DATA MANAGEMENT ADVISORY & IMPLEMENTATION SERVICES

Whether you lack trust in the accuracy of your data, are mired in masses of unorganized data, are unable to connect different types of data, or simply need to access your data, Cervello can help.

Organizations continue to struggle to make the most out of their ever-growing volumes of data, whether financial, operational, customer related, social, structured or unstructured data. Harnessing the entropy of data is complex. Connecting and making such data available is crucial to providing real business insight to empower decision-making.

Cervello's Analytics and Information Management team understands how to connect and manage your data. We excel at addressing data management challenges – big or small. We can help you get to the information you need with greater confidence and in a timely, consistent fashion. Our consultants understand data and the journey it must take from origin of source, data collection, storage and processing to modeling, analytics and reporting to ultimately provide you with actionable business insight.

We take an agile approach to connecting data recognizing that the real value to our clients is in quickly and iteratively releasing new content that enables you to keep asking questions and drive insight.

Cervello is partnered with the leading on-premise and cloud software providers that help organizations connect and manage their data. Our information management technology competencies include: Oracle, Amazon Redshift, EMR, SAP HANA, Hadoop, Heroku, Informatica, Dell Boomi, Snaplogic and Mulesoft.

OUR ADVISORY & SOLUTION IMPLEMENTATION SERVICES INCLUDE:

- Data Strategy & Architecture
- Enterprise Data Management (Data Warehousing, Operational Data Stores, Data Marts)
- Master & Reference Data Management
- Data Integration (Profiling, Quality Management, Data Movement)
- Data Governance
- Big Data & Data Science (Data Hubs/Lakes)

ORACLE Gold Partner   snapLogic   informatica

Hadoop   heroku   amazon web services Partner Network
                                CONSULTING PARTNER

SAP HANA   DELL Boomi   MuleSoft

Cervello

CREATING A NEXT GENERATION DATA INFRASTRUCTURE USING ORACLE AT BIOGEN IDEC

Biogen Idec was experiencing growing pains in the form of inefficiencies that had accumulated in its financial processes and systems and in the way that data was captured, managed and reported on. Data management challenges primarily stemmed from their chart of accounts (COA) which had become unwieldy due to a lack of consistency across accounting departments. Their financial data warehouse also presented some key challenges, particularly around reporting. Cervello first completed an impact analysis on all layers of the Oracle technology in use. All data – tables, views, storage procedures, functions, objects, and more were analyzed for changes. This included hundreds of Informatica mappings, six different reporting applications, twelve different planning applications, and 300 tables, views and stored procedures. Cervello's team of data warehouse, Informatica and Hyperion experts redesigned more than seventy percent of the objects in order to reduce complexity, change the business logic, and improve performance across the technology. Overall, the project has reduced complexity for IT, enhanced capability for accounting and has generated efficiency in business planning.

INCREASING SALES EFFICIENCY & EFFECTIVENESS THROUGH SALESFORCE HIERARCHY MANAGEMENT USING ORACLE

This client, a medical supply and software manufacturer with a global client-base spanning from blood collection centers to hospitals required a 360 degree view of their Salesforce customer data. Native Salesforce functionality posed several inherent challenges around Account hierarchies and the view of the Customer which had made it difficult for the sales team to easily identify their most valuable customers and properly manage upsell and cross sell activities related to products and services. Cervello consultants provided strategic thinking and advice on the solution from a technology perspective and ultimately implemented Oracle Data Relationship Management (DRM) to master the data outside of Salesforce. Since implementing the solution, this client has realized many benefits, including increased sales team effectiveness through better identification of upsell and cross sell opportunities, improved reporting and better visibility and insight into 20,000 customer Accounts supporting 350+ sales professionals worldwide.

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