



## INFORMATION MANAGEMENT SERVICES

*Improving effectiveness of your BI implementations through our domain experience and technical capabilities*

### INDUSTRY TRENDS

With tremendous progress being made in Business Intelligence technology and platforms, companies have started transitioning their Business Intelligence / Reporting systems from traditional operational reporting towards far more business-centric analytical systems and performance dashboards.

Companies are not just looking for good reporting of past performance, but also want ability to closely monitor their ongoing performance (on a near real time basis) in order to achieve their business goals. They also want to use the vast and voluminous data they have for predictive analysis and to help them gear up towards the future.

BI systems are becoming integral to organizations and are helping organizations link their business strategy to operational execution.

### OUR BUSINESS MODEL

Optimum InfoSolutions' Information Management services help our customers through a wide range of services:

- **Solution Design:** We believe that Information solutions have to be implemented from a business perspective and not just from a technical perspective. We have, through our own experience as well as through partnerships, the ability to provide domain experience and a business perspective required to conceptualize and design the BI solutions that really meet the growing requirements of business users. The specific domains where we offer solution design capabilities are:
  - Banking & Financials
  - Manufacturing and Automotive
  - Supply Chain and distribution processes
- **Platform Development:** Using our deep technical experience, we help our customers build comprehensive BI platforms and associated operational reports, analytical reports and performance dashboards.
- **ETL development:** Data integration is a critical element of any BI platform. We help companies integrate their data and make them consistent through well designed ETL platforms.

- **Maintenance & Support:** Optimum can provide service to operate the BI platform on an on-going basis. We can set up an operations team that can manage the data loads, data cleansing & processing and publishing.
- **Analytics and Data Services:** We provide services to companies and their business users to help them make effective use of the BI platform. Data Services includes developing ad-hoc reports, providing proactive analyze, text mining, etc.

While we have developed solutions on several platforms like (Business Objects, MicroStrategy, Informatica, Oracle, SQL Server), we are platform agnostic. We are focused on using the right platform that meets the requirement of the customers.

Our services are delivered using a blended onsite or offshore model in order to provide high value and better quality of our services.

### OUR STRENGTHS

Our key strengths in the Information Management services are:

**Deep technology skills:** We are a technology-focused organization. We hire people with good skills and experience and work to further build their skills on an on-going basis.

**Domain understanding:** Through a combination of our in-house experience and our partners, we offer strong domain experience in select verticals & business processes.

**Right-sized organization:** We are a right-sized organization for small and medium sized engagements. We are small enough to be flexible and big enough to provide ensure long term reliability in support engagements.

**Singapore Operations:** Singapore's strength in infrastructure, stable resource base and effective IP regulations, helps us provide highly productive and ultimately most effective services to our customers.