

Advanced Analytics and Data Warehouse Services Overview

Competing on information is critical. Real-time operational intelligence is becoming an imperative for optimizing business performance. Today, operational decisions are often based on very little information because there is too much data to comprehend. Users are snowed in by information. EC Wise delivers solutions that drive real-time and historical Business Intelligence.

Why EC Wise

- EC Wise delivers real-time operational intelligence to quickly identify and surface actionable competitive advantage, using the most optimal channel-web, cell phone, messaging, and email.
- EC Wise is an innovator in Visual Business Intelligence, a key technology for making information digestible and for eliminating the avalanche of information that blocks the identification of problems and opportunities.
- EC Wise relieves the complexity of today's analytical tools to get results to the right user, at the right time, on the right device, at the right level of detail.
- EC Wise knows how to deliver the right reports, dashboards and visualizations for strategic, operational and field users.
- EC Wise designs and delivers solutions for rapid access to business metrics.
- EC Wise has a deep understanding of dimensioned data models and how they relate to the data warehouse. This enables EC Wise to design advanced analytics, reporting, OLAP and data warehouse environments right the first time.
- EC Wise has broad technical expertise in leading database platforms, including SQL Server and Oracle.
- EC Wise's technology leverages framework architectures for optimal enterprise implementation and enterprise buses for simplicity of integration.
- EC Wise delivers the right education and coaching to guarantee success.
- EC Wise delivers efficient data warehouses that leverage ETL integration and data management best practices.

EC Wise – Advanced Analytics Focus

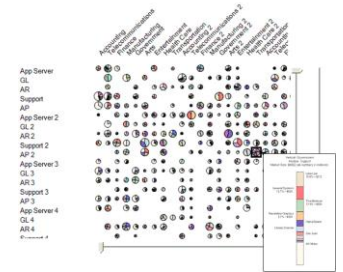
BI Application Analysis and Management – EC Wise develops solutions that leverage leading technology offerings, such as Microsoft Analytical Services and Oracle Performance Management and Business Intelligence and well-established platforms, including J2EE, .NET and PHP.

Metrics Analysis – The core of Business Intelligence today is the metrics. EC Wise focuses heavily on capturing industry metrics and providing the metadata management environments to leverage them fully.

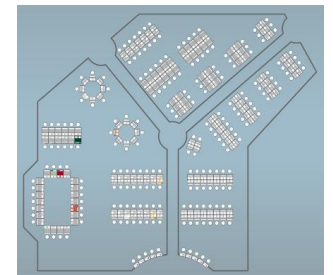
OLAP Analysis - EC Wise has deep knowhow on the best ways to leverage OLAP to produce analytical insight.

Business Reporting - A major area for our Advanced Analytics practices is reporting for the Business Enterprise, and the Web.

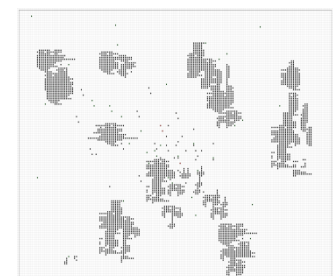
Financial analysis drilldown:



Slot Floor analysis:



Outbreak analysis:



EC Wise – Advanced Analytics Focus (Cont)

Some of our Advanced Analytics & Data Warehousing Customers:

Vulcan
Analytical Reporting and OLAP

Micromega Systems/FoxFire
Analytical Reporting

Amazon.com
Advanced Analytics

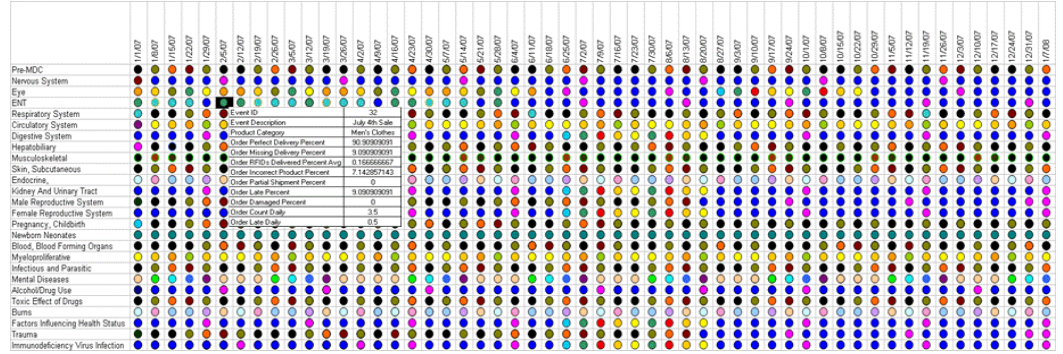
Market Metrics
Analytical reporting and OLAP

Regulus
Multi-channel Operational Analytics

Business Objects
Report designer,
report distribution module,
Enterprise portal, EIM planning &
Product development

Contact us to learn more about how EC Wise can meet your needs with our Business Intelligence experience.

Visual Business Intelligence — Visual Business Intelligence greatly facilitates high-density analysis. Visual BI often provides insight that cannot be produced by traditional methods.



Multi-metric Analysis

Multi-channel Operational Analytics and Business Intelligence - real-time operations intelligence is a critical competitive advantage that EC Wise provided to their clients.

Data Mining - EC Wise has the expertise to enhance both traditional BI and Visual BI with know-how in advanced forecasting, segmentation, information discovery tools.

Data Analysis and Data Management - fundamental to BI is managing the underlying data. EC Wise is expert in master data management.

Database Design and Architecture - EC Wise understands how data is used for both historical and operational analysis and the right data structures to enable both.

Data Lifecycle Management – Data requires intelligent stewardship at each point in its lifecycle. The databases in which it resides need to be tuned and managed to support their intended and actual usage patterns. Business trends and opportunities need to be monitored to support planning for data storage at each stage in the lifecycle. EC Wise knows how to keep these data stores running efficiently to support operational and analytic processes.

Unstructured Data Management - text and unstructured data found in documents, emails, journals, manuals, business plans, and financial records are becoming a key source of analysis information. EC Wise excels in managing document information for production and analysis.

Data Quality and Testing - the data warehouse must be a trusted source of information to be actionable. EC Wise delivers the data management services to thorough data quality.

Data Warehouse 2.0 - EC Wise excels at integrating unstructured and structured data as well as the metadata that captures business value and use of data. Once integrated, this provides the bases for understanding and action.

Data Warehouse Services Overview

EC Wise delivers a system of data warehousing services that enable information technology organizations to provide enterprise data warehouse systems. EC Wise has leading experts in system integration, including data system architecture, analytical requirements, enterprise data warehouse design, data warehouse system delivery and quality control. EC Wise's goal is to deliver premium services to clients in a timely and professional manner.

Data Warehouse System Architecture

Important to delivering any data warehousing system is having the correct data warehousing systems architecture. EC Wise knows the IT industry and what is required to produce functional data warehousing solutions, including:

- Analysis of information requirements, business drivers and needs in operations, marketing, finance and customer analysis
- Analysis of all information source systems including business and financial management, point of sale, retail, entertainment and CRM. Use of data profiling software to screen extreme outliers, data due diligence.
- Analysis of the analytical tools
- Design of technical models, functions and infrastructure to support the enterprise data warehouse
- Roadmap for Enterprise Data Warehouse evolution and growth

Enterprise Data Warehouse Design

The Enterprise Data Warehouse (EDW) is the central repository for all Information. EC Wise has designed EDWs for companies in finance, entertainment and retail:

- Sophisticated data modeling that captures the way business professionals do business and a physical data model that is optimized for the physical database, including Oracle and Microsoft EDWs
- EDW design that is integrated, flexible and extensible.
- Insures accurate data capture and delivery.
- Enables third-party applications from Oracle, Cognos, Business Objects, Microsoft, SAS, and Pervasive

Analytical Requirements

Analytical Requirements refer to specific analytic objectives, metrics, reports, and solution ROI goal expectations. EC Wise will assist in the creation of analytical requirements and determine the feasibility of delivery based on data availability, including:

- Analytic objectives – organizational priorities, opportunities and threat assessments
- Metric definitions – data elements that are required to meet analytic objects and business logic definitions for the metrics
- Reporting analytical structures – both current and proposed reports based on metrics
- Gap analysis of metrics requirements versus data availability
- Expected ROI goals from analytical objectives

Data Warehouse System Integration

The Data Warehouse System Architecture, Analytical Requirements and Enterprise Data Warehouse Design components come together to deliver the Data Warehouse System:

- Data extracted from multiple sources
- Transform, integrate, de-normalize, cleanse, convert, aggregate, and audit of data
- Load to multiple potential targets, with load optimization and support for the entire load cycle.
- Security access and data encryption policies
- Job control for job definition, job scheduling (time and event), monitoring, logging, exception handling, error handling, and notification.

Data Warehouse 2.0

Businesses have new challenges with the introduction of unstructured data for social commerce from web, social, search, email, blog and twitter interactions; corporate, medical and engineering data stores of documents, journals and notes; operational logs of meters, gauges and monitors – all producing petabytes of data.. EC Wise is partnering with Bill Inmon and Forest Rim to deliver next generation data warehouseing, including:

- Analysis of unstructured data sources requirements
- Analysis of unstructured data use case requirements
- Design of DW 2.0 data models, functions and infrastructure to support a 2.0 data warehouse
- Development of applications for structured and unstructured data

Next Generation Knowledge Management

Significant investments have been made by IT in data warehouses, applications, communications, analysis and enterprise solutions leveraging stored procedures, legacy languages, database definitions, transformations, business workflow rules and unstructured documents from many sources. While these legacy applications are useful, they often lack the agility and transparency required to deliver competitive advantage for today's markets. Unfortunately, IT organizations are often blocked from evolving legacy siloed solutions, because of expense, complexity and risk. EC Wise is partnering with Bill Inmon and Forest Rim to deliver next generation Knowledge Management services, including:

- Delivery of Knowledge engine to consume and transform legacy knowledge - legacy programs, stored procedures, data definitions, proprietary semantic models, documents, etc.
- Delivery of user managed and self-serviced structured knowledge environment for critical knowledge rules
- Delivery of business rules knowledge repositories to support business, analysis, security, data, workflow, quality and governance rules.
- Delivery of highly consumable Knowledge rules interfaces for semantic models (Microsoft BISM, Cognos, TM1, Business Objects), XML knowledge stores (RDF, OWL, SCOS, BEPL) and relational databases