything into a full-featured, relational data warehouse.

Read the complete case study online at www.us.logicalis.com/marix.

WHAT CAN WE DO FOR YOUR ORGANIZATION?

Contact Logicalis and let us show you how our Application Development Service can help your organization. Visit us on the Web at www.us.logicalis.com or call 866-456-4422 today.

