



# BUSINESS INTELLIGENCE

Q&A

# SGAIM

Information  
into **KNOWLEDGE**

Information is converted into knowledge when managers can easily access it and use it in the decision-making process, adding value to the company.

The Business Intelligence (BI) system proposed by SGAIM aims to make the most of the company's contents linked to ECM and Process Management services.

By including the BI module in the TTID Contents Platform Portal, integrated within your business applications, you will be able to extract knowledge for all types of decision making in collaboration.

## WHY CHOOSE SGAIM'S BI TOOL?

- w A competitive environment requires a dynamic, accurate decision making process with a solid base at all levels.
- w There is a need for experts for the implementation of BI solutions, but also for the maintenance and user help systems. Merely implementing and starting up the system is not enough.
- w The different levels of the decision-making process make it necessary to adapt the reporting process and establish a strict order for this type of system.
- w Reporting becomes necessary, not only on contents and operating data, but also on business processes.
- w The need for security in processes requires reporting on service quality and process quality.
- w It is common for deficiencies to exist in on-time collaborator services, mainly for customers, suppliers and mediators, due to the lack of accurate information at the right time.
- w Staff rotation exists due to the frustrations of not having the right information and a system for decision making.
- w There is no data integrity, and this data is low quality, leading to uncertainty in the decision making process.
- w Unstructured contents, including paper documents, which are normally left out of conventional BI systems, need to be processed systematically in advance by ECM specialists in order to be integrated.

- w The company requires geographical barriers to be broken down in the comprehensive data access of all its own centres and those of collaborators.
- w Greater demands in budget control require the quantification of ROI (return on investment) and an economic analysis incorporated within the processes content management.
- w Conflicts in performance often arise, leading to slowness and errors in BI operations if the right technical solution is not chosen.

## SGAIM SYSTEM

Integrated within its ECM Outsourcing and Process Management Services, SGAIM offers its BI module within its TTID platform.

BI systems are oriented at all levels of the decision-making process within the organization and as a synergy to the services for Input Management (content capture and consolidation) and Business Process Management (process management).

The system manages all heterogeneous data sources regardless of their format.

The quality of the data is essential in order to provide reliable reports for the decision making process. This extreme is achieved with the filter maximisation methodology, according to the nature of the filters in the initial phases of capture, loading and consolidation. Validations are carried out until the quality of the data is ensured.

In order to ensure compliance with optimum quality processes, as well as with best practices codes and laws, SGAIM's BI Compliance module guarantees that the tasks planned and established will be performed.

In order to increase Business intelligence, in demanding management situations, it is common for important concurrencies to be produced in the use of information. For this reason, SGAIM abides by the Datawarehouse methodology creating Datamarts and Satellites Databases for separate use of data in BI regarding repositories for the operation of traditional applications.

Top Down and Bottom Up methodologies enable the user to browse the information via general or individual display modes depending on whether the level of decision is operational or strategic, covering the needs of all user levels.

SGAIM provides the latest display techniques for information analysis, which it applies to simplify the decision-maker's view without leaving out relevant variables.

To guarantee compliance with objectives, the system has alerts for risk areas when deadlines are not met and in the case of abnormalities, possible errors, etc.

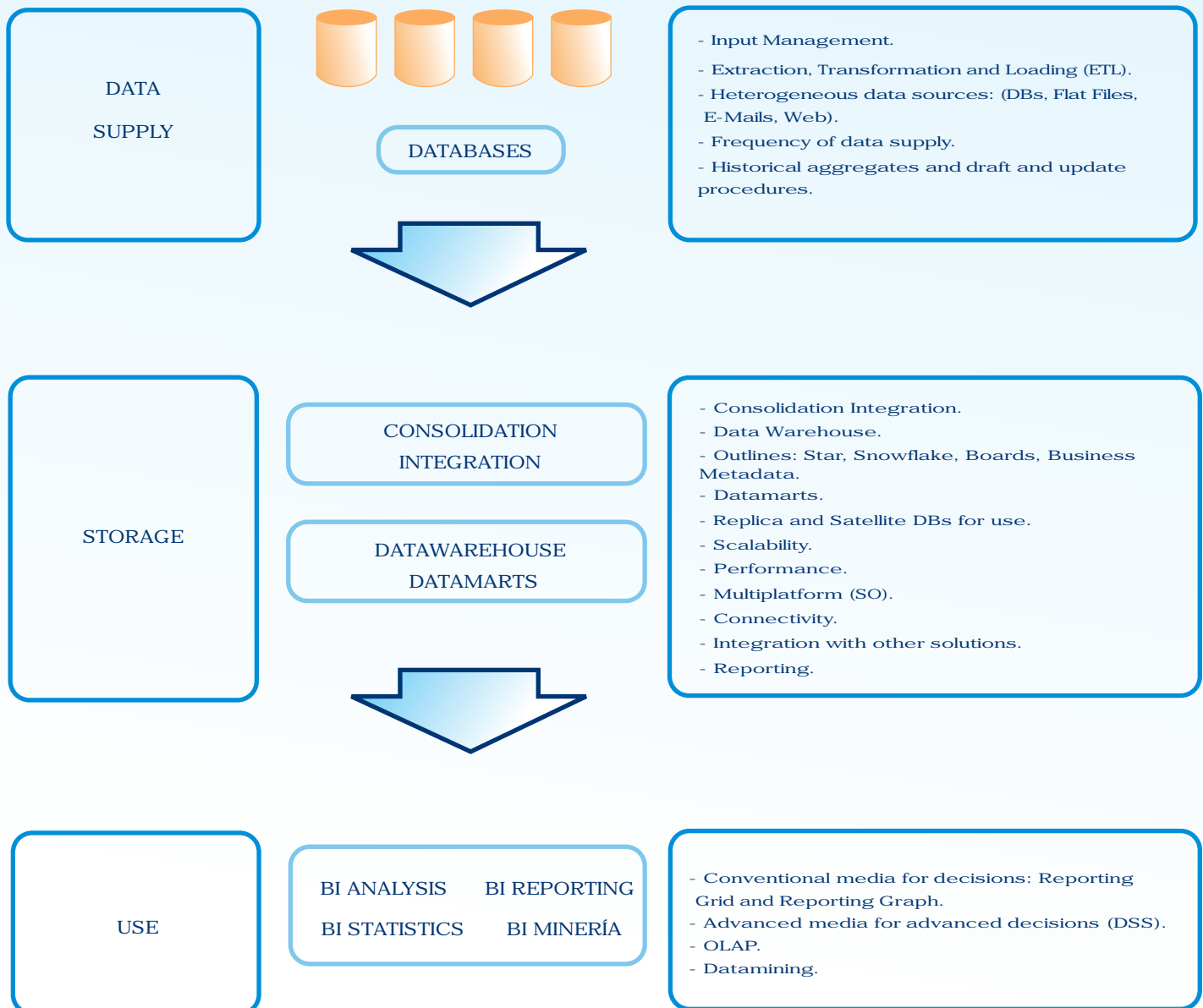
Report distribution can be scheduled or on demand from remote stations.

Both alerts and reports are generated and distributed towards any computer user platform including mobile devices such as PDAs, mobile phones, laptops, etc.

The existence of specialised users who know the business within the organisation requires the presence of simple modelling tools that do not rely on computer staff to create new reports and dashboards. As a service, it is also possible for SGAIM's specialised staff to develop dashboards or Ad-Hoc reports on demand.

Through integration, data can be used from many applications: CRM, SCM, ERP, BPM, etc. Environment simulation and planning modules minimise the risk in the decision-making process and increase their users' analytical capacities.

## COMPONENTS IN SGAIM's BI SOLUTION



# OLAP MULTIDIMENSIONAL ANALYSIS

OLAP (On Line Analytic Processing) is a model to organise and access multidimensional information which enables relationships to be observed from different perspectives.

Exploration by functional areas:

Analysis by functional and transversal areas between various perspectives.  
New perspectives that have not previously been explored.

Understanding the business via the following:

Events that have already taken place.  
Planning with display projection of environments by decision making.

Flexibility and scalability:

There are no limits in the method or in the information to be captured.  
In accordance with their functions, levels of training and posts, all users access the updated information in real time as established.

## DATA MINING

Data Mining enables the use of large amounts of data and its hidden relationships, in order to provide very valuable knowledge for the business.



## EXTENSIONS OF BI

As a company offering business content management services, SGAIM covers contents on unstructured media, providing high added value to traditional BI management.

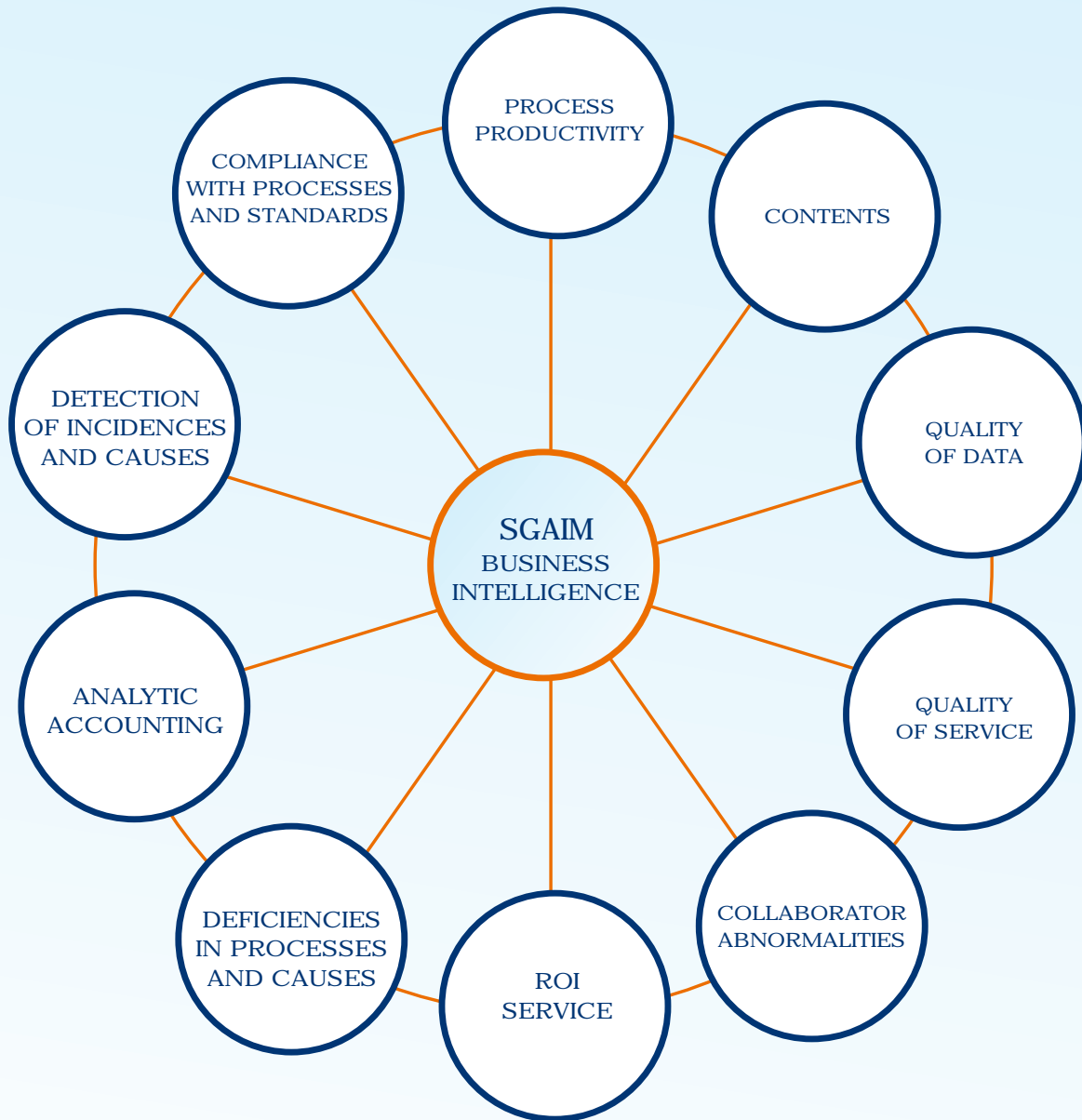
Gestión de Contenidos ESTRUCTURADOS

w DBs  
w XML  
w Excel  
w Text (TXT)  
w EDI

Gestión de Contenidos NO ESTRUCTURADOS

w www  
w e-mail  
w Office Documents  
w Digitalised Documents

## FIELDS OF APPLICATION FOR BI



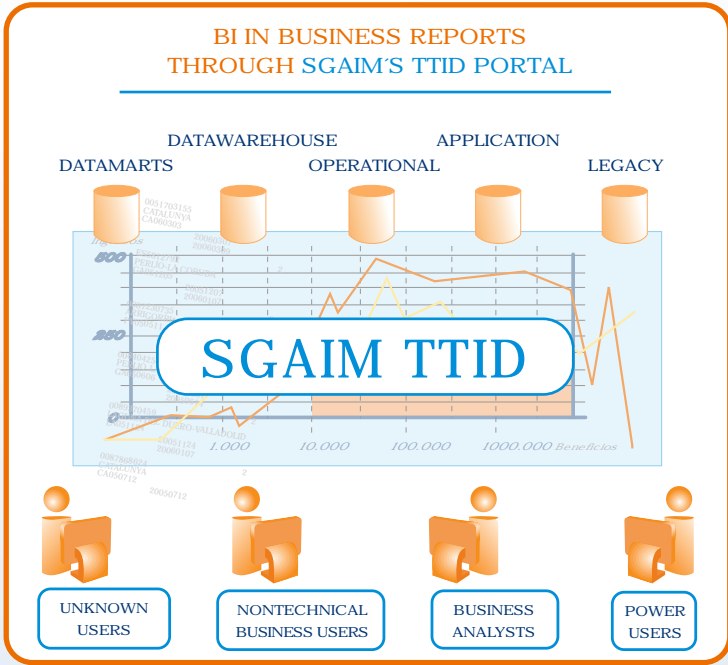
## SGAIM LINES OF PROPOSAL TO DEVELOP BI PROJECTS

Development of projects for Distributors and Logistic Operators.

In order to achieve objectives to comply with service agreements regarding deadline, errors, evolution of errors and in order to find the corrective measures and their effects.

Definition of Tailor-Made solutions for Suppliers and Procure to Pay.

SGAIM proposes intelligent solutions to set payment deadlines, costs of operations, costs of incidences, e-invoicing, evolution of invoicing errors and their causes...



Solutions for Regulatory Compliance:

Supervision of contents and management processes of the information's lifecycle for regulatory compliance (ISO, LOPD, Basilea II, Sarbanes Oxley, etc), risk reduction and increased transparencies.

Intelligent Solutions for Direct Sales:

Service for sales forces via PDA, Reporting for loyalty campaigns and impact through surveys, etc.

### SGAIM Quality

Abnormalities in the SLA (Service Level Agreement) and the management of the contract. Control on the level of process quality via PKI's.

### SGAIM's BI SOLUTIONS BENEFITS

SGAIM'S Business Intelligence provides greater added value to the company by speeding up the decision-making process.

#### PROCESSES

- w Scalable Architecture.
- w Detection of factors which cause slowing down of processes.
- w Strengthening CRM.
- w Planning and budgeting by processes.
- w On demand reporting available at all times.

#### STRATEGIES

- w Speeding up the decision-making process.
- w Making the right decisions.
- w Optimising content creation and ease in making the most common business calculations.

## PEOPLE

- w Synergies and learning at times of collaboration.
- w Increase in productivity.
- w Enables staff to focus on the business' value chain.

## COST / BENEFIT

- w Measuring the impact of cost savings.
- w Increase in sales.

## ADVANTAGES OF THE BI SERVICE IN OUTSOURCING AND ITS SYNERGY WITH HOSTING

- w High level of performance of the queries.
- w Guarantee of the quality of data.
- w Data growth coverage.
- w Scalability guarantee.
- w Real-time Ad-Hoc reports by specialists.

# Consulting

## Core Solutions

Automatic & Intelligent Indexing  
Knowledge Discovery  
TTID (Content Management System)  
BPM (Business Process Management)  
Business Application Intregation  
Certified & Secure Hosting  
BI (Business Intelligence)  
Regulatory Compliance Framework

## Global Solutions

Suppliers Invoice Management and Purchase to Pay  
Delivey Notes Management  
Importer Management  
VMR (Virtual Mail Room)  
CRM Survey Management  
Consumer Fidelization and Retention Management  
Microloans Management

## Specific Solutions

### Insurance Solutions

Claim Dossier Total Processing  
Dealer Management  
Insurance Portal Agent Management  
Insurance Policy Management

### Direct Selling

Direct Selling Forms Management

### Banking Solutions

Ratifications and Signatures Management  
Portfolio of Effects Management  
Guarantees Management  
Bank Cheque and Current Account Management  
Risk File Management  
Mortgage Management  
Property Funds Management  
Investments and Pension Funds  
Consumption Loans

## Regulatory Compliance Management

Transparency & Accountability  
Personal Data Protection  
Record Management

### Consumer Goods Solutions

Suppliers Invoice Management and  
Purchase to Pay  
Delivery Notes Management  
Telematic Invoicing

## Physical Content Management

Analisis and Diagnosis  
Informatic Technical Procedures  
Active to Passive Transfer  
Active Documentation Custody  
Physical Requests  
Insertions and Reinsertions  
Destruction Proposal Management  
Interactive Destruction Management  
Destruction Certificates

## Technologies

Information, Organization & Taxonomies  
Auto-categorization  
Advanced Information Recovery  
Reporting  
Cold & e-print  
XML  
Web Services  
Data Quality Management  
**SGAIM** Digital Signatures  
e-Forms

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