

# Business Intelligence for Everyone

Sponsored Section

## Why do we need Business Intelligence we have an ERP?

### Unlocking value of your ERP

ERP systems are known to generate lots of data, but not a lot of information (data rich and information poor). 1KEY Business Intelligence is the solution to this problem. ERP does not contain all the information that is needed for business and hence disparate data sources thrive in form of spreadsheets or applications. Your company may be among

Since it is impossible to predict the business it is impossible to define reporting needs for next



coming years today. By using 1KEY BI and getting reporting done from an external system you are giving power to user to de-

role based security & hierarchical reporting.

### 1KEY Agile BI Suite Value Proposition

MAIA's 1KEY Agile BI solution help your organization, if:

- Key users / user groups have not adopted your BI tools
- You are in spreadsheet purgatory
- Business users are spending

### To succeed as an enterprise BI reporting standard, a solution must:

- Accommodate thousands of users with ease of affordability without prohibitive software license costs.
- Provide highly interactive interface, flexibility, most intuitive reporting that improves decision making.
- Access any or multiple enterprise data source.

1KEY AGILE BI Suite has been proved on all the above points.

"1KEY Agile BI Suite is the only single layer, interoperable, ground up built end-to-end BI product. Our customers' CXO level group have experienced the benefits with highest adoption ratio where in 1KEY AGILE - BI Suite is now used by both expert BI analysts and operational business users in mass."



Sanjay Mehta, CEO, MAIA Intelligence

those falling prey to the limits of spreadsheets due to ERP reporting limitation and manual processes as you work to improve information visibility and achieve compliance. It is important that you'll be able to trust your data and avoid any inconsistencies in your reporting definitions and calculations due to spreadsheet use even after ERP deployment. If your existing ERP systems and processes are slowing you down, external reporting and MIS may be problematic.

The spreadsheets are fragile and only one person in the company is entrusted with them. But even that person breaks into a sweat when there is reorganization and the consolidation spreadsheets need to be redone. There are lots of links between all the spreadsheets and one change could cause cascading errors in unsuspected places. Then when it's all done, the CEO asks for a breakdown of one of the numbers. It seems like a reasonable request, but the accountants are unable to comply on demand. But, even today and even in the largest and most sophisticated companies, the most popular feature in any ERP system is "Export to Excel" - canned reports usually miss the mark for the needs of individual users without additional massaging. Frequently, individual spreadsheets end up acting as central repositories for critical corporate information.

ERP comes with a reporting toolset and predefined set of reports with general purpose query tools to generate reports with data within ERP database. These tools are difficult and confusing to use and rely on IT team to deliver the on demand report which will take time where only thing that matters user is answer question of the moment. ERP provides acceptable day to day operations reporting but if business requirement changes these static ERP reports needs to be changed. While changes in the required report may take developers weeks, month or years or may never change and users demand it now.

fine and generate ad hoc reports while freeing valuable IT resources. It will quench the ever demanding thirst of users and empower them to turn data into meaningful business decisions.

### Implementation of 1KEY Agile BI Suite with your ERP

An effective implementation of MAIA Intelligence's 1KEY Agile solution touches every thread of your organization. Carrying information over organizational boundaries is a pre-condition for creating a broader view and deeper insight at all levels of operation. This is why 1KEY implementation affects all the essential aspects of a company. 1KEY is about synchronizing the organization as a whole, providing a better understanding of your business processes, and generating intelligent analytical reports, alerts, charts to suit the needs and requirements of the people that work from top management to the lowest level in your enterprise.

Our Partners are closely involved with most of our implementations. Their involvement starts with problem analysis and reporting definition, moving from analytical descriptions through to implementation, hardware choice, and at the end of the road, to system management and hosting. The ultimate objective, of course, is to deliver added value to MAIA 1KEY users. The customer benefits most from a MAIA partner who contributes the necessary experience to a project, is fully acquainted with the customer's business processes, and has access to the extensive knowledge and expertise of MAIA's 1KEY solution.

1KEY Agile BI Suite is built ground up on Microsoft .NET Technology, connects to various ERP likes of SAP, Oracle, Microsoft Dynamics, People Soft, Ramco and even Tally. 1KEY Agile offers various modules like, Dashboard, KPI, View, Cube, Charts, Ticker, Query Expert, OLAP, Tree, Scheduler & Reporter both on client server and on web version. 1KEY's architecture is SOA based with

more time on analysis than action.

- Critical issues are not made readily apparent without having to sift through reams of reports and data
- Business users need to rely on IT or analysts to get information
- Business users don't know what questions to ask about the data
- It is difficult to investigate issues to understand why
- Business users are drawing incorrect conclusions and missing opportunities
- You wish to deploy applications and share information with external parties such as customers, suppliers and partners
- By providing a very compelling user experience that requires little / no training and no reliance on IT to write reports / queries for them, business users can speed up decision-making by spending less time involved in analysis and more time taking action.

### Data 2 Decision

#### About MAIA Intelligence

MAIA Intelligence is a company committed to developing and continually improving powerful Business Intelligence Reporting and Analytics products. A Microsoft Certified Gold Partner and one of "NASSCOM 2007 100 Innovators", MAIA's customer list includes Tata Chemicals, Pidilite Industries, Indialifoline, SRL Ranbaxy, Bharat Forge, Reliance Capital Asset Management, Asit C Mehta, Gujarat State Petroleum Corporation GSPC, Elbee Express, IRB Infrastructure, AFCONS, Wanbury Pharmaceuticals, LOK Housing, Emerson Network Power, Financial Technologies, Nelito Systems, Wockhardt Hospital and so on. Our Mission is to build software that will help companies take faster & better decisions at all levels. ☐

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## Building a Fact-Driven Enterprise

### Get forward visibility for senior management

#### Tell us something about business of Essel Propack and your role?

EP is market leader in manufacturing of Laminated and Plastic Packaging tubes, enjoying nearly 33% of World wide market share. EP has 6 plants in India and 17 abroad. Over 65% of revenue is generated abroad and hence it is an Indian Multinational in true sense. Besides this, EP also has Specialty Packaging and Medical Device business. My role is to draw up a Strategic IT Road Map and implement the same to achieve the company's goal of doubling its revenues by 2010.

#### What kind of business applications are there at EP?

Currently, EP is using Microsoft Dynamic (Navision) ERP with some main add on products like Adexa in Production Planning, MES in Production Monitoring & WMS for Warehouse management.

#### How is your experience in handling BI projects till now in various companies you have worked with?

The biggest challenge is compiling "Clean" data. Many companies still have multiple figures for any key indicator like Sales,

A/R. etc. My vision is to have single source of "Truth". i.e. only one final figure for any key indicator like sales which management "Trusts". All employees should only use one figure in their communication. Besides this, the other problem is to compile da-



ta residing in different heterogeneous systems in various forms. Normalizing this data is a challenge. In my earlier company, I had taken the initiative to implement 1KEY BI where now 1200 users are up and working at all levels of hierarchy.

#### Why did you take BI Initiative as you first initiatives at EP?

The first thing I noticed in my interactions with Senior management is they do not have visibility of Key Indicators. Data is lying scattered in various forms and the reports are available mainly only on monthly basis, which according to me is too late to take corrective or proactive actions. Hence I took the decision to go for 1KEY BI initiative first. I had tremendous faith in the ven-

dor MAIA Intelligence due to my earlier interactions and experience. I was sure they would respond to my call to make it successful.



Zoeb Adenwala, CIO, Essel Propack

#### How did you select the BI vendor, which were the key benefits in the BI application you selected?

From my previous experience with BI products like Business Objects, Cognos, 1KEY, I wanted a quick solution with basic limited functionality and which should be easy to implement in short time. Also reasonable price was an important criteria. 1KEY is simple to learn, quick to roll out and cost effective. I want to roll out BI to bottom of the pyramid and not restrict it to few expert users. I am of the opinion to democra-

tize BI and 1KEY has that value proposition. Mercedes at the price of Maruti. Full value for money.

#### What functional area's did you target and why?

I targeted Sales, Finance and Production for obvious reasons as clear visibility in these areas can provide the best decision improvement leading to better business performance. 1KEY had those all standard features of cube BI like slice and dice with sort pivot, filter, group by, drill down, cross tab, conditional formatting and many more features.

#### What are the benefits which you got with BI?

Forward visibility and data analysis gives right tools to middle and senior managers to proactively look at business directions and take corrective actions before the problem hits. Also lot of time was saved in analysis over previous method using Excel. Lastly the management can see data on daily basis over monthly previously so the decisions can be taken at the right time and not delayed where they become irrelevant.

#### How important is now BI to EP?

It is seen as one of the main

IT initiatives. I believe in coming days 1KEY BI will work like a compass which gives directions to all business users.

#### Is the top management involved in BI decisions and reporting?

Yes, in fact CEO himself participated in the pilot. He was impressed by the speed with which 1KEY BI was able to help him do the analysis.

#### Is BI time consuming, costly & complex to handle?

Your views A: Well Yes and No. It all depends and how one charts out the BI road map. First decision point is what the business wants and the readiness of the organization to take this path. Quick and important business gains can be achieved in short time with reasonable costs using 1KEY BI. One must first try out a cheaper and faster method and gain experience before going for larger and costlier BI tools which provide similar functionalities.

#### Final words on Industry wide BI adoption in coming future?

Well my view is very clear. BI will become a MUST in very near future. I am sure BI is a sure shot ACE winner for a CIO. ☐

## Financial Consolidation Management Best choice of CFOs

Financial Consolidation of Accounts for statutory and internal MIS has been always a challenge for the Finance team in any company.

Today's corporate financial officers are held to higher standards of accountability than ever before, even as their businesses grow more complex and stakeholders demand faster access to accurate financial results. Finance Executives like accountants and CFO's are facing increased pressures related to financial consolidation of accounting based on companies, business areas, profit centers, divisions or branches, or the SBU's of internal cost accounting. Now that the statutory consolidation reporting which requires that the reported data to be aggregated into consolidated financial statements is needed to be submitted on a quarterly basis is becoming a challenge. The requirements of a financial regulatory statement are significantly high. The timelines expectation to deliver is decreasing and manpower expense required to complete their timely submission is ever increasing. The reconciliation of a company's financial accounting systems significantly requires skilled manpower and experience to com-

plete the task.

Today organizations need to quickly collect data from operating units around the world,



even when these locations have disparate general ledger systems, charts of accounts, and ERP systems. Data needs to be consolidated in line with local and international requirements, such as GAAP, Sarbanes-Oxley, and IFRS, and is stored in a single database, ensuring that everyone works with the same set of numbers, accessing data from software rather than a spreadsheet. Any changes are made in this central location, resulting in greater control and confidence in the numbers. Data can be compared with budgets, plans, and forecasts within software, which improves business insight. It should have detailed journal and audit capabilities to provide consolidated financial reporting transparency to satisfy both internal and external auditors alike.

Often the accountants struggle for weeks to consolidate multiple levels in their organization using their ERP. Adjusting entries

are booked in ERP and need to be replicated multiple times for each level. Inter-company eliminations cause delays while the accountants reconcile the differences between the companies using spreadsheets. The spreadsheets



"My team is now able to address the queries with detailed analysis, from different sources of data. 1KEY Financial Consolidation Management helped us achieve this in days, which took weeks earlier, by linking data of all locations to a single view with drill down facility. 1KEY has now become an important tool for introspection."



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spreadsheets need to be redone. There are lots of links between all the spreadsheets and one change could cause cascading errors in unsuspected places. ERP comes with a reporting toolset and predefined set of reports with general purpose query tools to generate reports with data within ERP database. These tools are difficult and confusing to use and rely on IT team to deliver the on demand report which will take time where only thing that matters user is answer question of the moment.

MAIA Intelligence's 1KEY FCM (Financial Consolidation Management) Model solves all the challenges mentioned above. 1KEY FCM Model eliminates the potential errors and reduces time spent on repetitive manual processes with its multicurrency capabilities, automated calculations and adjustments, and other features that address accounting and regulatory issues. 1KEY FCM Model combines the power to unify all legal and management financial reporting needs with the ability to blend corporate control with local flexibility.

#### Solutions to Common Business Questions

- How do the balance sheets of

different subsidiaries compare?

- What is the variance of assets, liabilities and equity between two selected time periods?
- What is the Net Working Capital of the company?
- Which business unit caused cash drain in a particular period?
- What is the breakdown of shareholders equity in a certain period?
- What is the leverage and liquidity of the company?
- What is the profit margin of each business unit and/or geographic region?
- How have margins changed month-to-month over the past year?
- Which business units are hitting their margin targets? Which are falling short?
- Which business units are more than 10% above/below their contribution targets?
- Which units or regions are over budget by more than 5%?
- Which departments have the highest contribution per employee?
- Are there trends underlying any revenue or expense categories that need immediate attention?

## We work in minutes and seconds

### Prompt action on technology needs helps save time and, thus, money

With a gamut of businesses that include investment banking, securities broking, investment management, institutional equities, asset management, wealth management, mutual funds and so on, Edelweiss Capital Ltd is one of India's growing integrated investment banking companies. It also plans to make a foray into retail space soon. Thirty offices and growing, 1,700 employees and a turnover of Rs 1,000 crore-plus, the company is always looking at means and ways to cut down on processing time so that better and more prompt decisions can be taken. A business intelligence (BI) tool was just such a call the company answered and roped in 1KEY BI. How did it help? What is the road ahead? Prashanth Pereira, Vice President, Technology and Operations, had the answers.

Excerpts of the interview:

#### What are the technology needs of a group like Edelweiss Capital Ltd?

We have various lines of businesses. It is critical that the information is integrated so as to disseminate, break it and even tweak it according to the requirement. As the company grows, so does the information bank. The question then becomes: how to break it even faster and in a seamless way so as to make the analysis easier? That's when we realized that we needed a BI tool and after due diligence, we chose MAIA Intelligence's 1KEY BI.

#### Which line of business did you first introduce it in and when?

We started with institutional equity one-and-a-half years ago. Then came insurance and BT



holdings and CRM. We have plans to use it across the board in a staggered manner. How open was the top management to a change like this?

#### What about the staff?

The top management is always open to new enhancements for new technology and support functions. So much so that the entire process of zeroing on the need and introducing the 1KEY BI tool in our organization took just about four months. Here, a work for the vendor company that was eager in helping us integrate it in the system and the partnership was smooth.

As for the staff, we had the technical staff undergo training and MAIA personnel were helpful in this regard, too, so that we become self-reliant.

#### Does the tool improve your bottom line as well?

1KEY BI helps cut down time. Being in the financial market that works in minutes and seconds, time is crucial. With the new tool, reports that took at least a cou-

ple of hours can be done in a minute. The faster you get your information, the better decisions you make. We get automated MIS reports, where the accuracy is better since the whole thing is completely systems driven. Also, let's not forget competition. It is not just about being good enough. It is about that cutting-edge above the competition.

#### Can 1KEY BI be used in different areas?

The tool will be of immense help now that we are undergoing a data-warehousing project where information from all servers will be integrated in one location. MAIA will help us migrate and churn the results faster. Apart from that, while everyone from top to middle-management is using 1KEY BI, we are also adding more employees to use the tool across the board. ☐

## Strategies for On Demand MIS

Use of 1KEY MIS Reporting Tool in below five mentioned strategies to get on demand MIS is highly recommended.

1. Take in account the reporting and analysis needs of all business users (Executives) with the CXO and managers. Data garnered should be appropriate for all the business users with correct and precise insights whenever needed.

2. Educate business users to rely on single source of truthful data. Forbid use of spreadsheets in meetings and presentations.

Wide spread use of spreadsheets across the enterprise can create multiple versions of truthful data.

3. Establish data quality competency centre. Establish the system with the data which has an audit trail with referential integrity and data integrity in place. Garbage In Garbage Out

4. Unlock your enterprise from the transaction based application for reporting needs. Your existing SCM, ERP, CRM etc. are best for recording your transactions but not for generation of intelligent insight re-

ports. Specialized reporting and analysis applications can expose your business users to all together new meaningful way of viewing data and analyzing data.

5. Get the analysis of your data done in house. Do not outsource the reporting and analysis to a third party. It should be a part of daily use and not just a quarterly or yearly report submitted by a third party. Develop and implement the reporting and analysis system in house and roll out for all the business users of your enterprise. ☐