

Data Management & Business Analytics

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Need for Outsourcing of DM & BA (Data Management & Business Analytics)

MindLance, Inc., established in 1999, is a leading provider of consulting, outsourcing and staffing services to Fortune 1000 and middle-market clients. A workforce of nearly 400 professionals are constantly endeavouring to add value by the minute to clients. Our strategy is to create a long-term partnership with our clients using a multi-faceted approach - applying domain expertise in specific industry segments, utilizing a highly-skilled technology workforce, leveraging a proven global delivery model, implementing quality processes & methodologies and being extremely cost-effective.

Outsourcing the DM & BA function – fully or partially - is a very viable option for customers. It provides business continuity, decision support, resource leverage and cost benefits.

The need for DM as an important piece of business-continuity operations is both well-known and extremely critical. Likewise, BA provides the critical analysis for the right decision-making. Both can be gainfully outsourced to take advantage of Costs and Specializations that MindLance can provide.

Ask yourself the following questions:

1. Do I have ever increasing needs for multi-database administrations?
2. Am I spending expensive resource times in managing and backing up data?
3. Is my business data increasing rapidly necessitating more investments in managing it?
4. Have I ensured business continuity and availability of my data?
5. Am I using my customer, business and operational data effectively to take decisions?
6. Do I need to make large investments in Business Analysis in order to get benefits out of my data?

Affirmative answers? You certainly need to definitely look at outsourcing the DM & BA function.. Still wondering if outsourcing the DM & BA function is right for your organization? Without any doubt, it is, since it provides several benefits

- Lower cost and profitability
- Greater efficiency in DM & BA
- You can focus on your core business activities
- Enhanced coverage and quality of DM & BA
- Skill generation and training
- Staffing leverage – scale, flexibility, specialization
- Technological advancement

Outsourcing of DM & BA has multiple advantages: an independent DM & BA team, parallel DM & BA activities that don't saturate your critical business resources, scaling in resources and of course, a lower cost

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Data is the lifeblood of an organization and a valuable enterprise asset. It provides the foundation on which to base critical and everyday business decisions. It is, therefore, essential that decision makers can access and depend on quality data to operate confidently in a high-performance environment.

Data-MATE is the branded Outsourced DM & BA offering from Mindlance. Data-MATE offers a comprehensive basket of DM & BA activities for customers.

Data-MATE - Data Management ("DM") Practice

Managing enterprise data poses a few challenges.

- "Volume Challenge" - More sites, more data, more systems – all needing management - "Unstoppable data volume growth"
- "Measurement Challenge" -The challenge of what to measure and how to agree on key performance indicators (KPIs) is a point of frustration for both IT and business. However, most organizations are willing to err on the side of caution and deal with more data rather than discarding it.
- "Data Source Challenge" – Typically, companies have several sources of data to integrate, analyze and manage, to take meaningful decisions. Collating data across these sources is itself a challenge and needs to be articulated as a clear strategy.
- "Rate of growth of data challenge" – Most data sources for larger companies are each > 1TB in size and expected to double in 2 years (source, DM Review, Mar 2007)
- "Distribution Challenge" – the reports, analyses and interpretations of data have to reach out to the point of actual usage both internally and externally, leading to proliferation of usage of BI tools and services.
- "Governance Challenge" - Increased regulatory legislation around availability of data for corporate governance (SOX, HIPAA,..)
- "Data Communication Challenge" - New communication types that need some sort of business policies set against them in risk mitigation



Data is one of the most important Assets of the Enterprise

Data-MATE "DM" addresses an organization's requirement to manage data across its entire lifecycle—thereby helping clients ensure that data is available, accurate, and complete and secure across the enterprise and with business partners. Effective data management enables better management decisions, reduces risks and enhances productivity and operational efficiency.

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Data-MATE - “DM” Offerings

- Assessment of types of data and data sources, process and reporting needs, varying needs for their availability, business criticality, access needs and rights, speed of access
- Data Sizing and Capacitization Studies and implementations
- Data backups and data archiving services
- Data Audits:
 - Discover data integrity issues
 - Expose areas of revenue leakage
 - Identify performance and efficiency bottlenecks
 - Proactively identify key risk areas before they become problematic
- Reference & Master Data Management (MDM): to promote a shared foundation of common data definitions within the organization, to reduce data inconsistency, to provide support for SOA and BI at the enterprise level. Basic MDM activities are
- Data Security Management: Access, Privacy across both centralized and distributed databases
- Data Management for High Performance
- Multi-platform data handling – categorization, process for data availability and data backups
- Data Governance: Assets, Governance, Steward
- Data Architecture, Analysis and Design
- Database Management: Maintenance, Administration, Management System – remote, onsite or in combination
- Data Quality Management: Data cleansing, integrity and quality assurance.
- Data Warehousing, Data Marts Management & BI
- Document, Record and Content Management
- Meta Data Management : Meta-data discovery, publishing, registry and overall management
- Data Warehousing and Business Intelligence Management
 - Business intelligence: Customer Profiling, Customer Support, Market Research, Market Segmentation, Product Profitability, Statistical Analysis, Inventory Analysis, Distribution Analysis
 - Data Warehousing and Data mart: Strategies for creation of appropriate techniques based on data size and movement (extractions, transformations and loading)
 - Data mining services

Data-MATE “DM” Benefits

Enterprises are challenged with information in structured and unstructured formats.

Appropriate processes created around these information will enable easy access to just the relevant information at right-time and at real-time too.

Gaining insights from this mass of information will lead to

- Informed decision-making
- Regulatory compliance
- Business effectiveness
- Low TCO
- Resource leverage for scaling.

Basic MDM activities

- Classify data elements (data classification)
- Consider data access (data security)
- Identify pertinent master data elements (MDEs) such as entity types, data elements, associations, and so on.
- Define and manage metadata pertaining to MDEs, including:
 - Primary source(s) of record for MDEs
 - How systems access MDEs (identifying producers and consumers)
 - Volatility of MDEs
 - Lifecycles of MDEs
 - Value to your organization of individual MDEs
 - Owners and/or data stewards of MDEs
- Adopt tools, including modeling tools and repositories, to manage MDM metadata

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Data-MATE - Business Analytics (BA)

Business Analytics (BA) refers to the broad-set of services, tools and applications for tracking, storing, analyzing, modeling and delivering data in support of automating decision-making and reporting processes. Organizations in all industries are collecting and storing an increasing amount of data generated by internal transactional systems as well as external content sources. As business gets more competitive, management faces the task of sifting through enormous amounts of data, hidden in multiple operational and historical legacy systems, to make informed decisions. BA addresses these challenges, providing comprehensive and qualitative information. BA helps customers leverage their ever-increasing data better for efficient decision making and tracking of processes and control systems. BA segments, classifies, and makes available the right data and the required 'interpretations' of it on-demand. BA may be classified into the following categories of analytics

- Marketing Research & Analytics
- Supply Chain Analytics
- Legal research and process analytics
- Services Operations Analytics
- Business and Technical Analysis
- Data Analytics
- Pharma and Healthcare Research
- Financial Services Research
- Human Resources Research
- Intellectual Property (IP) Research

Data-MATE - "BA" Offerings

A comprehensive 'single-window' for all BA needs that includes

- Implementation of selected BI tools and other data aggregation and reporting tools
- Custom software for integration / reporting
- Articulation of right BI, DW and Data Mart strategy and systems, and selection of appropriate tools.
- Managed services for providing reports / results on query / on demand using DW / BI tools of customers

- **Data Collection:** Web surveys – design, development and hosting, Telephone surveys, Email surveys, Secondary data collection
- **Data Processing** - Data entry, Data cleaning, Data validation, Open ended coding, Data tabulation
- **Data Analysis** - Statistical analysis using standard packages, Cross tabulation, Significance DM & BA, Weighting, Conjoint analysis, Regression & Correlation
- **Output Presentation** - Posting and charting of tabulated data, Insight generation, Document submission in various formats, ie. Pdf, Html, Xml, Word, PowerPoint
- 24*7 availability of resources for information / reporting / analytic requests and adhering to SLAs.

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Customer Benefits

- Integrated strategy for handling and managing data from diverse sources and getting the right information available for decision making.
- Better Internal Process and External Regulatory compliance
- Resource availability to process data from the spectrum of data sources in the organization and make the report / result available at the point of decision making within minutes
- De-risking from changes to platform, data sources, reporting technologies.
- Lower TCO and less use of expensive management time in processing data.
- DM & BA for complete Data Lifecycle Management and Analysis.

Data-MATE - the coverage advantage

DM & BA Perspective	Items Tested	The DM & BA Process
Data Lifecycle Management	☞ End-to-end coverage of data lifecycle from security, sizing, storage, accessibility, administration, quality assurance, meta data and audit perspectives	<ul style="list-style-type: none"> • Analysis of Enterprise Data ecosystem, data types, data lifecycle and audit of DM process • Onsite-offshore-offsite combination for best results
Data Warehousing & BI	☞ Conceptual creation of DW strategies & Data marts, tool selection, tool implementations & maintenance and reporting	<ul style="list-style-type: none"> • Plan for DM • Resource Identification and process induction
Business Analytics Service Offerings	☞ 24*7 service offering to provide analytical services for decision-support.	<ul style="list-style-type: none"> • 24*7 support • Reporting

Data-MATE - the Real-Time Reporting Advantage

Our DM & BA process is reporting-intensive and compliance-driven. As part of Data-MATE, we offer our customers a real-time window to the company data and resources. Our reporting includes

- Query responses – 24*7: For any query on the interpretation, finding patterns towards aiding a business decision.
- Weekly reports on databases, administration activities and sizing
- Monthly reports on exceptions, downtimes.
- Multiple alerts for data downtime
- Periodical reports on data quality
- SLA-Compliance on DM & BA activities taken up for the customers.
- Quarterly reports on industry benchmarking on DM & BA parameters

At Mindlance, 'Agile' is in-built to the way of thinking about and coordinating project activities. Agile methodologies are very much the way for managing the our Data-MATE offerings.

- Agile Master Data Management for making it usage-driven, not data driven.
- Involvement of enterprise architects and enterprise administrators
- Highly collaborative and iterative.
- Data-MATE is business case –biased. Our DM & BA process is intrusive and flows with the enterprise rather than increasingly black-box driven.
- Agile Data Warehousing to manage “requirements volatility / requirements as a moving target” and provide a spiral approach towards integrating team training requirements, tool specifics, requirements and business goals.
- Data-MATE focusses more on people rather than on technology or techniques.

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Data-MATE - the Vendor Advantage

We provide a high degree of flexibility that can be modeled into customized outsourcing solutions suited to your needs.

- A rich range of offerings that can be tailored to your organization's needs
- A flexible outsourcing model that can be customized to fit your specifics.
- Engagement models can be designed as completely onshore, completely offshore, and a variable mix of onshore and offshore
- A high degree of process maturity
- Domain experience and industry focus.
- Clear DM & BA methodology with distinct phases and well-defined inputs and outputs
- Senior management attention and control
- A resource pool that is well trained in industry knowledge, DM & BA methodologies, DM & BA tools and reporting
- Effective knowledge management processes
- Robust infrastructure and tools
- Stringent security standards

Mindlance offers cost-effective and highly scalable services to high technology companies planning to outsource their DM & BA requirements. Most importantly, we will articulate your DM & BA need and map it to your "wishlists", thus saving your precious time. We have designed a robust, efficient, and well-supported environment for addressing and developing a DM & BA roadmap according to your business requirements strictly focusing on the below mentioned key result areas:

- ☞ **In-depth Client Engagement** - We focus on in-depth engagement with the clients in at the business analysis, when planning for end customer releases, and when planning for roadmaps, to offer scalable and future-proofed services. Our "Repeatable & Capable Methodology" helps in clear understanding of DM & BA process from business analysis to User Acceptance DM & BA to deliver high quality and performance results.
- ☞ **Disciplined DM & BA Process** - Mindlance offers a disciplined approach to independent DM & BA process. Customer focus, repeatable processes, skilled personnel, deep understanding of enterprise data and evolution and enterprise architecture, and quick sanitizations of Data are the key enablers to our DM & BA services. With deep functional & technical resources, we can quickly put a team together to plan, define, design, and build a service offering. Starting from requirements definition for DM & BA outsourcing to delivering the services on a continuous 24*7 basis, Mindlance assumes complete responsibility for DM & BA and the goal is simple: **100% data availability, 100% resource availability for any DW/BA/BI activities.**

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Talented Professionals

Along with the resources in the Mindlance Software Center of Excellence, Mindlance offers a 'resources-on-demand' model, where Mindlance draws on its relationships with several vendors for additional resources on an as-needed basis placing onsite and offshore with flexible engagement billing models. We provide the best professionals that have a good mix of technology and business domain expertise in cost effective and timely manner. Every DM & BA professional is made to think performance, scalability, optimization along with functionality at every leg of DM & BA and escalate any conflicts / issues / improvements.

Your own ODC

Mindlance has a very flexible Offshore Development Center. This means that when you are faced with large projects of short duration, you can use Mindlance's as ready to use resources to double your DM & BA resources without incurring massive expenditure be it in overheads or as capital investments. The flexible resources that we use enable our clients create and implement changes at a faster and controlled rate.

Key Benefits

Data-MATE Services would let you experience the following benefits:

- Reduces Total Cost of Ownership by ensuring a large part of the DM & BA work is executed offshore with delivering on committed time, quality and low cost.
- Data is one of the most important assets. Increase the leverage of this Asset.
- Business risk mitigation by being your long-term reliable partner who understands the client imperatives well with our talented resources.
- Independence in your DM & BA activity – more free time for the management resources of our customers to focus on product architecture and go-to-market.
- Flexible ODC with minimum ramp-up time and go-to-market costs & time.

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DATA-MATE - Phenomenal Benefits
A Necessary Weapon to Battle Out the Market Vagaries
and
for Getting “Strategic Depth”

Data-MATE Benefits

1. High degree of cost advantages
2. Shorter DM & BA cycles
3. Enhanced support for SOA adaptation
4. Tighter integration and interoperability with end-user ecosystem
5. Enhanced ROI

“Data-MATE” strengths

1. Subject Expertise
2. Strong “Agile” process for managing DM & BA activities
3. Emphasis on Enterprise Ecosystem Compatibility
4. Minimum overheads in team involvement
5. Senior management attention

For more information please visit www.mindlance.com or mail us at enquiry@mindlance.com