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**- David Wheeler, Vice President of Performance Management, Cervello Inc.**

## *Enabling Deeper Insights through Business Intelligence Advisory Services*

### **THE CLIENT**

A \$400M revolutionary manufacturing process software developer approached Cervello for advice on achieving better reporting and analytics.

### **THE CHALLENGES**

Our client wanted deeper insight into their growing business, including which products were selling to which customers, and at what time. They also required information on what products weren't selling so they could refine their target market. Additionally, they wanted to understand their various business lines, including software, services, training and support.

Our client had invested in the full Oracle Suite, including Oracle Business Intelligence (OBI) and OBI Applications, and they needed expert advice on determining the priorities and dependencies for implementing these solutions. The project was sponsored by the Vice President of FP&A, with a big IT influence via the CIO and the Vice President of IT.

### **THE SOLUTION**

Over an eight-week period, our Analytics & Information Management practice created a detailed roadmap outlining a set of activities to improve reporting and analytics using the Oracle tools. The approach and process included interviewing key stakeholders and establishing business requirements and then grouping those requirements into initiatives and projects. Cervello then prioritized and laid out those projects over a 2-year timeline to ensure long-term success. Cervello provided advisory services including business analysis, solution architecture, management consulting and facilitation for the teams responsible for the project.

### **THE BENEFITS**

Business users received expert guidance on what Oracle implementation projects to do, and in what order. They also received key insight on where

to invest time and energy to maximize business value and minimize technical risk. “By identifying quick wins and high value, low effort opportunities we enabled our client to quickly reap the benefits of this technology and focus on value realization,” said David Wheeler, Vice President of Performance Management at Cervello. This successfully launched reporting and analytics, allowing the company to continue to thrive, and today the OBI suite is successfully implemented per the plan.

#### **ABOUT CERVELLO**

Cervello Inc., is a leading professional services and solutions provider focused on helping companies solve complex data challenges, improve business analytics and optimize business performance. We focus on transformative cloud-based technologies in enterprise performance management, data management and business intelligence and customer relationship management. Cervello works with some of the leading on-premise and cloud software providers such as Oracle, Host Analytics, Salesforce.com and Birst. Our core services include advisory and consulting, solution implementation, custom application development, cloud integration and managed services. For more information, visit us at [www.mycervello.com](http://www.mycervello.com) or contact us at [info@mycervello.com](mailto:info@mycervello.com).