



BUSINESS INTELLIGENCE CAPABILITIES

A SOLUTION OVERVIEW

TGO's BI solutions align action with corporate vision across industries

More than 20 years experience fuses technology and business expertise

THE CHALLENGE

Competition is a common challenge across any company, in any industry. Whether it's a distributor trying to sell a product or a not-for-profit trying to secure a donation or achieve transparency, they are dealing a hyper-competitive environment. That's why turning data into useful information is so important.

"Every company is looking to streamline operations, focus efforts, target product lines and tweak market approaches," says Alan Whitehouse, BI Practice Manager, TGO Consulting. "The common denominator to all of those improvements is easy-to-access, actionable data."

At each level of an enterprise – individual, department and organization – there are unique information needs, which vary based on roles and objectives. Many companies struggle with limited capabilities to access information in the right format so that an information worker, department or executive team can use it to advance their specific activities and goals.

“We bring a unique perspective to the BI space because we've been implementing solutions for more than 20 years,” says Whitehouse. “And during that time, our primary interaction has been in the C-suite speaking with CEOs, CFOs and COOs. We've cultivated an in-depth understanding of what the business requires when it comes to BI capabilities.”

~ Alan Whitehouse, BI Practice Manager, TGO

COMPANY PROFILE

Founded in 1988, TGO Consulting is an industry leader in implementing Microsoft-based solutions to help organizations streamline and improve their businesses. TGO is First in Canada to achieve Microsoft's Performance Management Specialization. The Performance Management Specialization is a sub-set of the Microsoft Information Worker competency.

BI CAPABILITIES

- End-to-end business intelligence and performance management solutions
- Empowering the Information Worker

VALUE ADD

- More than 20 years experience in implementing business solutions and dealing with business decision makers
- Combines business and technology expertise
- Microsoft-based solutions enable interoperability and ease of use
- Enables executives and business users to gain "must have" capability of corporate dashboards
- Helps companies leverage data as an asset to drive business results

MICROSOFT TECHNOLOGIES

Microsoft Office PerformancePoint Server 2007
Microsoft Office SharePoint Server 2007
2007 Microsoft Office System
Microsoft SQL Server 2005
Microsoft SQL Server 2005 Analysis Services
Microsoft SQL Server 2005 Reporting Services

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APPLYING BI BASED ON INDUSTRY NEED

For TGO, the value of business intelligence is that its potential can impact a large cross section of organizations across many different industries. Companies can choose how they want to use BI to drive business results – whether it's to determine what to buy, when and from whom; focus on new geographies for greater market penetration; alter the product mix; or target different types of customers.

With BI, an organization gains a single repository that houses all of the information it may need for effective decision making. It reduces the reliance on manual, time consuming and complex processes. And with the right BI solutions, users receive information that is tailored to their needs, their roles and how they need to make decisions.

TGO DELIVERS MORE THAN 20 YEARS OF BI EXPERTISE

TGO has been a Microsoft partner since 1994, and has recently become the first company in Canada to receive the Performance Management Specialization.

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TGO views its relationship with Microsoft as a significant advantage. Many companies, especially those in the mid market, want the advantages of BI but are hesitant about the costs involved. With Microsoft BI solutions, the price point eliminates the barrier to entry, making it easier for TGO to help companies see the opportunities inherent in adopting an affordable enterprise-wide BI solution.

In addition to its vast experience, TGO focuses on its culture and corporate personality, always stressing the importance of fit with customers. For TGO, it's critical that the collaboration comprises a cooperative spirit, common attitudes, values and project approach as well as a synergy between personalities.

"We always begin a project with the customer's vision as the foundation," says Whitehouse. "And then we layer in elements such as trends and business changes so we have a good understanding of what it's going to take in both the short and long term to drive that vision. Then we narrow it down to the moving parts – the needs of each department, where data resides and manageable steps in the form of practical solutions that will propel the company forward."

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THE RESULTS

For TGO, BI is not an all or nothing approach. The organization, department and individual levels of an enterprise will often be accessing the same information. But the real value comes with the tools that they leverage to use and apply that information to decision making, based on the specific strategic need or individual role.

Whitehouse sees alignment between action and corporate vision/goals as the biggest measure of success. "Every company has a strategic goals and particular steps to achieve those goals. It's meaningful information that tracks the path. With it, people that own the vision can determine whether the organization as a whole is on target and where to direct new or different action to steer back to course."

A perfect example is one TGO client that was using a complex, Excel-based approach for financial budgeting. The spreadsheet had grown to include more than 80 tabs, with one person owning the knowledge of the information and process. After implementing TGO's solution based on Microsoft Office PerformancePoint Server 2007 and Microsoft Office Excel 2007, the company automated the process and reduced the number of tabs to four. As a result, more people in the organization gained the ability to work with that information, in a simplified yet controlled process.

"Most of our clients know what type of information they need and how it needs to work," says Whitehouse. "What's missing is the knowledge of how to make it happen in a way that makes sense from the business and technology perspectives. That's the value we provide. We fuse business and technology requirements so that BI enables insight and positive change in the organization."



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