BUSINESS INTELLIGENCE & DATA MANAGEMENT

TERABYTES OF DATA DON'T ALWAYS GUARANTEE CLEAR AND MEANINGFUL ANALYSIS

You have extracted mountains of data, built state-of-the-art storage infrastructure, and even hired highly skilled database administrators. Why, then, do your business units complain about not having the kind of high-quality and timely information they need to make critical decisions?

Harnessing Data As A Competitive Edge

Delivering the right information to the right people at the right time requires more than an investment in IT. Adequate focus on improving data-gathering processes, adopting data quality standards and controls, and embracing user-friendly analytics is required. Combined with the right technology infrastructure, harnessing the full value of enterprise data necessitates a commitment to business intelligence (BI) and data management (DM).

Today's environment demands that organizations make the best use of enterprise data. Across industries, decision makers are prioritizing efforts to leverage powerful information already owned by their enterprises. Data and supporting systems pose sizeable challenges, but the opportunities and benefits are significant. Key business drivers include:

- Reducing operational costs
- Identifying different revenue streams
- Managing increasing scrutiny from regulatory bodies

Business intelligence provides access to the information at hand. Data management organizes and facilitates user access. Many organizations rely too heavily on technology without appreciation for the processes and governance that drive data quality. Ultimately, technology is useless if data is inaccurate or poorly managed.

Driving Results Through Data

MorganFranklin is a management and technology solutions company that develops and implements data management and business intelligence programs and architectures that drive results. From improving effectiveness of financial planning and analysis (FP&A) to shortening the product development life cycle, our teams help clients enable the effective use of data across enterprises. For management, that means making smarter and faster decisions about the things that matter most. We also help clients build the internal governance required to leverage data as a strategic asset and competitive advantage. After all, data is perhaps the most valuable resource in today's business climate. Everyone has a vested interest in managing it wisely.

Impact & Value

- Improve speed and accuracy of compliance reporting
- Measure success with project management key performance indicators (KPIs)
- Identify early warning signals sooner
- Reduce financial write-offs with better data integration
- Improve customer satisfaction and segmentation
- Optimize investments in research and development (R&D) and marketing
- Enhance organizational performance tracking
- Identify profitability drivers
- Integrate core and non-core functions for a complete view
- Reduce burden on IT and increase productivity

What's At Risk?

You can't provide accurate and consistent information to decision makers without clear and concise BI and DM processes. Unmanaged processes may result in:

- Inconsistent metrics definitions
- Redundant data across the organization
- Inability to effectively identify data quality issues
- Inability to clearly drive strategic decisions
- Inability to manage costs
- Inability to maximize IT investments

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Our Solutions

MorganFranklin's BI and DM solutions are focused on delivering the tools and resources needed to obtain an integrated and trusted view of an organization's information data:

- **Data Strategy and Architecture:**
  Provide the basis for sound architecture, planning, and implementation. Single-source and application owners of data elements, service-oriented architectures (SOA), centralized data warehouses, granularity of data retained, and end users all drive key architecture component decisions.
- **Data Governance and Standards:**
  Improve data quality by assigning responsibility for data accuracy to a dedicated team. A data governance practice mitigates the problem of fragmented access to accurate data.
- **Data Quality and Cleansing:**
  Help clients maintain high standards for accurate information within enterprises through data cleansing techniques and automated tools.
- **BI Strategy and Architecture:**
  Identify information components and sources and design scalable decision support infrastructure to aid decision-making processes.
- **Corporate Performance Management:**
  Implement performance management dashboards and provide a core set of business data to drive and facilitate better decision making.
- **Reporting and Analytics:**
  Lead requirements analysis, vendor selection, and implementation of leading analytics tools including MicroStrategy, Cognos, and more.

Key Competencies

We provide an unmatched blend of BI and DM experience, highly capable resources, and relentless focus on success. Our teams bring:

- Data management focus
- Broad business intelligence knowledge
- Best practices from industry and government sectors
- Complex program management qualifications
- Ability to blend strategy, process, information, and technology
- Proven tools and templates
- Vendor objectivity
- Ability to work nimbly and focus on delivering results

About MorganFranklin Consulting

MorganFranklin is a strategy and execution-focused business consulting firm and professional advisor. We provide strategic thinking and hands-on support to help clients manage growth and maximize performance. Our solutions always consider the key connections between finance and accounting, operations, technology, and risk—connections that are critical to success. Clients say that our responsiveness, flexible style, and fast access to proven professionals make us an invaluable business partner and advisor.

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