Subject Matter Categories/Areas:

12: Support Services

A. Relevant Experience

Sogeti is the founding division of the Paris based Capgemini Group, the world’s third largest IT consulting organization with over 100,000 consultants. Sogeti represents nearly one quarter of the Group. An untold number of BI, MDM, EIM and similar projects have been successfully completed by Sogeti and other Group members in its 40 year history.

Sogeti USA projects in the Business Intelligence / Data Warehouse (BI/DW), Master Data Management (MDM), and Enterprise Information Management (EIM) areas range from individual consultants working independently with small companies to project teams of fifteen consultants managed by Sogeti working with clients such as Dell and The Men’s Warehouse. Sogeti’s flexibility and breadth of experience has earned repeat business in the BIM space with most of our clients. Deliverables range from multi-year strategies and plans/roadmaps, to reports, data warehouses/marts, extract, transform, and load (ETL) services, master data integration, data quality management, and hubs. Database sizes range from megabytes to multiple terabytes and load volumes can be as high as hundreds of millions of records per day with companies such as Proctor and Gamble. Subject areas include manufacturing, services, retail, energy, healthcare, and public sectors. Data sources range from individual applications to scores of disparate sources as simple as ASCII flat files to complex integrations with global ERP platforms, such as those Sogeti has implemented at Shell Oil.

B. Description of the Data Analytics Services

Service Overview

Competency in multiple areas is required to receive optimal benefits from investments in business intelligence/data warehousing. Achieving these competencies is destination that cannot happen all at once; it is a journey.

A number of BI maturity models exists, Gartner’s is shown here as an example.
Sogeti finds that most of our clients are somewhere in Level 2 or 3 maturity range on the Gartner chart above, an equivalent of “BI 1.0.” The initial environment is in place and providing value, but more BI expertise and maturity are required to realize further benefits. As seen above, key areas of maturity to address toward reaching “BI 2.0” include:

<table>
<thead>
<tr>
<th>Maturity Focus Area</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business Intelligence Competency Center (BICC) and related efforts</strong></td>
<td>Roles, organization, SDLC, program management, architecture, standards, technology decision/usage trees, etc.</td>
</tr>
<tr>
<td><strong>Alignment between business objectives, KPIs and metrics and the analysis provided</strong></td>
<td>Business process centrality provides the backdrop of objective -&gt; KPI/metric -&gt; BI/DW content, structure and functionality</td>
</tr>
<tr>
<td><strong>Trusted information</strong></td>
<td>Data quality managed overall and key &quot;master data&quot; subjects are standardized and synchronized between applications, include DW structures. Data lineage can easily be found and understood</td>
</tr>
<tr>
<td><strong>Pervasive analytics</strong></td>
<td>Reports, dashboards and other BI functionality is embedded directly where front-line users need it, regardless of whether they are employees, customers, suppliers, regulatory agencies, etc.</td>
</tr>
</tbody>
</table>

![Full Realization of BI's Potential](image.png)
Reducing Your IT Costs—Not Your IT Results
Enterprise Data Analytics Program

Sogeti not only offers consulting and services around core business intelligence, data warehousing and data integration (through ETL), but also provides services that help clients mature to “BI 2.0.”

<table>
<thead>
<tr>
<th>Business Intelligence and Data Warehousing</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Framework Definition and Implementation</strong></td>
<td>Definition of new BI/DW solutions and environments, enhancements to existing frameworks</td>
</tr>
<tr>
<td><strong>Rationalization, Re-Architecture and Migration</strong></td>
<td>Identification and implementation of opportunities to reduce complexity and cost and improve performance, effectiveness, value and end user satisfaction.</td>
</tr>
<tr>
<td><strong>Low Cost Support and Infrastructure Management</strong></td>
<td>High-value, low cost on site and/or remote management, maintenance and support of BI/DW implementations.</td>
</tr>
<tr>
<td><strong>Value Added Consulting</strong></td>
<td>Specialists available on an as-needed basis to consultant on specific client BI/DW issues.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BI as a Service</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Managed BI as a Service</strong></td>
<td>A complete, modern and high-performance private cloud BI/DW offering, including environment, consulting and support on creative pay-for-use basis. Lowers costs, reduce BI/DW support staff and provides modern high performance functionality.</td>
</tr>
<tr>
<td><strong>Managed DW+ETL as a Service</strong></td>
<td>Same as BI as a Service, but data warehouse only. Client provides BI/data access tools.</td>
</tr>
<tr>
<td><strong>Analysis as a Service</strong></td>
<td>The BI as a Service offering above, but includes analysis of the data by Sogeti BI “power users” and communication of findings and insights to the client.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Business Intelligence Competency</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>“Intelligence Enterprise” Roadmap</strong></td>
<td>Development of a phased roadmap plans and recommendations to help clients achieve greater benefits from BI spend. Leverages Sogeti’s methodology and accelerators to identify business objectives, functionality, principles, constraints, future vision, current state, gap analysis, planning and business case to achieve BI 2.0.</td>
</tr>
<tr>
<td><strong>Value Added Consulting</strong></td>
<td>Specialists available on an as-needed basis to consultant on specific client BICC issues.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Master Data and Data Quality Management</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Analysis, Scoping, Planning and Business Case</strong></td>
<td>Development of a phased roadmap plans and recommendations to help clients determine if/how Master Data Management can benefit their organizations. Includes identification of key data domains and definitions, use cases, data flows, recommended approach and any technologies relevant.</td>
</tr>
</tbody>
</table>
### Enterprise Data Analytics Program

**Framework Definition and Implementation**

Implementation of MDM/DQM solutions for domains including, but not limited to, Customer, Supplier, Item, Product, Site, Well/Field, Project, etc. Can include MDM technologies, real-time and batch data integration and implementation of registry or MDM hub technologies.

**Low Cost Support and Infrastructure Management**

High-value, low cost on site and/or remote management, maintenance and support of MDM implementations.

**Value Added Consulting**

Specialists available on an as-needed basis to consultant on specific client MDM issues.

### Business Metadata Management

**Analysis, Scoping, Planning and Business Case**

Development of a phased roadmap plans and recommendations to help clients determine if/how Business Process Modeling/Management (BPM), BI/DW metadata management and/or an Enterprise Architecture (EA) Repository can benefit their organizations. Includes quantification of business benefits, description of the scope and success criteria and vision for solution.

**BI, DW and MDM Metadata Management Frameworks**

Implementation of metadata management solutions for BI, DW and/or MDM metadata. Can include definition, selection and implementation of metadata management technologies.

**Enterprise Architecture and BPM Best Practices and Repositories**

Implementation of Business Process Management (BPM) and TOGAF-based Enterprise Architecture (EA) methodologies and repositories. Includes definitions of roles, best practices, methodologies and training. Can include definition, selection and implementation of metadata management technologies.

**Metadata, BPM and EA Consulting**

Specialists available on an as-needed basis to consultant on specific client metadata management, BPM and/or EA issues.

**Metadata Repository Support and Management**

High-value, low cost on site and/or remote management, maintenance and support of metadata or BPM/EA repository implementations.

Sogeti’s delivery models range from single consultant under client direction to Sogeti-managed projects. Contractual arrangements can be time and materials, fixed price and milestone-based. Most projects are some mix of Sogeti and client staff, managed by either the client or Sogeti.
Service Level Details

### Reporting/Information Extraction

<table>
<thead>
<tr>
<th>Functional Area</th>
<th>Maturity</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operational reporting</td>
<td>Very</td>
<td>Operational reporting is a major component of our data warehouse projects. Reporting tools like Business Objects and Cognos are typically used for enterprise level reporting.</td>
</tr>
<tr>
<td>Parameter driven reports</td>
<td>Very</td>
<td>We build both pre-defined and parameter driven reports based on the business need.</td>
</tr>
<tr>
<td>Pre-defined Queries</td>
<td>Very</td>
<td>We build both pre-defined and parameter driven reports based on the business need.</td>
</tr>
<tr>
<td>Pre-defined Data Cube(s) and/or Mart(s)</td>
<td>Very</td>
<td>Very often pre-defined Data Cubes and Marts are needed to get to the exact detail and level of granularity based on the business need. The Enterprise Data Warehouse can sometimes be too broad or high level to meet specific needs of the business.</td>
</tr>
<tr>
<td>Pivot Tables</td>
<td>Very</td>
<td>Pivot Tables are standard data visualizations tools for data processing. Among other functions, pivot-table tools can automatically sort, count, total or give the average of the data stored in one table or spreadsheet. Pivot tables are useful for quickly creating un-weighted cross tabulations.</td>
</tr>
</tbody>
</table>

### Data Analysis

<table>
<thead>
<tr>
<th>Functional Area</th>
<th>Maturity</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Access to Data</td>
<td>Very</td>
<td>Direct Access is the ability to obtain data from a storage device by going directly to where it is physically located on the device rather than by having to sequentially look for the data at one physical location after another.</td>
</tr>
<tr>
<td>Economic and Financial Analysis</td>
<td>Very</td>
<td>Financial analysis is fundamentally an assessment of the viability, stability and profitability of a business, sub-business or project. Analysis is performed by consultants who prepare reports using ratios that make use of information taken from financial statements and other reports. These reports are usually presented to top management as one of their bases in making business decisions.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Continue or discontinue its main operation or part of its business;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Make or purchase certain materials in the manufacture of its product;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Acquire or rent/lease certain machineries and equipment in the production of its goods;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Issue stocks or negotiate for a bank loan to increase its working capital;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Make decisions regarding investing or lending capital;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Other decisions that allow management to make an informed selection on various alternatives in the conduct of its business.</td>
</tr>
</tbody>
</table>
# Data Analysis

<table>
<thead>
<tr>
<th>Functional Area</th>
<th>Maturity</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Cube(s) and/or Mart(s) creation</td>
<td>Very</td>
<td>Maturity</td>
</tr>
<tr>
<td></td>
<td>Mature</td>
<td>Data cubes can be thought of as extensions to the two-dimensional array of a spreadsheet. For example a company might wish to analyze some financial data by product, by time-period, by city, by type of revenue and cost, and by comparing actual data with a budget. These additional methods of analyzing the data are known as dimensions. Because there can be more than three dimensions in an OLAP system, the term hypercube is sometimes used.</td>
</tr>
<tr>
<td>Ad hoc Queries</td>
<td>Very</td>
<td>Maturity</td>
</tr>
<tr>
<td></td>
<td>Mature</td>
<td>Many application software systems have an underlying database which can be accessed by only a limited number of queries and reports. Typically these are available via some sort of menu, and will have been carefully designed, pre-programmed and optimized for performance by expert programmers. By contrast, &quot;ad hoc&quot; reporting systems allow the users themselves to create specific, customized queries. Typically this would be via a user-friendly GUI-based system without the need for the in-depth knowledge of SQL, or database schema that a programmer would have.</td>
</tr>
<tr>
<td>On Line Analytical Processing (OLAP)</td>
<td>Very</td>
<td>Maturity</td>
</tr>
<tr>
<td></td>
<td>Mature</td>
<td>In computing, online analytical processing is an approach to swiftly answer multi-dimensional analytical queries. OLAP is part of the broader category of business intelligence, which also encompasses relational reporting and data mining. Typical applications of OLAP include business reporting for sales, marketing, management reporting, business process management (BPM), budgeting and forecasting, financial reporting and similar areas, with new applications coming up, such as agriculture. The term OLAP was created as a slight modification of the traditional database term OLTP (Online Transaction Processing). Databases configured for OLAP use a multidimensional data model, allowing for complex analytical and ad-hoc queries with a rapid execution time. They borrow aspects of navigational databases, hierarchical databases and relational databases. The output of an OLAP query is typically displayed in a matrix (or pivot) format. The dimensions form the rows and columns of the matrix; the measures form the values.</td>
</tr>
<tr>
<td>Use of Business Intelligence (BI) tools</td>
<td>Very</td>
<td>Maturity</td>
</tr>
<tr>
<td></td>
<td>Mature</td>
<td>Partner relationships exist with all of the major Business Intelligence, Information Management and Data Warehouse providers including but not limited to Oracle (OBI), SAP (BO), Teradata, IBM (Cognos), Netezza and others and we maintain staff and ongoing education and training on these platforms.</td>
</tr>
</tbody>
</table>
### Advanced Analytics

<table>
<thead>
<tr>
<th>Functional Area</th>
<th>Maturity</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clustering/ Segmentation</td>
<td>Mature</td>
<td>Cluster analysis or clustering is the assignment of a set of observations into subsets (called clusters) so that observations in the same cluster are similar in some sense. Clustering is a common technique for statistical data analysis used in many fields, including machine learning, data mining, pattern recognition, image analysis, information retrieval, and bioinformatics. For systems that exhibit abrupt changes while the data is being collected, you might want to develop models for separate data segments such that the system does not change during a particular data segment. Such modeling requires identification of the time instants when the changes occur in the system, breaking up the data into segments according to these time instants, and identification of models for the different data segments.</td>
</tr>
<tr>
<td>Data Mining</td>
<td>Mature</td>
<td>Data mining (the analysis step of the Knowledge Discovery in Databases process, or KDD), a relatively young and interdisciplinary field of computer science, is the process of extracting patterns from large data sets by combining methods from statistics and artificial intelligence with database management.</td>
</tr>
<tr>
<td>Predictive Modeling</td>
<td>Emerging</td>
<td>Predictive modeling encompasses a variety of statistical techniques from modeling, data mining and game theory that analyze current and historical facts to make predictions about future events. In business, predictive models exploit patterns found in historical and transactional data to identify risks and opportunities. Models capture relationships among many factors to allow assessment of risk or potential associated with a particular set of conditions, guiding decision making for candidate transactions. Predictive analytics is used in actuarial science, financial services, insurance, telecommunications, retail, healthcare, pharmaceuticals and other fields.</td>
</tr>
<tr>
<td>Advanced Statistical Analysis</td>
<td>Emerging</td>
<td>Statistical analytics can be used to summarize or describe a collection of data; this is called descriptive statistics. This is useful in research, when communicating the results of experiments. In addition, patterns in the data may be modeled in a way that accounts for randomness and uncertainty in the observations, and are then used to draw inferences about the process or population being studied; this is called inferential statistics. Inference is a vital element of scientific advance, since it provides a prediction (based in data) for where a theory logically leads.</td>
</tr>
<tr>
<td>Cause/Effect Validation</td>
<td>Novice</td>
<td>Most Business Intelligence initiatives utilize and expose Cause and Effect relationships and validations where X causes Y which, in turn, leads to Z.</td>
</tr>
</tbody>
</table>
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Build Data Access Skills and Understanding (Foundation)

<table>
<thead>
<tr>
<th>Functional Area</th>
<th>Maturity</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training</td>
<td>Very Mature</td>
<td>Most of our projects include various level of training including technical admin training, super user training, and end user training. Being able to access reports and tools created is critical to adoption and the success of the project. Supporting documentation is also created and left behind for our clients such as technical specifications, user manuals, and training materials.</td>
</tr>
<tr>
<td>Generic and/or tools specific</td>
<td>Very Mature</td>
<td>Tool specific training is something we are occasionally asked to do for our clients, although we are not a training company. This is typically side by side mentoring and if more formal training is required materials are built custom for the client.</td>
</tr>
</tbody>
</table>

C. Supporting Tools, Hardware, and Software
Sogeti has alliances with a number of major BI, DW and MDM technology providers:

The following is a high-level overview of each alliance:

<table>
<thead>
<tr>
<th>Alliance</th>
<th>Sogeti Relationship</th>
</tr>
</thead>
</table>
| IBM      | • Sogeti Tier 1 global IBM managed partner  
            • Year-over-year Beacon Award winner  
            • Knowledge of, and experience with, all Cognos products  
            • Knowledge of and experience with most Infosphere DataStage ETL products  
            • Some experience with other Infosphere products, such as QualityStage and MetaStage  
            • Key IBM go-to partner for Netezza DW appliances  
            • Hands-on experience with MDM Server, knowledge/exposure to Initiate and PIM MDM products  
            • Growing knowledge of SPSS |
### Alliance | Sogeti Relationship
--- | ---
**Microsoft** | • Tier 1 global Microsoft managed partner and Global Integration partner  
• Sogeti was Microsoft’s 2010 Partner of the Year  
• Knowledge of and experience with all BI/DW-related Microsoft products, include those SharePoint-based (e.g. PowerPivot) and SQL Server-based (SSRS, SSAS, SSIS).  
• Key Microsoft go-to for the PDW (formerly DATAllegro) DW appliance

**Oracle** | • Tier 1 global Oracle Diamond-level managed partner  
• Knowledge of and experience with Oracle BIEE framework and pre-packaged analytics, including Oracle Data Integrator  
• Deep experience with Oracle RDBMS, including 11g on Exadata platform  
• Knowledge of and some experience with Oracle MDM products, including UCM, PIM, Site and HRM

**Informatica** | • Global managed Informatica partner  
• Deep experience with PowerCenter products, including Advanced, IDQ, IDQ, web services, real time, etc.  
• Emerging go-to partner for MDM Server, formerly Siperian MDM

**Teradata** | • Global managed Teradata partner  
• Sogeti has several consultants nationally with deep Teradata experience  
• Sogeti also has very strong relationship with Teradata Consulting and has co-delivered several projects

**Microstrategy** | • Global managed Microstrategy partner  
• Numerous Microstrategy consultants available across the US  
• Some consultants are ex-Microstrategy with deep architecture experience

**DataFlux** | • US-managed DataFlux alliance  
• Knowledge of and some experience with DataFlux data quality and MDM products

**SAS** | • Global SAS alliance  
• Growing knowledge and capability with SAS products

**Business Objects** | • Global SAP managed partner  
• Deep experience with the entire Business Objects suite across the US

**Expressor** | • Recently established US-managed alliance  
• Several Expressor-trained consultants available

**Software AG** | • US-managed alliance  
• Numerous Sogeti consultants nationally have deep (IDS/Sheer) ARIS experience  
• Knowledge of the formerly DataFoundations MDM product suite

**Talend** | • Recently established US-managed alliance  
• Growing knowledge of Talend’s DW and MDM products

Sogeti has built up an extensive set of BI and MDM project methodology and accelerators. Examples include:

- Full BI/DW solution development lifecycle (SDLC) methodology and best practices
- Full MDM SDLC and best practices
- Full BPM SDLC and best practices
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- Data Warehouse architecture models and accelerators for various industries and topics, including retail, manufacturing, supply chain, sales, case management, etc.
- BI accelerators for reports, dashboards, semantic layers, etc.
- Templates and accelerators for future state, project planning, roadmaps, project estimation and the like

Sogeti offers a private cloud BI, DW and ETL offering. Our Business Intelligence as a Service is comprised of Oracle BI EE 11g (OBIEE), Oracle 11g database on an Exadata server, Netezza DW appliance and Informatia PowerCenter hosted and supported in our Ohio data center. This environment can be licensed on a very creative basis for full production environments, whether for internally (employee) or externally (customer) focused solutions, proofs of concept and other special needs. Sogeti is happy to discuss the applicability of multiple data security options.

D. State Involvement

Client involvement in these projects is critical to their success. Our approach is business centric and focuses on the specific challenges that are sought to be overcome prior to introducing technical solutions.

Executive leadership should expect to be engaged at the beginning of any BI/Data Analytics project to help lay the foundation for the goals that should be met at the project. Executives should expect to spend 4-8 hours on the outset of the project to headline the challenge and help build a roadmap.

Client involvement beyond initial startup clearly varies by project and solutions approach. For example, our Business Analytics as a Services removes most of the infrastructure requirements that are needed for these projects and can drastically reduce time to market and client resources needed for setup.

E. Personnel

Full consultant profiles can be found in Attachment B – Consultant Profiles.

Kurt Nyffeler, Senior Vice President – Business Information Management

Kurt is the Senior Vice President of Sogeti USA’s National Business Information Management Practice. He is a Senior Solution Architect who assists companies become the real-time and agile organizations they desire to be. He does this by leading teams that establish a future-state vision for client’s enterprise application and data architecture and iteratively work towards it project-by-project, componentizing functionality so that it can be optimized through leverage and re-use. Clients thus realize increased revenue and productivity, decreased costs and the ability to quickly amend functionality.

Mr. Nyffeler attributes his success to 30 years of experience and a relentless focus on client and end-user goals, a talent for bringing intelligibility to complex situations and concepts, strong presentation and communication skills, creativity, discipline and transparency.
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Jeff Zakrzewski, Director – Business Information Management

Jeff is currently the Director of the Business Information Management Practice for Sogeti’s West Region and has over 15 years of technical, business, and leadership experience driving companies to maximize internal and external information resources and data management architectures. He works with Capgemini Sogeti clients in MDM, BI/DW and Data Migration strategic roles and executes the solution architect role for clients who need BI and MDM roadmaps performed plus he has a background in managing the vendor selection processes for BI, MDM, DG, DQM and ILM initiatives.

Francis Barbosa, Director – Business Information Management

With 16 years of experience, Francis is an expert in Strategic Enterprise Program and Project Management, Data Warehousing, Business Intelligence, Enterprise Architecture and Engineering and Business-Technology Alignment. Francis has worked with some of the largest Insurance, Global Financial Services, Healthcare and other large complex organizations and industries over the course of his career.

Francis has deep and broad background in ERP Data Warehouse, Business Intelligence, Integration, and Custom Solutions Architecture and Development, leading many technology strategy, selection and implementation programs. He was the Director of Enterprise Data Warehouse, Information Management and Business Intelligence and Director of a Global Architecture Services Group for major global services organizations and has developed and managed client partnerships and leading business development initiatives across multiple business verticals.

Hem Naidu, Architect – Business Information Management

Hem is an innovative Data/ETL Architect with an expertise for transforming complex business requirements into workable and sustainable solutions. He has over 13 years of experience working with cross-functional, cross-organizational teams, onshore and offshore. His diverse technical knowledge includes experience as a Java Architect and Data Warehousing ETL Architect. Hem has proven ability, based on an extensive background of varied technical skills, to devise and suggest practical and cost effective solutions to clients. Hem is especially skilled at explaining technical concepts to non-technical audiences. His project management skills, combined with a “can-do” attitude, ensures successful, on time and budget, project results.

Kevin Bolin, Senior Consultant – Business Information Management

Kevin is a results-oriented Senior Consultant with twenty five years of professional information technology experience. He has applied his skills in data architecture and infrastructure design for a wide array of industries. Kevin uses his extensive data and information structure design background to customize the data information solution to fit the client’s needs. He has a knack for recognizing optimization opportunities in business and project processes and the ability to develop and implement practices to ensure successful, timely completion of projects.
F. References

Iowa Department of Public Health

H. Engagement Overview

Name of the Organization: Iowa Department of Public Health

Name and Scope of the Project:
The Iowa Department of Public Health (IDPH) was looking for a way to enable Local Public Health Agencies and Department of Public Health employees the ability to access and perform in-depth analysis of public health data. Specific objectives included:

- Provide IDPH and stakeholders access to appropriate public health data, reports, and decision support tools through a flexible, easy-to-use interface.
- Facilitate timely and accurate access to public health data through reporting capabilities.
- Improve public health decision-making through the use of high quality, accessible data and decision support tools.
- Provide the ability to compare public health statistics.
- Provide analytical support by generating graphs, including exporting data to spreadsheets and other analytical tools, and identifying additional data resources.

Sogeti’s Solution

Based a proven track record developing and deploying business intelligence solutions, experience in the public sector, and the ability to deliver with local talent, the agency awarded the project to Sogeti.

Sogeti worked with IDPH staff to design and develop a data warehouse and analytical reporting solution that included secured access to published reports and ad-hoc analysis of public health data to support study of health statistics. The solution also supported initiatives for Community Health Needs Assessments and Health Improvement Planning at a state-wide level.

Sogeti’s responsibilities included:

- Requirements definition
- ETL
- Metadata management solution design and development
- Testing
- Training curriculum design and delivery
- Project Management

Data from State and Federal data sources including census, vital statistics, hospitalization, and behavioral risk assessments were successfully incorporated into the data warehouse and analytical solutions through an iterative delivery process.

Dates of Engagement

April 2009–September 2010

Name, Email, Phone of Contact Person

Michelle Lenerz
Iowa Department of Public Health
(515) 725-2203
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Enterprise Data Analytics Program

mlenerz@idph.state.ia.us

I. Efficiencies or results gained

Prior to the Data Warehouse project, Local Public Health Agencies and IDPH employees who needed public health data for studies or grants, would submit a request for information. This request would go through a multi-step process of review and assignment to bureau workers based on the nature of the request, availability of staff, and subject matter of data. This process could take several weeks to complete when all the activities and staff hours were considered.

Providing a secured self-service portal with predefined reports and access to an analytical tool greatly reduced the amount of time required to access information in the data subject areas provided. Public Health Agencies and Department of Public Health employees were able to access the information quicker, so they could go about their business instead of waiting for data to be gathered, analyzed and provided back. The feedback from end-users was very positive, and has since driven additional enhancements in the data warehouse capabilities.

J. Calculation of Cost Savings and Project Structure

Cost savings were calculated in person hours, however, this metric was not officially implemented and monitored by the Department of Public Health as a justification metric.

K. Not Applicable

L. Not Applicable

Chesterfield County, Virginia

H. Engagement Overview

Name of Organization: Chesterfield County, Virginia

Name and Scope of Project:

Business Intelligence Proof of Concept – Sogeti was engaged for a proof of concept for the Chesterfield County Police/IT to create a data warehouse to facilitate key business decision making internally and provide Chesterfield Citizens with pertinent, up to date police information accessible via the county web site.

The business sought to make the data currently available from other systems like their Records Management System and Computer Aided Dispatch more easily accessible and in a business-friendly, “consumable” state on a daily basis to detectives, analysts, other agencies, and in controlled cases, the public for their retrieval and analysis.

Key goals that were met through the BI POC were the following:

- A customized evaluation experience by bring in a small segment of Chesterfield County data into the Microsoft BI environment
- A BI Distributed Architecture Conceptual Diagram
- A DW/BA Chesterfield County Staffing Support for the BI Program including defined support roles needed for implementation and for ongoing support
- Knowledge Transfer throughout the process from Sogeti consultants to Chesterfield IT Staff.

Dates of Engagement: March 2011
I. Efficiencies or results gained
Efficiencies gained by Chesterfield County were mainly realized by automating previous manual work and providing the needed information on demand.

J. How were cost savings calculated
Cost savings were calculated in person hours, however, this metric was not officially implemented and monitored.

K. Not Applicable

L. Not Applicable

The Men’s Warehouse

H. Engagement Overview
Name of Organization: The Men’s Warehouse

Name and Scope of Project:
The Men’s Wearhouse (TMW) is a $2.1 billion retailer of men’s fine clothing. Founded in 1973 by George Zimmer, it’s President who is well-known for his “I Guarantee It” slogan, it has grown to 1,285 stores. The Men’s Wearhouse, Moores and K&G stores carry a full selection of designer, brand name and private label suits, sport coats, furnishings and accessories and the MW Tux (formerly After Hours) stores carry a limited selection. Tuxedo rentals are available in the Men’s Wearhouse, Moores and MW Tux stores.

TMW operates a number of applications to support campaign management, CRM, POS, call center, leads, etc. Acquisitions have created multiples of these applications in several instances. As a result, key master data such as customer, product, campaign, sale and the like reside in multiple applications, so data quality and clear systems-of-record for each do not exist. The lack of quality integrated master data profoundly affects TMW’s ability to effectively manage operations, understand the effectiveness of campaigns, understand which leads are converted to customers, etc.

Multiple “data warehouses” have sprung up over the years to support each business function’s needs have exacerbated the situation and cause significant additional IT support.

TMW’s overall objectives were to define and integrate key master data subjects, define and manage data quality, rationalize and re-architect its enterprise data warehousing, ensure that proper metadata management and BI tools are in place to support the business information
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Enterprise Data Analytics Program

needs and functionality requirements of its end users and establish governance to ensure that this architecture remains optimal into the future.

This project addressed a specific problem that TMW is having in analyzing the ultimate sales success from leads generated by a variety of sources, i.e. “Lead Conversion Analysis”. Sogeti applied “MDM” best practices, including master data and quality definition, data cleansing, matching and integration, data warehousing and delivery (BI), standards and governance.

The Sogeti team worked closely with its IBM and Microstrategy alliance partners to ensure success.

**Dates of Engagement:** August 2008-December 2008

**Name, Email, Phone of Contact Person:**

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**I. Efficiencies or results gained**

Since an individual could be associated with multiple lead sources, TMW was duplicating lead payment. Having a MDM program in place that clearly showed the Lead Source Tracking prevent this overpayment.

**J. How were cost savings calculated**

For TMW, the savings were easy to calculate since the duplicate payment issue was resolved. TMW calculated several hundred thousand dollars saved annually be implementing the MDM solution.

**K. Not Applicable**

**L. Not Applicable**