

BlueNET Business Intelligence & Data Warehousing Services

Reliable Partner in your success



Why BlueNET?

BlueNET specializes in providing niche consulting services in the areas of Business Intelligence (BI), Corporate Performance Management (CPM), Financial Planning & Forecasting and Data Warehousing implementations, development, and upgrades. BlueNET founding partners and certified consultants previously managed and successfully delivered IT solutions for a variety of industries. Together, BlueNET team packages the past and present project life-cycle experiences into a set of "time proven best practices" to deliver solutions at the lowest possible risk and with the least amount of time and cost investment.

The people at BlueNET have a clear and complete understanding of the major issues driving today's Information Technology (IT) marketplace. The ultimate goal is always to improve the clients' bottom line performance by using the most innovative solutions and the best practices.

Partnership with IBM Cognos

BlueNET has been an official member of the IBM Cognos Global Consulting Partner Network since its establishment. This partnership status is exclusively given to those consulting firms capable of meeting strict quality control criteria set out in the Global Partner Program. In addition, Global IBM Cognos Consulting Partners are required to have qualified resources and staff to implement Cognos

existing implementation, BlueNET team would be pleased to consult with you concerning your project and partner with your team to achieve your goals.

As a result-oriented organization, BlueNET turns any BI initiative into a successful BI solution.

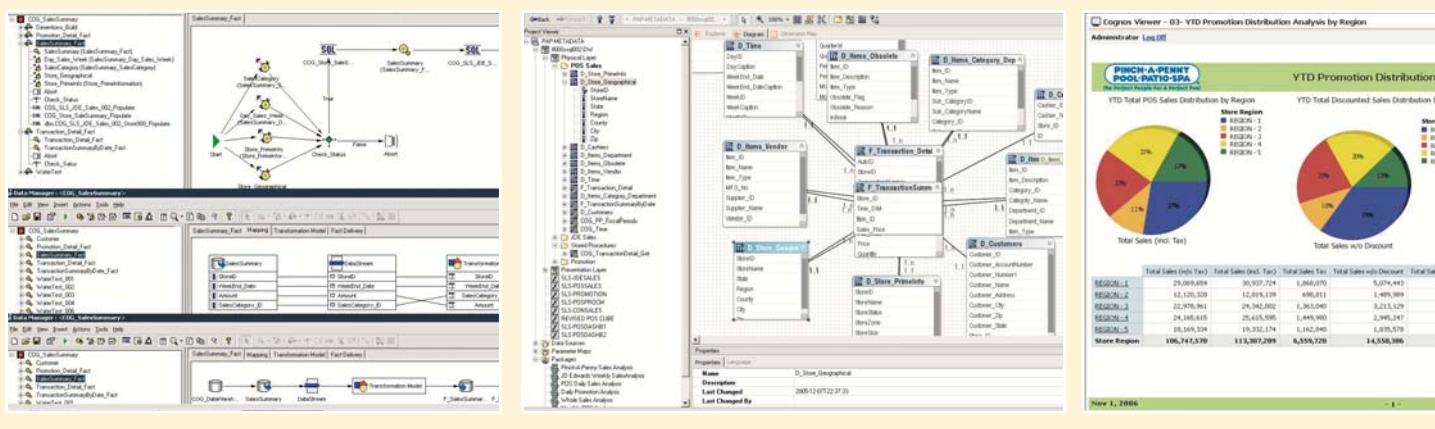
Our Experience with IBM Cognos BI

BlueNET can provide complete IBM Cognos BI Solutions including Data Warehouse Design, Data Modeling, OLAP Reporting, Scorecarding, Dashboarding, Operational Dashboarding, Financial Planning & Consolidation and more.

1- Data Warehouse Design using IBM Cognos Data Manager:

Every successful BI project requires solid data warehouse design and architecture as a foundation. And every solid data warehouse requires methodically designed and easy-to-maintain ETL processes. Leveraging in-depth knowledge of Ralph Kimball techniques, BlueNET applies hands-on expertise with IBM Cognos Data Manager as an ETL tool to architect and construct efficient and high performance data warehouse schemas.

When it comes to ETL and Data Warehousing design, BlueNET stands apart from the competition by genuinely reducing ETL Development time and making ETL processes transparent to both IT and business users.



solutions on a local, national, and international scale. BlueNET's Cognos Consulting Practice is managed by the industry's leading experts.

For more information regarding our partnership with IBM Cognos, please visit the official IBM partner site.

Our Service Quality

BlueNET's Business Intelligence (BI) Team has successfully implemented countless Data Warehousing and BI solutions using IBM Cognos tools to its clients in a variety of industries. BlueNET BI Team collaborates with the customers to share knowledge, delivers value while bringing shared goals to realization and measures the success by improving the bottomline performance. At BlueNET, strong industry knowledge is coupled with experienced resources who are 100% proficient in IBM Cognos BI Tools. As a result, BlueNET architects the industry's best BI & Data Warehousing solutions. The right people with the right skills and product expertise combined with a commitment to the partnership, deliver value to client organizations. Whether you are considering initiating a new BI project or in need of an assistance with your

Each BlueNET designed data warehouse will support:

- Conformed Dimensions: Reference data is grouped hierarchically into one (or more) table(s) forming a dimension.
- Unique Central Facts: Each fact table provides one subject of interest (invoice, tickets, shipments, etc.).
- Dimensions can be shared among subjects: Any conformed dimension should be sharable across enterprise-wide data warehouse or among functional data marts.
- Historical Reporting: Given the changing nature of most organizations, historical views of rollup structures are maintained to ensure accurate historical reporting.

2- Data Modeling & Meta Data Architecture using IBM Cognos Framework Manager & IBM Cognos Transformer:

The roots of any successful BI implementation can be found at the data modeling and metadata layers. It is at this layer, where a business friendly view of the data can be structured in such a way to support the business analysis and decision making processes. BlueNET's experienced BI consultants intelligently design this crucial intermediate layer to deliver BI metadata to the reporting,

analysis, and scorecarding layers. BlueNET's primary objective during this process is to leverage the existing metadata while adding value to provide an intuitive end-user experience characterized by predictable queries and results.

BlueNET also designs, processes and builds complex multi-dimensional data cubes using IBM Cognos Transformer. These pre-built and pre-aggregated summary result-sets usually provide extremely fast response times along limitless dimensions for business analysis. Designing a business-aware and efficient transformer model requires creativity and business curiosity along with technical expertise in multi-dimensional data modeling.

3- Analytical OLAP Reporting using IBM Cognos BI Suite:

At BlueNET, we understand the reporting and analytical requirements of today's corporations. Our experience indicates that most of these requirements are grouped under the so called FASMI rule - Fast Analysis of Shared Multidimensional Information.

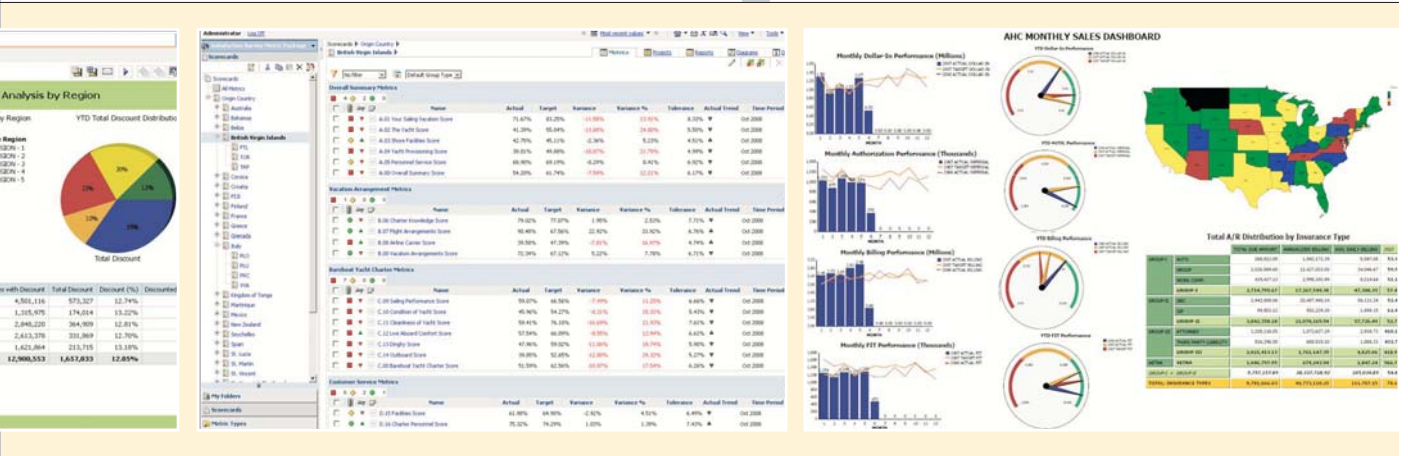
- FAST means that the system is targeted to deliver most responses to users within less than 10 seconds.
- ANALYSIS means that the reporting can cope with any business logic and statistical analysis that is relevant for the business and keep it easy enough for the target users.
- SHARED means that the reporting contains all the security requirements for confidentiality. This is sometimes also used

- IBM Cognos Event Studio (new with Cognos 8)
- IBM Cognos PowerPlay Client/WEB
- PowerPlay WEB
- PowerPlay for Excel
- Impromptu Administrator for Windows
- Impromptu WEB Reports (IWR)

4- Scorecarding using IBM Cognos Metrics Studio:

Today's organizations are making significant investments in developing capabilities enabling them to measure 'productivity' in areas that either directly or indirectly affect bottom line performance.

The scorecarding methodologies that have become popular have acronyms such as BPM (Business Process Management), CPM (Corporate Performance Management) or EPM (Enterprise Performance Management). BlueNET consultants have the expertise to capture the Key Performance Indicators (KPI's) from your existing BI and Financial Planning systems. At BlueNET, our consultants have the hands-on expertise with IBM's Balanced Scorecard Collaborative approved product, IBM Cognos Metrics Studio, and they are able to serve your needs in this complex area. BlueNET's Metrics Management solution begins with the detailed planning sessions. During this planning stage, BlueNET consultants gather enough information to ensure that the proposed project



as means of making such reporting available to large audience via web based solutions.

- MULTIDIMENSIONAL means that the reporting represents conceptual view of the data, including full support for hierarchies.
- INFORMATION means that the reporting should contain all of the functional data and derived information needed. Under the guidelines of FASMI rule, BlueNET is able to deploy industry's most powerful tools, such as IBM Cognos PowerPlay, IBM Cognos Analysis Studio, or IBM Cognos Report Studio to meet your organization's reporting needs.

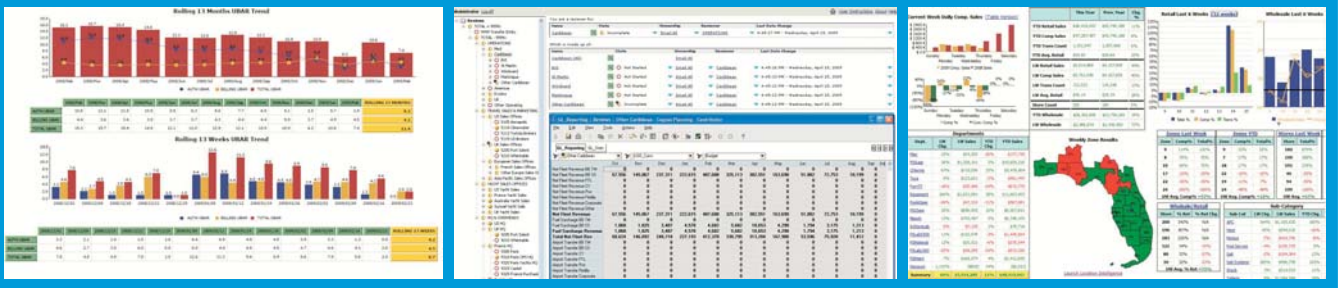
Within IBM Cognos Enterprise Suite of BI Products, OLAP / BI reporting can be deployed using different reporting tools depending upon the nature of the analysis and reporting requirements. BlueNET consultants are experts in all of the IBM Cognos reporting tools and utilities including;

- IBM Cognos Query Studio
- IBM Cognos Studio
- IBM Cognos Analysis Studio (new with Cognos 8)
- IBM Cognos Café (new with Cognos 8)

commences upon a sound basis. Some of the key determining factors at this stage are:

- Availability of a solid BI Platform - Cubes, Reports, Portals, analytical drill through paths between reports, etc.
- Availability & Granularity of the target data - Without a target to compare against, you cannot build and define a metric.
- Determination of the calendar - Daily, weekly or monthly calendar, which will be deployed across your enterprise. Once the planning stage is completed and the project scope is defined, the design phase comes next. The purpose of the design phase is to determine:
 - Metrics Definitions - Metrics, Metrics Types, Metrics Groups, Targets, Tolerances, Benchmarks and Units.
 - Scorecard Design - Indicator Groups, Scorecard Hierarchy, Impact Structure and Initial View Graphs.
 - Scorecard Data Analysis & Data Feeds - Data Quality Assessment, Ease of Extraction and types of the data sources (cubes, flat files, tables, etc.).

Finally, in the deployment phase, BlueNET's technical team follows a systematic process to turn your scorecarding design into reality.



You can rely on our expertise to smoothly build your scorecarding solution using IBM Cognos Metrics Studio. The key deliverables during this phase are;

- Taking the design foundation to actual implementation
- Completing the build processes
- Delivering the scorecards, metric types and metrics that you have identified
- Population of the targets and thresholds set out in the Design phase

5- Dashboarding by using IBM Cognos Report Studio & Map Manager:

Dashboards quickly communicate complex information in a visual manner. Dashboards translate your corporate data into a rich, graphical presentation using gauges, maps, charts, and other graphics to show multiple results together. Dynamic dashboards also let you drill-through to other data sources or reports for further detail.

Using IBM Cognos Report Studio & Map Manager, the experienced BlueNET Team can deliver advanced data visualization through corporate dashboards to your business consumers, so they readily see and understand the performance measures, relationships and trends that characterize the enterprise. Consumers will interactively explore high-impact, multi-measure displays of complex corporate data, intuitively gaining the insight necessary to make effective decisions and improve corporate performance management. IBM Cognos Map Manager coupled with Report Studio is built on the adage that "a picture is worth a thousand words". By being able to simultaneously see many measures in an easy-to-understand visual format, business users gain an immediate grasp of the trends and relationships significant in their data.

6- Operational Dashboarding using IBM Cognos Now: Operational BI enables your decision makers to proactively track and respond to continuously updated operational metrics and gain real time insights about your business.

IBM Cognos Now is an innovative Operational BI solution that you can purchase as an appliance or as a software and integrate with your operational systems.

As a natural extension of our BI offerings, BlueNET has been working on operational BI solutions since the operational BI concept became available recently. We have created successful IBM Cognos Now! implementations for our customers and enabled them to improve their businesses proactively.

7- Financial Planning & Consolidation by Using IBM Cognos e-Planning:

For many organizations, planning and budgeting is a slow, painful, and time consuming process which often doesn't produce a meaningful result. In addition, recent market conditions such as the need to reforecast more frequently due to dynamically changing market conditions or regularity requirements bring added complications. BlueNET consultants understand the challenges and complications of the financial planning process. Using industry leading products, such as IBM Cognos Planning, BlueNET can spot opportunities to improve the financial planning process and make it easier for its clients.

8- Other generic Business Intelligence (BI) Services by using Cognos:

- Cognos Training Services (on-site & classroom based)
- Cognos Upgrade & Migration Services
- Cognos Installation and Configuration Services
- Cognos evaluation and prototype development services

About BlueNET

BlueNET Technologies Inc. is an end-to-end Information Technology (IT) Solution Provider with a specialized emphasis in Business Intelligence (BI), Corporate Performance Management (CPM), Financial Planning & Forecasting Solutions and Data Warehousing implementations. We make use of innovative software technologies to create business solutions for variety of businesses.

We provide consulting services on a wide range of areas including Business Intelligence (BI), Business Process Management, Enterprise Integration, Multichannel Services, Financial Planning & Forecasting and Enterprise Resource Planning (ERP) systems.

BlueNET is headquartered in Tampa, Florida with customers distributed all over US and international project involvement for our multi-national customers. Our customer list includes international financial companies, top energy companies and other innovative companies in different industries.

For more information regarding our services and products please visit www.blunettech.com. You can also contact our sales department by e-mail at sales@blunettech.com or by phone at (866) 960-9203. We look forward to hearing from you.

