



UNLOCKING BUSINESS VALUE
THROUGH DATA DISCOVERY
AND REAL-TIME ANALYTICS



FRUSTRATED BY WAITING FOR INFORMATION THAT SHOULD BE REAL-TIME?

ARE YOUR MANAGERS BASING IMPORTANT DECISIONS ON A FRACTION OF YOUR TOTAL DATA?

DO YOU NEED TO ANALYSE DATA FROM CLOUD-BASED SYSTEMS SUCH AS SOCIAL NETWORKS?

ARE YOU STRUGGLING TO OBTAIN A SINGLE WHOLE VIEW OF THE TRUTH?

IF ANY OF THE ABOVE STATEMENTS APPLY TO YOUR ORGANISATION HCL CAN HELP.



EVALUATING YOUR REPORTING AND ANALYTICAL OPTIONS

Companies are struggling to realise the value from their data with analytics. Existing reporting may not be relevant to the business, supporting technology can be slow and inflexible, and a large amount of data is stranded in silos or not available for analysis at all.

With the exponential growth in data volumes, companies are seeking to gain much more value from their information assets, while leveraging and consolidating their BI technology platforms.

Addressing these challenges can be done now with the help of HCL's Business Intelligence (BI) and analytics specialists. We are expertly placed to assess your current data and reporting landscape and recommend options that maximise the value from existing systems, and deliver value from new areas.

WHY PARTNER WITH HCL?

Already established as a trusted Oracle systems integrator, HCL has been at the forefront of BI solutions for over 15 years:

- HCL has a global Business Analytics Solutions Practice of 4500 consultants working on over 150 concurrent projects and covering the spectrum of disciplines from Big Data to reporting
- We have developed transformative industry-focussed BI solutions that have delivered repeatable benefits
- HCL has developed unique extensions to Oracle technology including integration enhancements, Industry KPI packs and a BI collaboration suite
- We have invested in our methodologies and have accelerators specifically for Oracle BI
- We have helped identify and deliver benefits with BI solutions across industries and technologies resulting in substantial cost savings for our customers

Many companies are investing heavily to help improve their reporting and BI capabilities, yet they are facing serious challenges in being able to achieve the required performance, capability and anticipated return in line with their spend. HCL has significant experience in helping our clients improve the performance of their enterprise reporting solutions, including, migration to Oracle Exa technologies, integrating data discovery technology and introducing collaborative Business Intelligence capability.

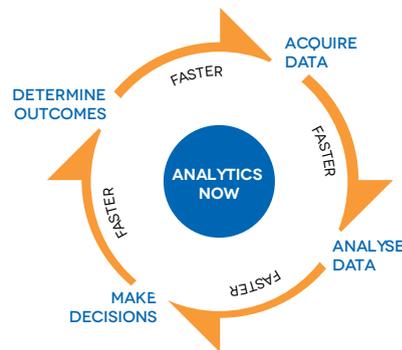
What sets HCL aside from our competitors is our integration expertise with Oracle products, demonstrated by our template specifications and design documents, plus our ability to quickly recommend and enable end-to-end BI solutions for our clients.

TAKE HCL'S ANALYTICSNOW ASSESSMENT

HCL will help you evaluate and build upon your data analytics and reporting options. To do this, we are offering a no-cost AnalyticsNOW Assessment tailored to your business, in which we support you to design a data analytics roadmap, develop a business case for an Oracle upgrade or migration to a new platform based upon the offering that is most applicable to your business.

The assessment will cover:

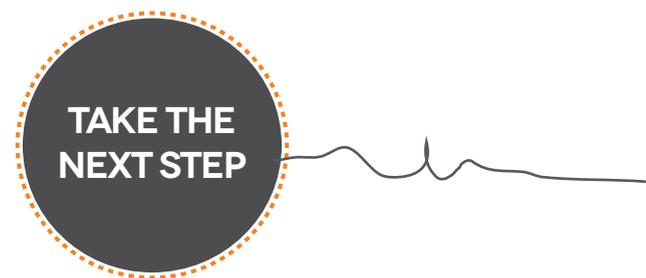
- Overview and Strategic Analysis
- Performance Management Analysis
- System Capability Analysis
- Technical Architecture Analysis



HCL's **AnalyticsNow** analysis framework enables us to examine and recommend enhancements that will improve the effectiveness of the entire analytic cycle. What this means is that your technology operation can deliver more value to the business without requiring programmes that take years to fulfil. The business benefits from faster, better decision-making based on timely, reliable data.

We will quickly arrive at:

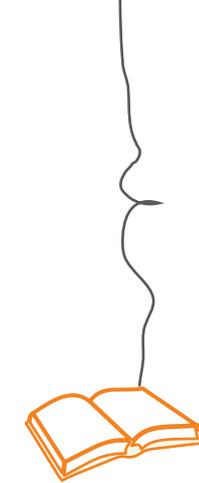
- An overall picture of your BI landscape
- A clear, actionable roadmap with value-adding stages outlined
- Achievable benefits defined, with costs for the phases



HCL invites you to undertake our free AnalyticsNOW Assessment to help increase your business competitiveness by making the most of your organisation's data by being able to access real-time analytics

To learn more contact us at:
integrated.applications@hcl.com

CUSTOMER CASE STUDY



The Client

This global customer operates in a highly competitive and fast-moving consumer environment and owns a number of leading brands. They also have the additional challenge of operating the complete supply chain from farm to store.

The Problem

The customer had developed a number of BI solutions that were adding value, but resulted in data that was siloed. These systems were insufficient to the challenges of the new competitive environment, which required analysis of data across the enterprise as a whole.

In addition, they had significant amounts of data available across their operation that was not available to their Analytic systems and Data Warehouses. This data was essentially unexplored, so the value locked within it was unknown.

Finally a number of their reporting processes involved significant time delays before information could be made available to key individuals for review and analysis.

How HCL Helped

HCL acted as partner in their analytic journey and assisted with the consolidation of the various analytic platforms onto Oracle Business Intelligence, supported by a new Oracle Exalytics-based technology layer, with real-time in-memory technology.

Meanwhile, an information discovery layer was established using Oracle Endeca that allowed the various island datasets to be explored, combined and the value unlocked in extremely short timescales.

The Benefits

The solution provided for the first time a timely, enterprise-wide view of core business information from a single solution. The in-memory architecture and consolidation of data onto a single data warehouse allowed for real-time self-service reporting within the business, which rapidly drove-up adoption.

The incorporation of a new Information Discovery layer completed the picture and allowed value to be derived from previously unexplored data sources in timescales that were previously impossible. The Information Discovery capability also allowed the addition of external sources from Government data. This provided a competitive advantage when planning their future operations. The solution is future-proofed, and can be used to incorporate information from social media sources, which will be used to drive their consumer brands' value.

The organisation estimates that it has saved US\$4m and derived value 1.5 years faster by using Oracle Endeca Information Discovery compared to traditional Business Intelligence.

ABOUT HCL

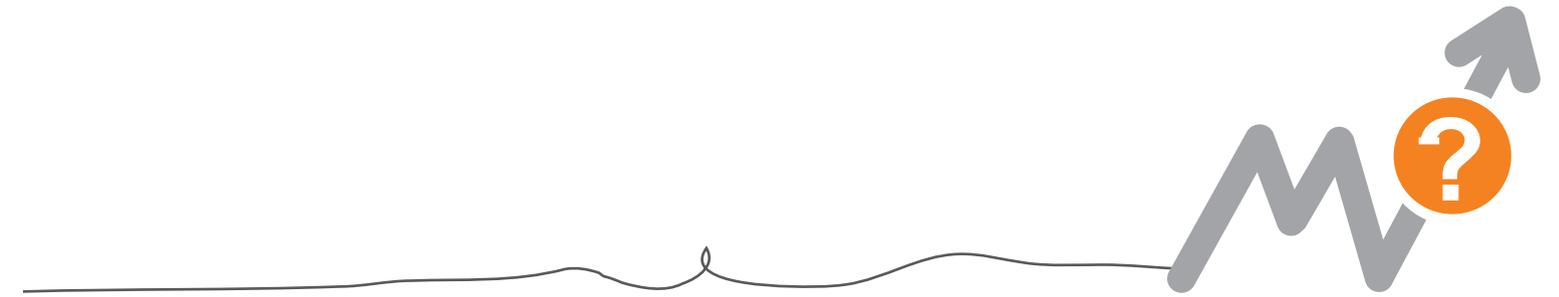
With revenues of \$6.5bn, employing 95,000 technology experts and operating in 31 countries worldwide, HCL is a leading global technology services provider. HCL assists our clients transform their business and IT assets, deliver complex Systems Integration programs and operate their application and infrastructure estate.

HCL's Systems Integration business works with our clients deliver business outcomes through large IT program delivery. We employ 15,000 systems integration experts. We are established partners with leading enterprise application providers – Oracle, SAP and Microsoft. We also help our clients move to cloud based platforms with Ariba, SalesForce.com, Taleo and SuccessFactors as well as infrastructure re-platforming in the cloud. Our propositions include:

- Global deployment
- Instance consolidation
- Fundamental cost reduction
- Target operating model transformation
- Benefits delivery
- Large programme management
- Applications Development
- Design, Build and Run services

True Global Delivery

HCL operates as a single global organisation allowing us to deploy consulting teams which leverage proven industry and solution best practices from our offices and delivery centres around the world.



HCL and Oracle

HCL has been a certified partner in the Oracle Ecosystem for over 15 years and is a leading global Platinum Partner. The HCL and Oracle relationship delivers value to our customers through industry focused excellence, innovation, and orchestrated innovation through diverse resources. Our global delivery team of 3,000 Oracle experts are recognised as being the most experienced consultants in the market and combine the best local Oracle business transformation expertise with world class offshore Oracle factory services. We are regularly ranked by analysts as #1 for client satisfaction.

We are recognised by Oracle, with 31 Oracle Specializations, and 9 Oracle Advanced Specializations, including the following in the BI and Integration areas:

- Exadata Database Machine
- Oracle Business Intelligence Applications
- Oracle Business Intelligence Foundation Suite (Advanced)
- Oracle Database (Advanced)

- Oracle Database 11g Performance Tuning
- Oracle Essbase (Advanced)
- Oracle Hyperion Financial Management
- Oracle Hyperion Planning (Advanced)
- Oracle SOA Suite (Advanced)



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Relationship[™]
BEYOND THE CONTRACT

HCL