

# Incisive Analytics Client Engagement Roadmap

## REAL LIFE SOLUTIONS

“...Our customer cross-selling increased by 12% after market basket analysis...”

VP, Retail Sales & Marketing

“Tools weren’t enough—we needed a design and know-how...”

Director of IT Applications

“Our BI solution revealed how critical Day 14 was in new client on-boarding”

Chief Marketing Officer  
Retail Banking

“Supply chain visibility increased by 3 months and available to promise increased to 93% after BI was implemented...”

Director of Global Sales  
Tire Manufacturer



## • SHARING OUR BRAINS

At Incisive Analytics we believe in sharing our wealth of knowledge and experience in Business Intelligence design and deployment to make sure your program has the impact you demand at a price you can afford.

## • ATTACKING YOUR PROBLEMS

We create a collaborative team with your best resources and ours to focus on the urgent and strategic problems unique to your organization.

## • LEVERAGING OUR PROVEN PROCESS

We’ve done enough BI solutions to know the secret lies in best practice design and digestible project chunks. We are committed to crafting a compelling solution that you can own long after we leave.

## Our “Net Brain Gain” Approach

We take our job as teachers and trainers seriously and we value your time and ours. Continual client education and knowledge transfer are what make an Incisive Analytics project successful. We believe in the value of a hybrid team of your people and ours, and strive for each client to be more empowered at the end of an engagement than at the beginning. “Do you know more now that you did before we got here? Have you had a Net Brain Gain?”

Don’t get trapped into thinking you can keep the ‘data junkies’ at bay with a single BI project. As soon as you give them a little bit of data, they will ask increasingly complex questions. Only with best practice design and deployment can you really feed their data habit...quickly, at an affordable cost, and with minimal risk. Our job is to teach you how to leverage our proven process for a sustainable BI program.

Call us. We guarantee a NET BRAIN GAIN!

*Your power behind Business Intelligence*

**A BUSINESS  
INTELLIGENCE  
PRIMER FOR HIGHER  
EDUCATION**

“Comprehensive, campus-wide analytics—commonly referred to as ‘one source of the truth’—provide the foundation for strategic revenue and expense management strategies.”

Christina Rouse, Ph.D.

Published by the Higher Ed  
Channel, B-Eye-Network

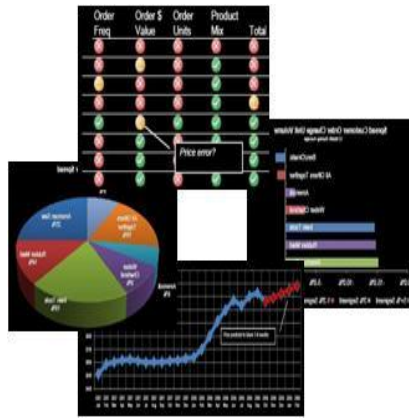
**CANARY METRICS — A  
NEW THOUGHT  
PROCESS**

“Although the concept of canary metrics is elegantly simple, ‘simple’ should not be confused with ‘easy.’ Because they are true derivatives of key performance indicators, canary metrics generally require a new thought process.”

Janet Kuster, MBA, PMP

Published by the Applied  
Analytics Channel  
B-Eye-Network

## Attacking Your “Time is the Enemy” Problems



In making business decisions, you need to know about tomorrow, not yesterday. We listen to the specific issues and challenges of your business culture and climate, and direct our attention to areas where BI can bring about immediate and tangible change. We have seen it over and over; when smart people are freed from the daily grind of crunching data, amazing insights into the business occur.

You already know that disciplined, data-driven, decision-making will focus minds on your immediate business needs. With a robust BI Program you can support your ‘data junkies’ with a flexible system that will answer their increasingly complex questions about your problems, solutions and opportunities.

**Quick Deliverables**—our average timeline is 12 weeks, primarily driven by the level of client engagement. We like to form a hybrid team, with your subject matter experts and matching technical resources for knowledge transfer. In one quarter you know the answer—either you got the value you expected or you didn’t. We know you’ll learn a lot about the process, your team’s technical capabilities and the best way to do BI at your company.

## Using Our Proven Process

There is no denying it. BI design best practices are foreign to most programmers, especially those who cut their teeth on your transactional system or ERP.

We’ve been doing BI for a long time—over 25 engagements with a wide range of companies. It’s not a stretch to say our team has unsurpassed skills in business intelligence, data warehousing, data management, data integration and modeling, and applied statistics.

We’ve done enough of these to know the secret lies in best practice design and deployment, digestible project chunks and BI program sustainability. Best practice design and deployment will allow you to leverage your existing IT footprint, your resources, and our process to create a sustainable program. Smaller chunks force a tight focus on your highest impact opportunities. All of which allows you to ‘test drive’ BI with a significantly reduced risk profile.

### SERVICES AVAILABLE

- BI Visioning
- Business Requirements Gathering
- BI Solution Architecture
- Data Modeling
- ETL Coding, Tuning, Assessments
- Presentation Layer Design/Deployment
- Business User Training
- Project Management
- Applied Analytics



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*Your power behind Business Intelligence*