DCODE TECHNOLOGIES

Business Application

&

Services Capability

ode Technologies
We make you make money

Executive Summary

dCode Technologies is an IT enabled business solution enterprise. Products and services offered by dCode technologies are focused to deliver tangible business gains for their service users.

We deliver solutions in the domain of business intelligence to drive efficiency for internal and external process management.

Users of dCode service can expect to receive a set of powerful plugins to support their business enhancement, sales gain and optimum services delivery process.

Product and services offered by us are cutting edge tools to support business as active catalyst. These technologies are cost effective, affordable and with inbuilt paybacks.

Our Team is a blend of business analyst and IT specialist in order to ensure business objectives are fulfilled and delivered on ground reality while team gets engaged on various efficiency enhancement programs.

Business Intelligence Services

Our Analytics platform meets the requirements of all users right from data discovery and ad-hoc analysis, to interactive reporting and dashboards, to domain-specific applications, to event-driven real-time analysis, and powerful predictive analytics – all from a single architecture.

Services Offered

- Analytics Implementation
- Center of Analytics Excellence
- Migration Services
- Predictive Analytics Implementation

Why Us?

Our experience of successful business intelligence projects offers tailored solutions to address the data challenges that organizations face. It allows us to fit solutions thoroughly to our clients' needs. We have developed industry-specific offerings and research that help our software perform:

- Fast Analytics
- Ease of Use
- Fast Share
- Explore Any Data
- Multiple View Dashboards

Strategic Assessment

Business Objectives

- What is business trying to accomplish and why?

- What connected business capabilities are needed to realize these objectives?

Business Processes

- What are the business processes reviewed during the engagement?

    - What did we find – issues, requirements, and impact?

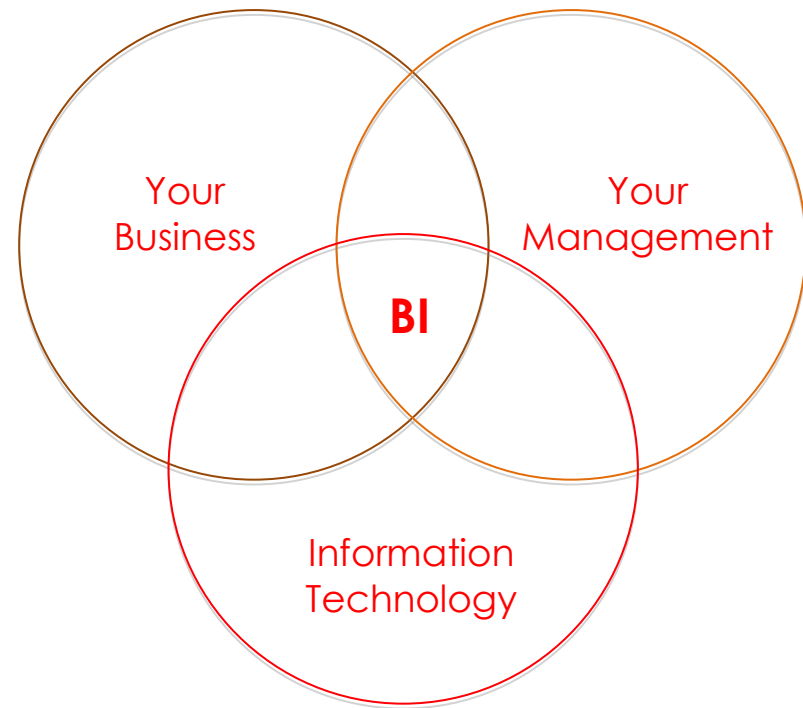   - What connected business capabilities do they need?

IT Objectives

- What success factors and strategies will guide the architecture assessment and planning for Information Management System?

    - Domain

    - Capabilities

    - Desired Characteristics
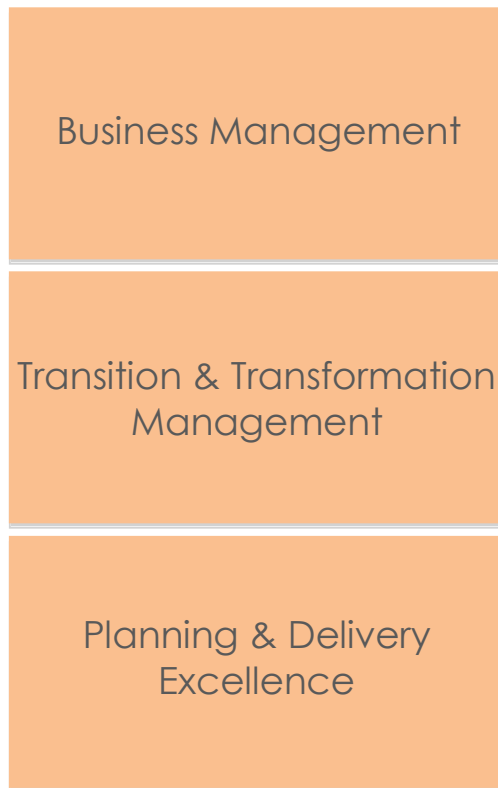
Introduction to Business Intelligence

Business Intelligence software that you can rely on to deliver solutions to all the complex analytical problems. It allows you to connect to data, then visualize and create interactive dashboards. It's an easy to learn tool and powerful enough to fulfill analytical problems.

For a fast moving & adaptable business you need to settle for BI software that is firm & efficient with the features that you need today, and the competencies that you want for tomorrow.
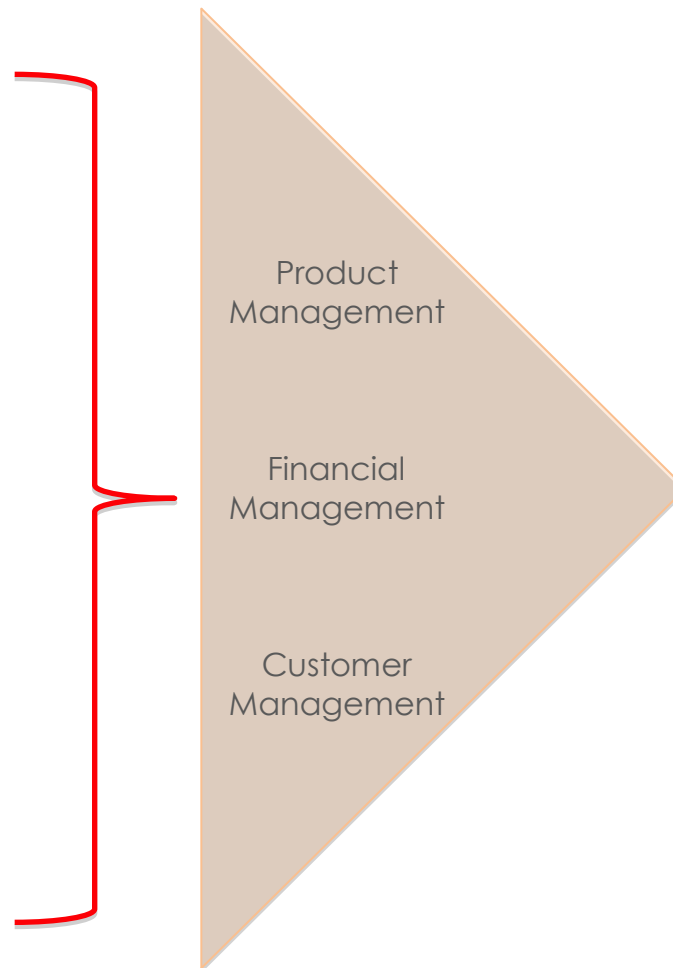
Your
Business

Your
Management

BI

Information
Technology

Business Architecture

Domain

Business Management

Transition & Transformation Management

Planning & Delivery Excellence

Capabilities

Product Management

Financial Management

Customer Management

Strategic Objective

- Company-wide access to a concise trusted cumulative of corporate information for making decisions based on facts.

- Easy-to-use reporting and analysis tools that can help business users gain better business insights to issues and spot trends quickly.

- The ability to respond with speed and agility to changing business conditions using effective, corresponding actions.

The data components of BI architecture include the data sources that corporate executives and other end users need to access and analyze to meet their business requirements. Important criteria in the source selection process include data currency, data quality and the level of detail in the data. Both structured and unstructured data may be required as part of a BI architecture, as well as information from both internal and external sources.

The domain model asserts that BI is a focus on the interaction of 'data' and 'relationships.'

Structured Tasks

With multi-dimensional data available for analysis and the ability to automate structured analytical processes, here we need tools for report formatting and data visualization to deliver our standard reports or dashboard results.

Semi-Structured Tasks

To explore the data and determine these relationships, we need tools for data analysis and decomposition, inferential statistics, heuristic modeling, and invariably data visualization.
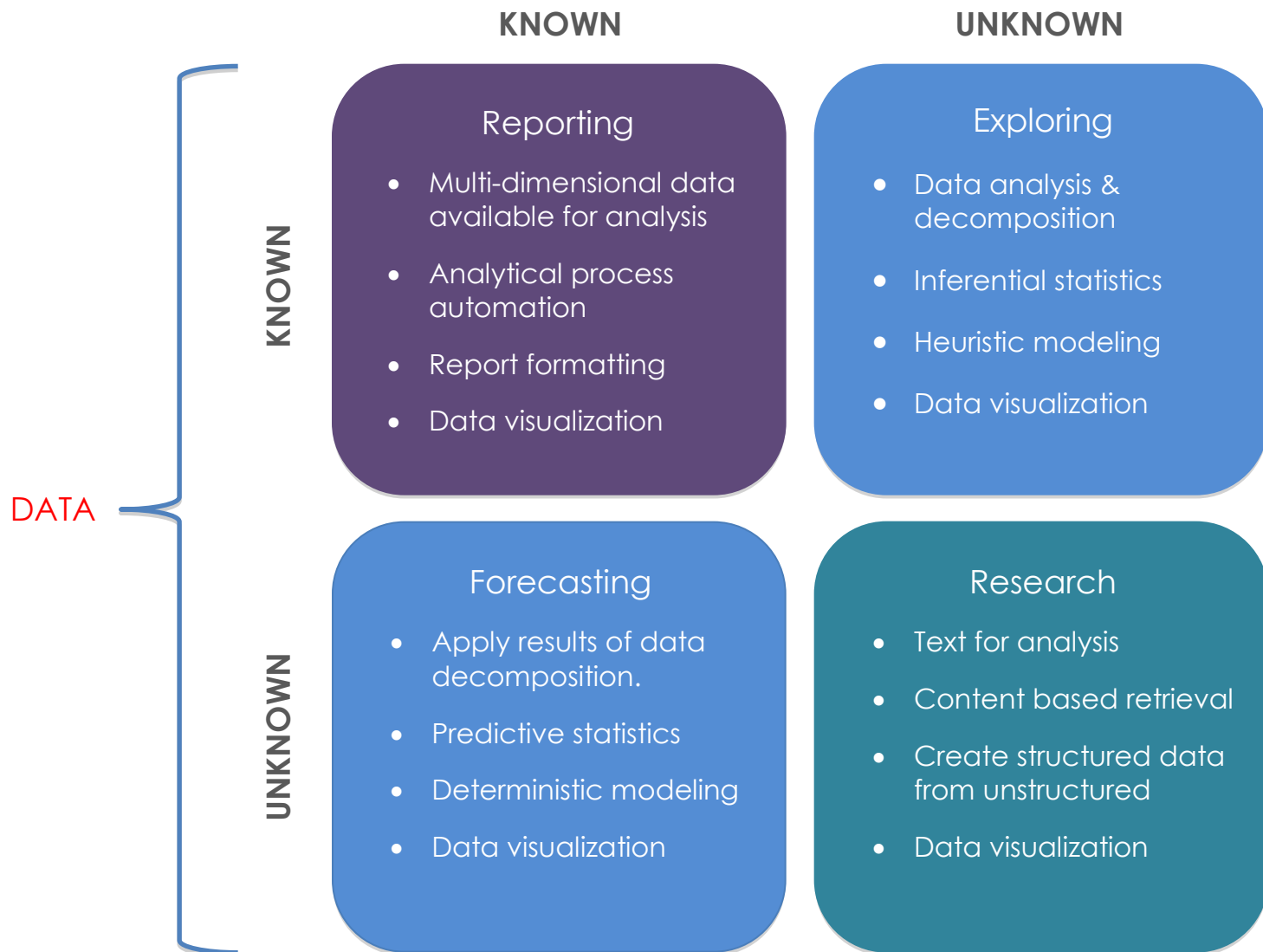
Our data analysis identified the factors or data dimensions that influence our forecast, and data decomposition utilized technical tools to parse out the trend, cyclicality, seasonality, and randomness in our data. To complete our forecasting, we may need tools for predictive statistics, deterministic modeling, and data visualization.

Un-Structured Tasks

With vast amounts of un-structured textual data, there is a need to find relationships between characteristics such as bits of content, sources, and timing and quantifications of the strength of these relationships. While always in the domain of BI, this is only now becoming a viable task, and data visualization is playing an important role in presenting the results achieved.

Business Intelligence Domain Model

RELATIONSHIPS

DATA

	KNOWN	UNKNOWN
KNOWN	**Reporting** • Multi-dimensional data available for analysis • Analytical process automation • Report formatting • Data visualization	**Exploring** • Data analysis & decomposition • Inferential statistics • Heuristic modeling • Data visualization
UNKNOWN	**Forecasting** • Apply results of data decomposition. • Predictive statistics • Deterministic modeling • Data visualization	**Research** • Text for analysis • Content based retrieval • Create structured data from unstructured • Data visualization

Features

Self-Service Discovery

Universal Adaptability
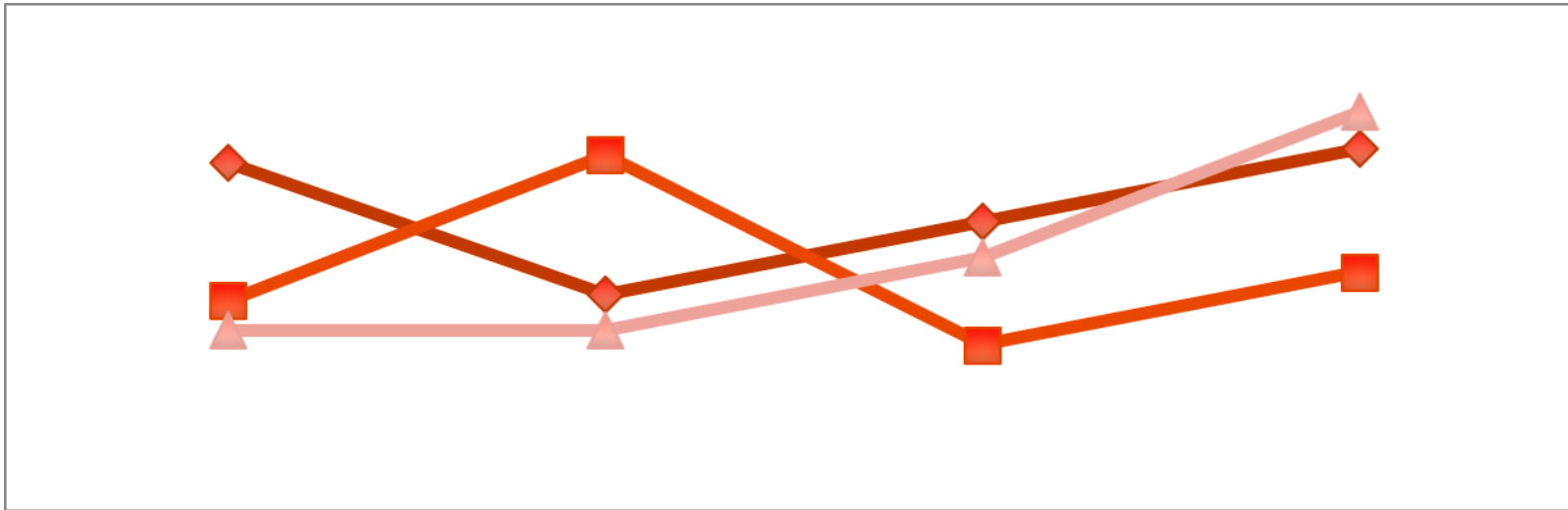
Visibility in to the Unknown

Fastest to Actionable Insight

Unlock the value of your Data

Visualize and interact with your data. Instantly spot and act on insights. Monitor key operational metrics. Mash-up all your data and explore freely. Share and collaborate with teammates. Predict future direction. Explore real-time and historical data side-by-side. Use advanced statistics to discover unexpected opportunities & risks. Analytics at your desk or on the go. On-premises or in the Cloud.

Gain fast insights and drive agile, competitive decisions and action. It's quick and easy with our Analytics Platform.
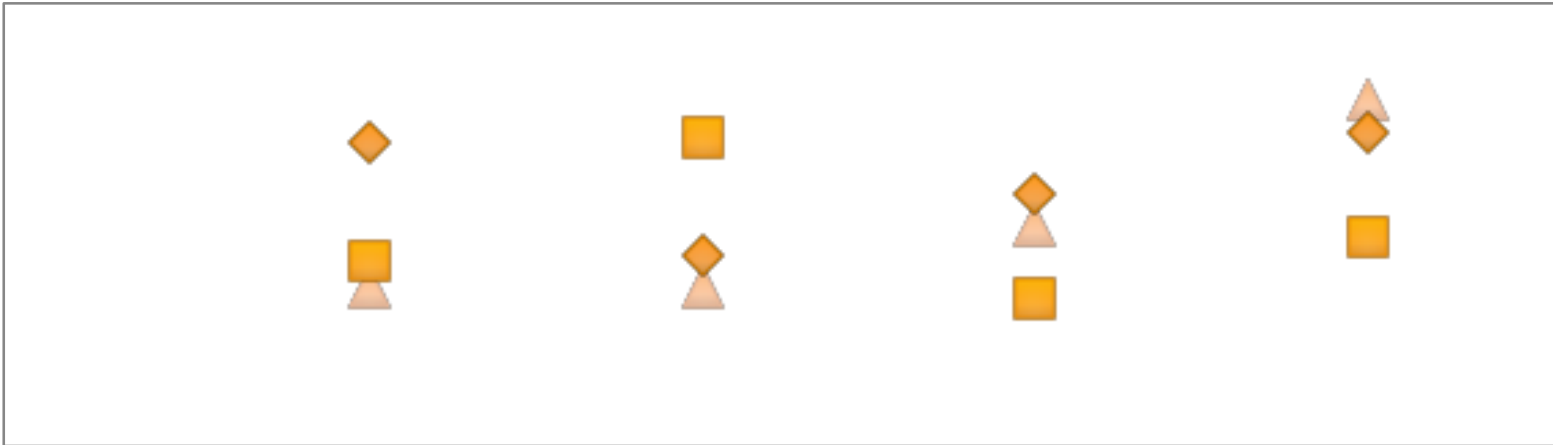
Visualize, Interact & Share Data

Say you have a traditional business intelligence solution already in place. Are you truly satisfied with those systems? Or, are you exporting data into spreadsheets like mad and spending huge amounts of time struggling to create charts and graphs that you then email around? It's a frustrating and unproductive process. The platform brings the power of visualization-based data discovery to everyone in your organization - department managers, individual contributors, top execs - everyone. With business intelligence framework, you can instantly visualize, interact with, and share data so you can spot opportunities and risks buried in the data before anyone else, without having to ask IT for help.
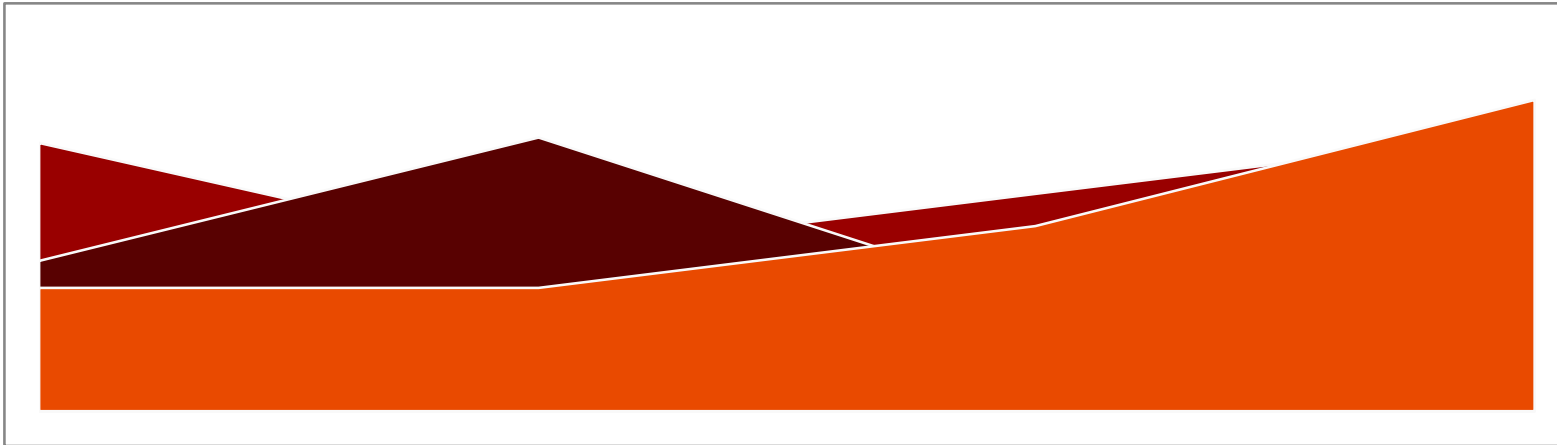
Explore

Analyze

Discover

Bring insight to everyone

The platform's highly visual and award-winning design makes it incredibly easy to create operational dashboards and analytic applications. And we make it just as easy to publish them directly to tablets or desktops through a zero-footprint web client for everyone to see. This method gives your data a voice that projects a clear message to your knowledge workers and encourages exploration and collaboration by all.

Create in minutes

Share in seconds

Anticipate what's next?

Predictive analytics--learning from the collective experience of your organization to make better decisions in the future--have entered the mainstream of business analytics. With Predictive Analytics, you can anticipate emerging trends, take preemptive action to minimize risk, and make better decisions with much greater confidence.

- Easily provide targeted, relevant predictive analytics to business users
- Easy Integration
- Leverage in-database predictive analytics
- Empower effective decision making across your organization
- Provide deep predictive insights into your data
- Enhance your ad hoc analysis
- No scripting required

Statistics

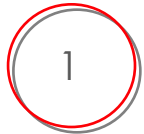Modelling

Runtime

Collaborate in context

Few decisions in business are made in isolation. People ask questions, learn new things, make recommendations, and refine their thinking based on interacting with others. It's an iterative and human process. The contextual collaboration capabilities uniquely support this natural decision-making process – from spontaneous and freeform brainstorming, all the way to decisions made within a formalized workflow – through a new level in social analytics. The collaborative BI approach, you can capture and socialize moments of insight, ideas, and hypotheses with peers, advisers, and customers – whether in an existing portal or a BI framework client. From there, you have the power to make more informed and transparent decisions at a more rapid rate. These discussions and content provide valuable context for decisions. These capabilities are role-based, hence the analyses are shared securely, are auditable at will, and are preserved over time.

All

Together

Now

1

Customer Relationship Management

Customer database management software stores, organizes, and analyzes customer information. That customer information can include:

- Customer activity data – sales, promotions, customer support, surveys, website visits, interaction frequency.
- Demographic data – education levels, zip code, salary bands, age group, religious affiliation, home owner/renter, marital status, loyalty.
- Psychographic data (sometimes referred to as interest, attitudes, and opinions or IAO) – social class, lifestyles, behavior, opinions, values, hobbies.

Application flexibility	Investigation Analysis	Advanced Analytics	User Scalability	Security
Evolves as quickly as customer needs such as quickly changing reports, modifying metrics, or changing the underlying database structure, our software can do it quickly because it is driven from a single, object orientated metadata.	BI applications offer unparalleled data investigation through the largest data volumes, which is critical for scouring customer data. Our software lets you drill anywhere through the data, not just up and down, to find relationships and conduct root-issue analysis.	We offer predictive analytics using regression, clustering, market basket, decision tree, and neural network analysis to understand, segment, and target customers for promotions.	The BI architecture is specifically designed to scale to the largest number of uses using multi-layered caching, clustering, load balancing, and true 64-bit compliant code. We have some of the largest in-production BI applications which meet the needs of all your constituents, whether internal or external.	Customer data must be kept absolutely private. With more people accessing sensitive data, it is imperative to secure access to data and even individual metrics. Our software provides Access Control to individual metrics and data creating a comprehensive and centrally controlled security policy.

2

Sales Reporting & Analysis

Sales reporting and analysis provides visibility into a company's sales pipeline, integrating information from sales, customer and financial sources for a complete picture of sales performance.

Business intelligence-enabled sales forecasts allow sales management to monitor and act on individual opportunities, more accurately forecast current and future period revenues and understand the drivers that distinguish won vs. lost deals. Executives can use graphical dashboards to quickly access actual sales performance vs. corporate targets and sales management forecasts. Marketing users can analyze lead progression through each stage of the sales cycle to quanitfy the effectiveness and revenue impact of marketing efforts.

Associations	**Forecasts**	**Efficiency**
Associate sales pipeline data with financial, marketing and customer information to make informed, strategic decisions to improve sales effectiveness.	Reporting, analysis and distribution of sales forecast data have unique user scalability, visualization and security requirements.	Our platform allows organizations to successfully deploy sales reporting applications to thousands of end users, with meaningful analyses and reports that increase overall sales efficiency.

Benefits of Business Intelligence Integration

(3)

Finance Reporting & Analysis

Understanding your organization's financial health is a fundamental aspect of responding to today's increasingly stringent financial reporting requirements. To avoid risks, organizations must quickly

- Identify ascertain financial ratios and trends across in liabilities and assets.
- Analyze and adjust planned and forecasted amounts.
- Act to provide regulatory statements as needed.

Extensive Data Gathering	Broad Data Visibility	Vigilant Fraud Detection	Material Spotlight	Live Reports
Environment for standardization of data and library of reports	Deployment to hundreds and thousands of users with full security	Automatic fraud detection through scouring of database	Timely and thorough identification of material elements	Drilling across time for trending and down to transaction detail for complete analysis

4

Human Resource

Human Resources departments across all industries are realizing the benefits of adding business intelligence to their existing operational tools (payroll systems, benefits systems, time entry systems, etc.). Business intelligence allows HR professionals to better leverage their organization's operational data to ensure compliance with government regulations, provide improved service to the employee base and more effectively manage all matters related to human resources.

Reporting & Analysis	Data Analysis	Employee centric	Performance	Alerts
This is ideal for reporting and analyzing detailed human resources information with complete security and confidentiality.	It enables advanced and statistical data analysis, as well as alerting.	Employees can view and manage their personal information, such as time-off requests, benefits selection and address updates.	Managers are just clicks away from analyzing employee performance and ensuring parity of titles, salaries and skill levels. Vice presidents can monitor the salary ranges of prospective candidates.	Finance managers can receive alerts of their choosing, such as when a high salary is entered into the payroll system. HR professionals ensure labor law compliance and study ways to improve operational efficiency.

5

Supply Chain & Operations

Supply chain analysis has emerged as one of the fastest growing business intelligence application areas. The proliferation of automated tracking systems, supply chain transaction systems, and electronic data interchange (EDI) systems have contributed to the rapid increase of data related to supply chain management. Companies in nearly every vertical industry need to have timely access to trends and indicators across key supply chain metrics.

Monitor & Analyze

Managers and analysts can monitor and analyze inventory trends, track vendor performance, analyze distribution network efficiency, and respond more quickly and accurately to feedback from the marketplace.

Trend Analysis

It allows executives to analyze trends and details, quickly adjust inventory and distribution, identify vendor performance problems, and understand underlying supply chain costs and inefficiencies.
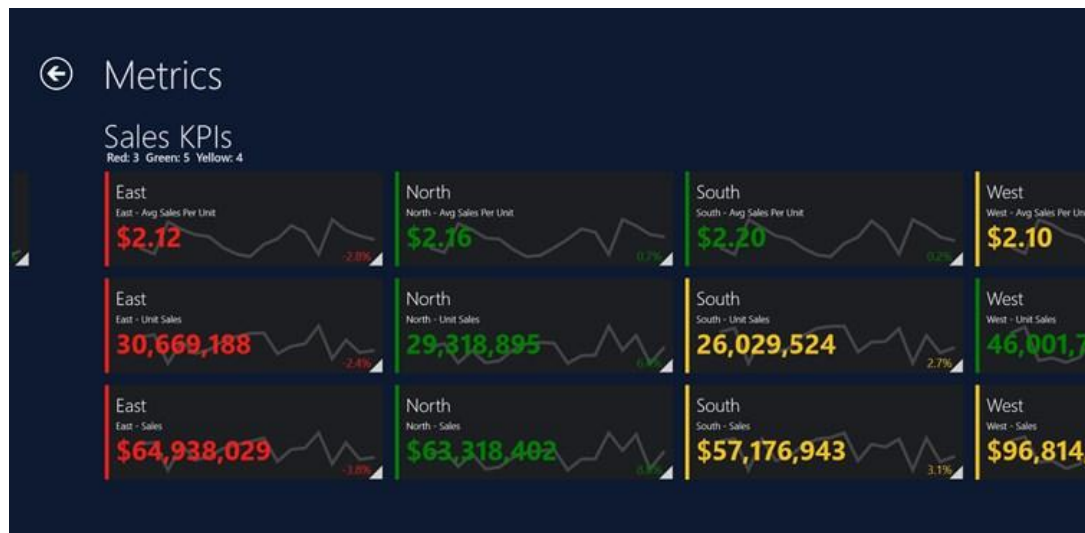
Streamlining

The various functions can work together to streamline supply chain system reporting, improve distribution and inventory methodologies, and improve communication of supply chain and vendor information.

6

Key Performance Metrics

- Allows a business analyst to define key performance indicators (KPIs) and other business metrics.

- Metrics can be easily personalized according to end user roles and permissions.

- Allows for easy consumption of up-to-date mobile KPIs and business metrics on any mobile device

- Native app support across a variety of mobile platforms and devices

- Users are free to explore their most important business information using intuitive, touch-based gestures.

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