



# Enabling the Intelligent Enterprise

CSC and Oracle join forces to unlock the hidden potential within the corporation's valuable data resources.

## HIGHLIGHTS

- CSC is listed in the "leaders" quadrant of the Gartner report, Magic Quadrant for North American Enterprise Resource Planning (ERP) Service Providers, 2006. The report positions leading external service providers (ESPs) of ERP consulting and systems integration services based on their ability to execute and their completeness of vision.

### In Brief

- CSC's experience, passion for results, innovative tri-modal staffing approach and understanding of the "Roadmap to Business Intelligence" help you optimize your Oracle, PeopleSoft, Hyperion and Siebel investments — delivering increased value to your organization.

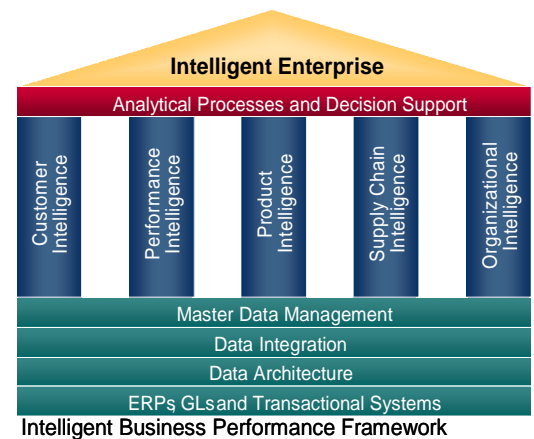
### Raising the stakes

Today's global economy and competitive pressures have dramatically changed the business landscape, forcing organizations to rethink the way decisions are made and operations are executed. New technology, new sales channels and even new markets have raised the stakes in doing business in the new millennium. As the transactional layer of technologies begins to mature, competitive advantages are created by systematically processing the mountains of data captured and converting it into information used in the higher level functions of business analytics and decision support. Today this function is known as business intelligence.

CSC and Oracle are leaders in the business intelligence field helping Fortune 100 organizations to implement the tools and technologies needed in this increasingly critical function. Oracle brings the leading technologies in this field to market while CSC implements these technologies by understanding business intelligence in a broader, holistic manner.

### Enabling the Intelligent Enterprise

In order to fully understand the true value of Business Intelligence in an organization, CSC has developed the Intelligent Business Performance framework which links the discrete Business Intelligence components into analytical and management domains; Customer Intelligence, Performance Intelligence, Product Intelligence, Supply Chain Intelligence, and Organizational Intelligence. All of the domains are supported by a common, scalable Data Foundations layer which is comprised of the integration and architecture of an organizations master data.



**Customer Intelligence** relates to the ability to acquire, store, access and act on customer information in order to drive more profitable long term relationships. Customer intelligence, a component within customer relationship management ( CRM ), involves three key capabilities; creating a "single view" of the customer, analyzing customer information to derive market/customer specific insights and implementing these insights into the customer-facing operations of the organization. Technologies specific to customer intelligence include Oracle Daily Business Intelligence, Oracle Master Data Management, Fusion Intelligence for EBS, PeopleSoft Enterprise Performance Management and Oracle Business Intelligence Applications

**Performance Intelligence**, as an approach to corporate performance management (CPM), addresses the processes and technologies used to measure business performance in terms of

## HIGHLIGHTS

### CSC Competencies

- Business Intelligence
- Finance and Accounting
- Supply Chain Management
- Customer Relationship Management & Service
- Human Capital Management
- Technical Architecture & Integration

### CSC Capabilities

- Technical Architecture & Integration
- Business Transformation
- Shared Services Integration
- Enterprise Systems Optimization
- Program Management
- Organizational Change
- Lab-based Upgrades
- Data Architecture
- Fusion Middleware
- Project Environment Hosting
- Production Hosting
- Remote Application Support

### For More Information

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operational and financial metrics. Linking critical performance measurement in a manner that increases growth, profitability and shareholder value has proven to create a significant competitive advantage in today's marketplace. Automating balanced scorecards and integrating management dashboards with underlying data sources are ways to achieve this critical link. Technological advancements in the tools used to support the Planning, Budgeting and Forecasting processes have given the organization new visibility to data relationships used in the decision making process. Technologies specific to performance intelligence include Hyperion and PeopleSoft Enterprise Performance Management.

The domains of **Product, Supply Chain and Organization Intelligence** address the processes and technologies used to capture, manage and analyze the supply chain, product and operational data of an organization. Logistics data, engineering data and product data captured effectively can help an organization to better understand the key drivers within its operations. Technologies specific to these areas include Oracle Daily Business Intelligence, Oracle Master Data Management, Fusion Intelligence for EBS, PeopleSoft Enterprise Performance Management and Oracle Business Intelligence Applications

**Data Foundations**, as a collective view of Master Data Management, Data Integration and Data Architecture, supports all of the discrete business facing domains and addresses the processes and technologies used to collect, organize and share core components of information across the enterprise. Customer, Product, Vendor, Employees, and Location are only a few sample perspectives of Master Data.

### The CSC & Oracle Advantage

Oracle is the leading business analytics software vendor by revenue. IDC's definition of business analytics software includes Oracle's Corporate Performance Management products such as the Peoplesoft Enterprise Performance Management suite and the Hyperion Business Performance Management products.

For more than 45 years, clients in industries and governments worldwide have trusted CSC with their business process and information systems outsourcing, systems integration and consulting needs. CSC makes a special point of understanding its clients and provides experts with

real-world experience.

### Our Approach to the Intelligent Enterprise

CSC and Oracle follow a comprehensive and proven set of methodologies when implementing the Intelligent Business Performance framework.

**Intelligent Enterprise Health Check:** Our first step begins with an assessment of your organizations Business Intelligence capabilities and needs. Finding the organizations "pain points", understanding your business strategy, and using Industry Benchmarks help us to determine the overall health of your organization.

**Package Evaluation and Selection:** A potential next step in this process is to conduct a Package Evaluation and Selection. CSCXpress is a proven approach to quickly match the business domain and business requirements to the capabilities of commercial off the shelf software and define the appropriate deployment roadmap.

**Prototypes and Proof of Concepts:** Once a package has been selected or as part of the final analysis, CSC and Oracle team together to quickly configure an application to a set of general requirements. The POC is used to more fully demonstrate how a solution can meet the current and emerging needs of your business.

**Enterprise Systems Optimization (ESO):** In more complex business situations, ESO is used to simplify existing processes and modernize key aspects of the enabling systems and technology infrastructure.

**Roadmap to Business Intelligence:** The Roadmap to Business Intelligence helps organizations with the deployment strategy and migration path as they adopt the latest BI technologies to support their analytical and decision support processes.

### Your next steps toward the Intelligent Enterprise.

As your enterprise embarks upon one or more business intelligence initiatives, you will need the best BI technology and the best partners to bring it all together. Learn more about what the CSC and Oracle alliance can do for you by going to <http://www.oracle.com/appserver/business-intelligence/index.html>