



visualmetrics | Exceptional Answers To Critical Questions

About visualmetrics

visualmetrics is a Business Intelligence (BI) solutions provider that develops and delivers best of breed Analytical Applications, utilising BI tools, to its focus markets. Based in Chester, with an annual turnover approaching €4 million, **visualmetrics** also offers consultancy services to construct custom applications tailored to a client's specific requirements.

visualmetrics has developed specialist project methodologies for the delivery of its solutions - **DRIVE** for custom Analytical Applications and an accelerated form, **@DRIVE**, for standard applications. These services span the full application life cycle from functional specification to application support and enhancement, ensuring that project risk is managed and ROI is maximised.

visualmetrics maintains partnerships with leading product, application and service partners in the BI market. **visualmetrics** sees its value not only in assisting its customers to exploit data as information on which to base decisions, but as intelligence to promote insight into businesses performance.

Our clients include market leaders such as DHL, Unipart, Balfour Beatty Utilities, Places for People, Travelex and CIPD.

visualmetrics has developed a suite of Analytical Applications, based on their length and breadth of industry and technical experience.

- **visualaffinity** for contact centres
- **visualperformance** for sales
- **visuallogistics** for logistics
- **visualrevenue** for finance
- **visualintellect** for human resources
- **visualavenue** for property portfolio management
- **visualintegrator** the engine to automate the data delivery

No two enterprises are identical, even though they may operate in the same markets, with the same partners, customers and suppliers. Each is made up of people with varied objectives working collaboratively to a common goal. The goal is winning competitive advantage. What their people do and how well they do it determines whether the enterprise succeeds. Insight on the performance of all parts of the enterprise is critical in this quest. Insight is different from information. It gives form and direction to information by linking cause and effect to help decision making.

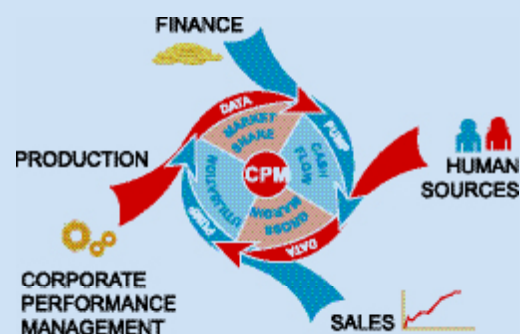
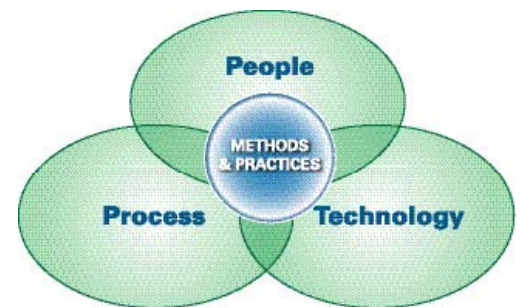
At **visualmetrics** we believe that building insight from information created from enterprise data is a necessary step in building superior business acumen and method. Our value proposition is that we build Corporate Performance Management systems which maximise the inherent value of corporate data.

The Optimal Approach To Project Success

The business advantage that can be exploited from an analytical application depends to a large extent on the quality of consulting services applied to its development, implementation and operation.

As specialists in Business Intelligence solutions, **visualmetrics** has developed a methodology, **DRIVE**, to minimise risk and maximise benefit over the application's full life.

DRIVE encompasses a set of discrete services which manage and support the separate phases of the life cycle from initial assessment to post implementation operation. **@DRIVE** is an accelerated version of **DRIVE** utilised when implementing standard analytical applications.



visualmetrics specialise in identifying and measuring the KPIs for enhanced CPM through BI tools and applications aligned to an organisations business processes. Within this, we automate & integrate relevant operational data through an extraction, transformation & loading (ETL) process and Data Warehouse (DW); a mechanism we call **'the information supply chain'**.

visualmetrics focus on providing customer, product, sales, profit and best value focused applications to assist organisations in enhancing operational efficiency and competitive edge. We have our own suite of analytical applications and a robust project methodology which ensures we can de-risk projects, whilst still meeting tight timescales and budgets. This is to ensure all projects are designed, developed and deployed to BI & DW industry best practices, through our highly skilled and quality Professional Services function. **visualmetrics** partners with the leading industry software vendors as part of our approach towards quality, value for money and best in class. All our employees are customer-focused in their roles, to ensure we provide the optimum service to individual clients needs, wherever we are in our business relationship. We aspire for all of our clients to gain short and long term value from their investment into **visualmetrics** and we look for collaborative long term relationships.

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linking business goals with enabled technology

The business advantage that can be exploited from an analytical application depends to a large extent on the quality of consulting services applied to its development, implementation and operation. Projects of this nature are broader than just an IT development, due to the business impacts that can be driven through strong governance. By linking these projects with the overall business strategy, companies can leverage significant business value, through strong user adoption.

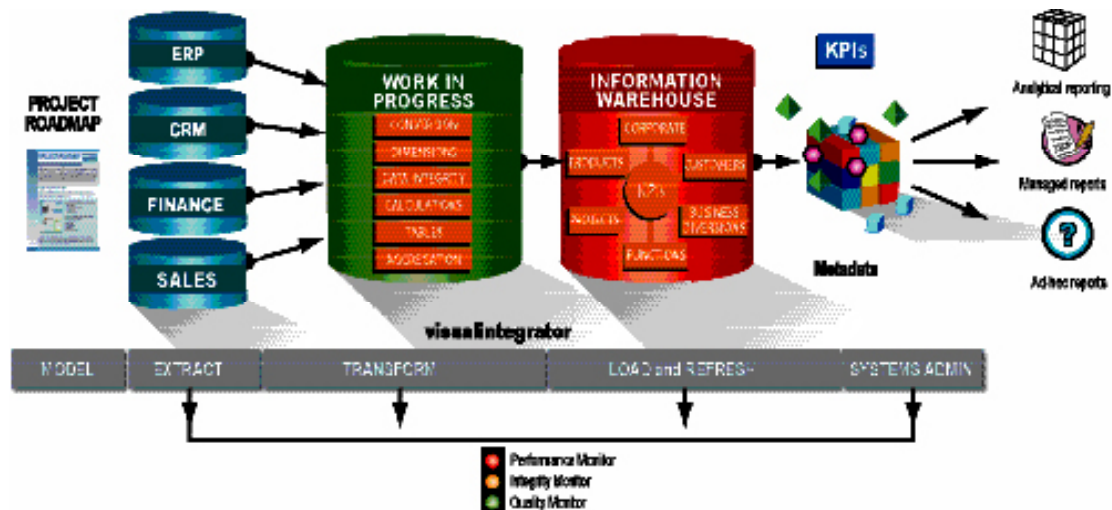
STRATEGY	Business Value Vision Business Goals	Success Metrics Channel Strategy
GOVERNANCE	Steering Committee Executive Sponsorship	Sustaining Sponsorship Project Management
USER ADOPTION	Measurement and Reward Training and Communication Data Quality	Support User Involvement
PROCESS	Process Definition Process Alignment with Goals Process Leadership	Organization Operational Metrics
TECHNOLOGY	Development Management Information Testing	Usability Performance

visualmetrics | Automating The Information Supply Chain

visualmetrics has developed a suite of analytical applications, based on their length and breadth of industry subject area and technical experience. This will leverage enhanced customer business performance from an investment into CPM, Balanced Scorecard, KPI, Analytical, and Reporting Applications. It reduces the project time to application delivery and the risk in time and cost over-runs.

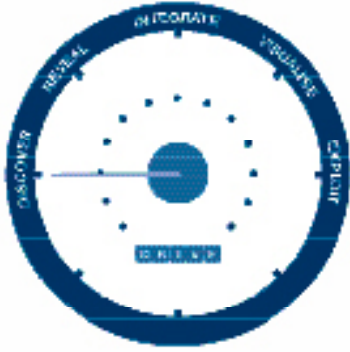
These applications are cross-industry sector, and span general subject areas of information analysis, and includes:

- **visualrevenue** for financial analysis
- **visuallogistics** for supply chain and warehouse management analysis
- **visualperformance** for sales analysis
- **visualaffinity** for contact centre analysis
- **visualintegrator** the engine to automate the data delivery
- **visualavenue** for property portfolio management
- **visualintellect** for HR management
- **visualassurance** for business continuity of analytical applications



DRIVE

minimising risk and maximising return over the life of the application



Features & Benefits

All Business Intelligence projects need to have a proven and robust project methodology to ensure all project aspects have been well defined.

visualmetrics has developed specialist project methodologies for the delivery of its solutions - **DRIVE** for custom Analytical Applications and an accelerated form, **@DRIVE**, for standard Analytical Applications. These services span the full application life cycle from functional specification to application support and enhancement, ensuring that project risk is managed and ROI is maximised.

DRIVE Implementation Methodology

A customer chooses a standard application because it brings the benefit of a tried and tested solution, reduced project risk, and a lower product and implementation cost. This results in faster exploitation of value and stronger ROI to the business. While a standard Analytical Application removes the traditional need for highly detailed functional analysis, it does not take away the key need of ensuring that the solution is implemented in such a way that it properly supports the business process. As the standard Analytical Application may not exactly fit the detailed needs of the customer, there may be a need to modify functionality to meet individual businesses' operational needs. With this in mind **visualmetrics** developed an accelerated form of its **DRIVE** project methodology to implement standard Analytical Applications. We call this **@DRIVE (Discover-Reveal-Integrate-Visualise-Exploit)**.

The objective of the **Discover** phase is to uncover the changes needed to achieve a full alignment of the Analytical Application with the customers' Methods. This includes any organisational and process changes the customer needs to consider as well as functional and technical modifications needed to the standard Analytical Application. The analysis will include functions across the business which contribute to, or benefit from the solution. This is a customer dependant process, driven by **visualmetrics** with assistance from the client.

In the **Reveal** phase, documented functional and technical modifications are fed back to the customer. Through this, an optimum solution is identified, and a list of organisational, functional and technical application changes are defined and agreed. Responsibilities, sponsorship and commitments are understood, and the project is launched from feasibility into execution. This activity is jointly carried out by the customer and **visualmetrics**. Having understood fully how the organisation can make best use of the technology investment, the next task is to **Integrate** the Analytical Application with the existing operational applications and configure it for best use. This work, which includes engineering any programming modifications, is delivered almost exclusively by **visualmetrics**. Through this we automate the delivery of information into the Analytical Application from the operational applications, a process we call the **Information Supply Chain**. Training and roll-out of the Analytical Application to the users takes place during the **Visualise** phase. It is now that the information delivered by the solution becomes visible to the broad base of users for the first time. **visualmetrics** assists the customer's internal project team during this phase to ensure maximum knowledge transfer. **Exploit** is the post implementation phase where benefit and value is driven out of the solution. It is a process primarily run by the customer's project team as it seeks to ensure that the targets set, which have been set, are achieved, and ROI realised. **visualmetrics** acts in a secondary reference and support role as the Analytical Application beds in, and familiarity with it grows.

To derive benefit from the investment, the focus of the implementation must be on ensuring full alignment of the application to the improved business process. **DRIVE** is first and foremost about business process improvement. It is more than solely a technical implementation. While the scope of **DRIVE** is focused on fast and cost effective support from project initiation to implementation, at **visualmetrics** we recognise that Methods inevitably change over time as market conditions and internal procedures change. As new methods diverge from the initial configuration of the application, degradation of benefits takes place. We therefore complement the **DRIVE** service with the **visualassurance** service which maintains the maximum business benefit over the lifetime of the application.

DRIVE methodology and services

PHASE	SERVICE
Discover	Assess Analyse
Reveal	Review
Integrate	Construct
Visualise	Launch
Exploit	Secure Protect Sustain Revise

visualmetrics Glossary

Analytical Application: a pre-built application using a BI toolset and based upon a domain of data, which allows an organisation to track, monitor and effect business performance through analysis of its Metrics.

Business Intelligence (BI): software tools from companies such as Cognos and Business Objects which are employed in the overall delivery of CPM based solutions and Analytical Applications.

Corporate Performance Management (CPM): the process of understanding and effecting the quality of an organisation's performance, based upon the interplay of BI, Metrics and Methods (also otherwise known as BPM: Business Performance Management or EPM: Enterprise Performance Management).

Data Warehouse: an off line database, which retains all the aggregated and restructured data that delivers the CPM solution through an Analytical Application.

Information Supply Chain: a suite of software programmes which automates the time based and selective extraction, transformation and loading of relevant data for reporting purposes, into the Data Warehouse.

Methods: the process that an organisation employs to fulfil its operational activity. When qualified by Metrics and reported via a BI tool set the results are used to meet CPM objectives.

Metrics: business measures which are quantifiable, including their associated business rules, (also otherwise known as KPIs: Key Performance Indicators).

Reporting: a broadly generic term which includes Business Intelligence, Analytical Applications, Business Performance Management and Key Performance Indicators.

Balanced Scorecard: a management system that enables organisations to clarify their vision and strategy and translate them into action. It provides feedback around both the internal business processes and external outcomes in order to continuously improve strategic performance and results. It retains traditional financial measures to assist in creating future value through investment in customers, suppliers, employees, processes, technology, and innovation.



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What our customers say about visualmetrics

"The **visualmetrics** system has met all our expectations, speeding up enquiry and reporting operations and helping satisfy the demands of our branches much more efficiently and easily. Users have now been empowered. They are able to undertake their own analysis and create reports. Importantly, little training was required, as users only need to be able to use a web browser to operate the system. Other areas in which improvements to Business Intelligence solutions have been made are our Training department, the Contact Centre and our Professional Education Department, and further work is being done to extend these into other areas of CIPD."

CIPD - Eileen Pevreall, IT Project Manager.

"The delivery of differentiation services that provide additional value to clients will underpin the continued growth of Ashworth Mairs. **visualmetrics** and Business Objects Business Intelligence solutions enable the flexible analysis and delivery of management information for timely client focused services that are enhancing client relationships and delivering significant operational improvements."

Ashworth Mairs - David Mairs, Chief Executive.

Case studies are available on our website at www.visualmetrics.co.uk

"In order to help maintain its growth, Balfour Beatty Utilities is working with BI solution provider **visualmetrics** to implement Business Intelligence software to help it meet a number of corporate objectives centred on Contract Financial Performance Management. These include timely delivery of financial information, meeting financial targets, improving process efficiencies and providing added value client service. Contracts have to be constantly monitored against margin targets. They need to be under constant scrutiny in order to recognise and respond quickly to changes in financial status and deviations against plans. Using Business Intelligence for Interactive Analysis and reporting of up-to-date data now allows Balfour Beatty users to produce their own analysis of costings independently."

Balfour Beatty - Mathew Duncan, FD.

"Avaya's UK Consulting and Services organisation are seeing a significant increase in our call center customers' need for more robust BI. The good news is the information is generally there for them via Avaya's solutions. The challenge has been charting a successful way to deliver that BI. The great news: **visualmetrics** has delivered the professionalism and consistency to make those BI needs a reality."

Avaya Global Services - Bret Lathrop.

Product Partners



Application Partners



Service Partners



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