

DATA MANAGEMENT & BUSINESS INTELLIGENCE

Whether you are fighting with dirty data, are mired in masses of unorganized information, or need help designing meaningful dashboards and reports, Cervello can help.

Effective business analytics is a unique mix between capabilities and information. Harnessing the entropy of data, analysis and people is crucial to proactively guiding business success.

Cervello's Data Management & Business Intelligence team understands how to leverage analytics to provide insight to solve business problems. We excel at addressing specific business problems and data management challenges so your teams get more accurate information to enable better decision-making and proactive planning with less pressure and processes. Whether you are looking to identify the right metrics, enable easier reporting, or alleviate reliance on your IT staff, we can help.

We take an agile approach to analytics recognizing that the real value to the business is in quickly and iteratively releasing new functionality that enables your teams to keep asking more questions and driving insights. Cervello is partnered with the leading on-premise and cloud software providers including Oracle and Birst. Our information management partners include Oracle, Snaplogic, Dell Boomi and Informatica.

DATA MANAGEMENT & BUSINESS INTELLIGENCE SERVICES INCLUDE:

- Custom Business Analytics Solutions (Financial and Operational)
- Enterprise Data Warehousing
- Dashboards and Scorecards
- Data Governance
- System Implementations
- Data Integration and ETL Services
- Master Data Management (MDM)
- Analytical Solution Accelerators (Online Marketing, Staffing, and HR Analytics)
- Reporting as a Service (RAAS)



DYMAX

Global adhesive manufacturer Dymax had a challenge finding actionable information from sales and operations data. Using Agile BI methodology including early data extracts, rapid prototyping, and end-user live development meetings, Cervello came up with initial draft of flexible ad-hoc reports and automated nightly extracts from the on-premise JDEdwards system into Pivotlink's cloud-based storage. Now, the sales and marketing teams have self-service capabilities and the IT teams can quickly respond to changing business needs without having to write custom code. Information is always current and accessible by Dymax users across the globe.

PEOPLEANSWERS EMPLOYEE RECRUITING ANALYTICS

PeopleAnswers suffered from inconsistent metrics, a lack of trust in the data provided in dashboards, an absence of rich business intelligence functionality and an inability to see historical trends and changes. Using Birst Analytics technology, Cervello implemented a change data capture ODS environment and integrated the ODS into a SaaS-based data warehouse and analytics environment. Also, we integrated SSO to create a seamless user experience. Now, PeopleAnswers has improved trending capabilities, deeper analytics across broader data sets, and increased trust in the data.