



The Experts in Telecoms Data Management

How Aperio CI Successfully Delivers Business Intelligence Projects

Case Study

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Aperio CI Overview

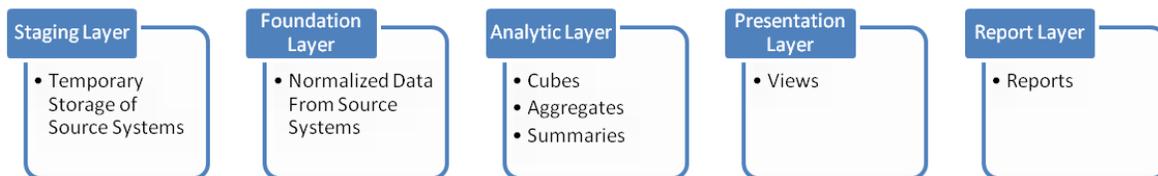
There are many companies who claim they can help you address your Business Intelligence (BI) problems. Over the last 25 years, we have designed and implemented successful data system and BI solution projects for leading companies worldwide.

We have recently fixed several data system projects where a top 10 vendor was contracted to develop the system and failed badly. In each case, the company made tremendous investments in the system and the vendor. Unfortunately, after lots of promises and flashy presentations the project had not been delivered and there was no clear answer as to when it would be completed.

This problem is all too common. These companies bought the brochure. They believed the tool set could be implemented quickly and would soon start delivering the insights required to improve the business. But the selected tool sets and data warehouse were not the problem. The primary problem was a lack of attention to the data and to the legacy systems. This is not the sexy part of the sales pitch but it is often an overlooked critical factor impacting the success of the project.

So why does Aperio CI succeed?

1. Understanding the Requirements and Legacy Systems is Critical to Success



Aperio CI has a proven methodology we use to understand the full scope of the project’s requirements, the legacy systems and the data. In our Discovery Phase (Phase 0), we work closely with you to ensure the project’s objectives and deliverables are well defined and fully understood. This collaboration allows us to establish clear expectations, project plans, and identify critical roles and responsibilities.



We place particular focus on legacy systems. Often these systems are poorly documented and there may not be anyone on staff who really understands how they function. We often encounter ad-hoc processes that were implemented to compensate for problems or irregularities in the data or the legacy systems. We back track through these systems starting from the output reports and ending with the input data to fully understand them which is critical to the success of the project.



The second major focus is to understand the data. Is it accurate and delivered on a timely basis? Do users have confidence in the data or have they implemented modifications to compensate? In Phase 0 we model the source data and map it through the system.

At the end of Phase 0, we generate a Requirements Document which defines the system functionality, details the legacy systems, provide data definitions, data mapping from source through presentation for the critical KPI, detail user report / information requirements, define roles and responsibilities for both your internal team and Aperio, and present detailed project time lines. We are now have clear requirements, definitions, and timelines and are prepared to start the detailed design with a clear path to successful delivery of the project.

2. We have the “Right” Team

There are many companies who can design and implement your solution. Unfortunately too many want to sell you their tool sets or infrastructure products and are not focused on delivering a BI solution designed to meet your unique requirements.

With Aperio CI you have:

- Absolute focus on delivery – We have a long history of delivering projects on-time and on-budget that not only meet but often exceed the expectations of our customers
- Broad Industry Knowledge - Aperio CI has 25+ years delivering BI solutions and data systems to leading companies worldwide – in a wide range of industries including: Telco, Mobile/Wireless, Cable, and Multi-Media.
- Infrastructure and Tool Agnostic Approach – Our development approach starts with ensuring the data is stable, accurate and timely and that we fully understand your expectations and requirements. We are not locked into a specific infrastructure or tool set. We will work with you to identify the best tool set that will meet your immediate and long term requirements.
- Highly Experienced Team - We only have an “A” team. Each member of our core team has been with Aperio over 20 years. This stability ensures that the team works well together, everyone understands our design practices / methodology, we always leverage industry best practices and finally the team that starts your project will be the same team who finishes it.
- Nimble and Intense – we are not a big multi-national integrator with hundreds of customers and thousands of employees. By design we focus on a small number of customers which allows us to develop an in-depth understanding of your requirements and to maintain a clear focus on delivering your project on-time and on-budget

3. Aperio CI provides Clear and Decisive Management

A successful project starts with clear and decisive management who provide leadership and discipline. The overall goals and deliverables of the project must be clearly communicated across the organization to the team and to executive management. Daily monitoring of deliverables and development progress feeds into weekly Status Updates which provide transparency on project status.

Our mantra is “Keep the *Main Thing*, the *Main Thing*”. This means that we stay focused on the agreed project goals and never allow “Scope Creep” to prohibit successful delivery.

4. The Data must *Always* Be Accurate and Timely

It’s really all about the data. Having the ideal BI tool set won’t overcome bad data. If your data is of poor quality – inaccurate, or lacks clear operational controls and data governance your BI project will fail and be unable to provide accurate insights.

We know that data excellence isn’t a tool-set or a skill-set, but rather a *mind-set*. If any of the data is invalid, then we assume all of the data is invalid. This zero tolerance towards bad data focuses us on building fully auditable systems where every data element is traceable back to its source. It also allows us to guarantee that no bad data will ever get loaded into the data warehouse.

5. Incremental Deliveries Builds User’s Confidence in the System

It is critical that Users have access to the key reports early in the development process to gain confidence in the system and to ensure the information is accurate and the report format is acceptable. Aperio prioritizes deliveries into a series of incremental releases. Any issues with information accuracy or report format can be addressed early on without impacting the overall schedule or budget. This early look also ensures users buy into the project and develop confidence in the system.

As Users interact with our system they become confident that the underlying data is accurate and delivers credible information.

6. Aperio Delivers On-Time and On-Budget

The one thing that all large scale data warehouse migration projects have in common is the potential to become out of control beasts if they are not adequately planned, staffed and funded.

Aperio CI has a long history of delivering projects that meet or exceed customer expectations on-time and on-budget. This focus on consistent execution is a fundamental element in our corporate culture:

- Phase 0 provides insight into the project including deliverables, source data, legacy systems and the roles and responsibilities.
- Our experienced team is focused on delivery. As we hit the inevitable bump in the road we can re-assign our team as need to overcome problems and keep the project on track.
- Our Project Managers provide transparency on project status and keep everyone focused on “*Keeping the Main Thing the Main Thing.*”
- Incremental deliveries of KPI/Reports build confidence in the project but equally important, ensure that users understand the value the project will deliver.

Aperio CI’s rigorous development strategy ensures we will deliver your system on-time and on-budget.



Summary

Aperio CI is unique:

- We have worked with virtually all major tool sets – we don't develop or sell tool sets but we have 25 years of building data systems with industry best tools so we understand the strengths and weaknesses of each and can help you select the "right" tools for your project
- We have worked with almost every data warehouses – so whether it is in your facility or the Cloud we have probably built a great warehouse with it.
- We are committed to fully understanding your legacy systems and making sure the data is always right - Excellence in Data Management is a Mind-Set, not a Skill-Set. This is not the glamorous side of the project but it is critical to success.
- We deliver projects on-time and on-budget – our development approach emphasizes developing a clear understanding of your data sources, legacy systems, use cases, and project objectives before we begin the detailed design. Armed with this information we can accurately forecast the scope and timeline of your project and deliver it on-time and on-budget.

At Aperio CI our passion is delivering projects on-time and on-budget that deliver excellent value by providing the right information at the right time to help you take your business to the next level