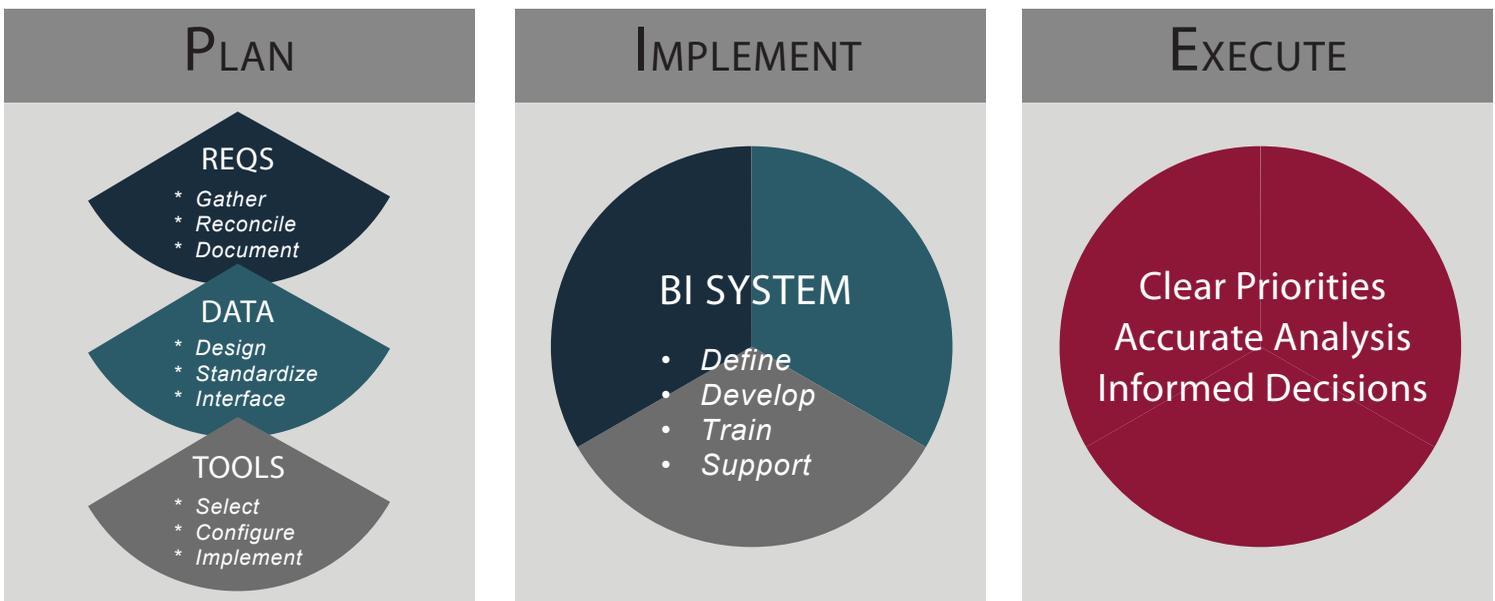# MACFADDEN'S BUSINESS INTELLIGENCE PRACTICE

At Macfadden, we understand that the key goal of federal financial Enterprise Resource Planning (ERP) systems is to provide actionable data to support informed business operations and management decisions. Macfadden's Business Intelligence (BI) approach integrates financial and other cross-functional data to provide meaningful insights to optimize vital financial and business operations. We leverage BI tools and capabilities to provide faster, more reliable and consistent information to meet regulatory and compliance needs. With over two decades of experience providing support to HHS and DHS, and expertise in Oracle BI and Oracle Performance Management tools, Macfadden turns data into knowledge that improves operational performance and delivers cost savings for agencies across government.

Our BI Service Offerings Include:

» System Assessment and Roadmap Development

» Requirements Verification and Solution Modeling

» System Implementation and Upgrade

» PMO Support

» Development of Performance Metrics

» Quality Assurance

» Predictive Analysis

Macfadden works with you to develop value-added BI solutions, with delivery models customized to suit your organizational needs. We call our BI methodology "PIE" - a three-phased approach designed to help organizations Plan their BI environment for their business needs, Implement the desired approach, and Execute it to support performance management, planning and forecasting, and regulatory and compliance reporting.

PLAN

REQS
* Gather
* Reconcile
* Document

DATA
* Design
* Standardize
* Interface

TOOLS
* Select
* Configure
* Implement

IMPLEMENT

BI SYSTEM
- Define
- Develop
- Train
- Support

EXECUTE

Clear Priorities
Accurate Analysis
Informed Decisions

BI Planning

Most federal organizations' ERP investments have generated terabytes of financial and other operational data. Today's challenge is in integrating, consolidating, and analyzing this data to enable executives and managers to objectively measure the performance of their business operations. The first step is planning, with three key elements:

Requirements	Data	Tools
Our experts work with you to define your BI needs. We assess infrastructure, identify business needs, and define the BI vision.	We identify the types of data sources to be included in the BI solution. Macfadden's proven approach identifies efficient, cost-effective data integration methods to prepare data for BI solutions.	We review available BI tools to determine which is right for your organization's needs, drawing on our experience with numerous tools including Oracle Business Intelligence Enterprise Edition (OBIEE).

BI Implementation

Macfadden uses structured operations with Agile methodology to optimize BI delivery. This includes project planning, detailed requirements, design, development, testing, and production deployment. Macfadden follows management expectations derived from strategic requirements to help design meaningful analytics and catalyze business improvement. Our implementation methodology includes:

» **Define** BI components (analytics, metrics management, reports, etc.) and performance metrics

» **Develop** BI tool according to business needs and regulatory requirements using agile methodology

» **Train** users at all levels and get user-buy in and input at each phase of testing;

» **Support** continuous process improvement during and after development and implementation, incorporating lessons learned at each stage.

Case Study HHS

At HHS, Macfadden provides PMO support for an enterprise-wide implementation of an Oracle OBIEE financial BI system, which integrates data from multiple core financial systems. The new system provides improved data standardization and more efficient, cost-effective operations and maintenance across HHS.

Macfadden also worked with the FDA Center for Tobacco Products (CTP) to index over a terabyte of regulatory data. By integrating disparate collections of information, our BI solution allowed CTP to easily access millions of documents and reduced search times from as long as 30 minutes to less than one second.

Case Study DHS

Macfadden provides business operations solutions for the U.S. Coast Guard's Core Accounting System (CAS), an enterprise-wide Oracle Federal Financials system. We create new system alerts and reports, analyze and improve business processes, and automate data extraction so USCG can analyze data more efficiently and improve operations across the agency.

BI Execution

Based on our sound implementation process, Macfadden will help you execute and optimize your O&M activities. Our clients successfully use their BI applications to:

» **Develop Clear Priorities** – Macfadden defines critical business drivers and performance indicators early in the development process; ensuring our BI solutions identify and address the most pressing financial management priorities.

» **Perform Accurate Analysis** – As business needs and regulatory requirements change, Macfadden continually updates and improves the metrics and BI tools which support them, so information generated remains relevant and analysis reflects real-time conditions.

» **Make Informed Decisions** – Macfadden works to increase cross-functional information exchange across stakeholder groups and lines of business, and incorporates predictive analysis. As a result, our clients can forecast the impacts of new projects to allocate resources effectively.

Macfadden Brings Technical and Functional Expertise to Transform Data into Strategic Insights

DELIVERING Results. EXCEEDING Expectations.
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