

COMARCH BI

PRODUCT PORTFOLIO

Comarch Business Intelligence



ABOUT BUSINESS INTELLIGENCE

COMARCH MOBILE BI

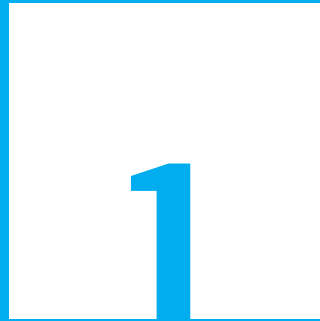
COMARCH SOCIAL INTELLIGENCE

DEDICATED SOLUTIONS

MEASURABLE BENEFITS

COMARCH BUSINESS INTELLIGENCE CUSTOMERS

CHAPTER



ABOUT BUSINESS INTELLIGENCE

About Comarch

Comarch S.A. is a manufacturer and integrator of IT solutions. Since 1993, we have been assisting our Customers in achieving greater profitability and generating profits thanks to our modern products which support company management, as well as our comprehensive solutions which combine a wide spectrum of tools and top quality of use. Our company has experience in the most important trades (Retail and FMCG, telecommunications, finances, banking and insurance, commerce and services, IT infrastructure, public administration, industry, health care, as well as the SME sector) thanks to projects completed for the largest Polish and global brands.

Chief Assets of Comarch

- 20 years of experience in the global market
- Polish capital
- 3000 successful projects across 5 continents in over 40 countries
- References from all over the world
- 4000 top-class professionals (programmers, IT specialists and economists), graduates of the best Polish and foreign universities
- Our own R&D departments, employing high-class IT engineers
- High position in the IT analysts' rankings: DiS, Gartner, IDC, Truffle 100
- Our own Data Centres in Poland and Germany, allowing us to provide services in numerous models, including SaaS and Managed Services.



What is Comarch BI?

In general, it is a process of transforming large volumes of data into information, which, in turn, is transformed into useful knowledge, allowing to make decisions and influencing the company's level of competitiveness.



BI REPORTING

A flexible and transparent tool for generating and managing reports within the entire company.



MOBILE BUSINESS INTELLIGENCE

The solution providing permanent access to current information in the company – wherever and whenever you need it.



SOCIAL MEDIA ANALYSIS

An effective method of assessing opinions about a brand and interest in products and services in social media.



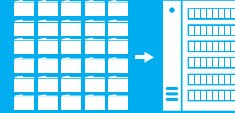
DEDICATED SOLUTIONS

The scope of solutions encompasses analysis, construction, as well as implementation of data warehouse solutions.

Comarch BI in numbers



50 EMPLOYEES



SYSTEMS WHICH INTEGRATE DATA
FROM OVER **30** VARIOUS DATA SOURCES



UP TO **155000** REPORTS GENERATED
MONTHLY WITHIN A SINGLE SOLUTION



INTEGRATION OF **650** THOUSAND
CUSTOMER DATA IN
IMPLEMENTATION OF THE MDM
SOLUTION



OVER **40** ENTERPRISE-CLASS
BI PROJECTS



BI MODULES FOR **7** COMARCH SYSTEMS

Why Comarch Business Intelligence

BETTER INSIGHT INTO COMPANY OPERATION

Companies which use BI systematically receive reliable and up-to-date information on numerous aspects of their operations.

STREAMLINED DECISION-MAKING PROCESS

Clear and cross-sectional data on operation of the company allow managers of various levels to decide the actions to be taken in order to achieve the intended business goals.

IMPROVED EFFICIENCY OF THE COMPANY

The data warehouse project is primarily a business project. During analysis, in cooperation with Comarch analysts, business processes are streamlined and bottlenecks are detected. The analytical platform in itself allows to increase efficiency, by providing reliable managerial information, thus enabling elimination of unnecessary costs and increased income. Thanks to the data warehouse, you will experience significant reduction of the time required for analyses, as well as disburdening of the transaction system.

REDUCED COSTS OF ANALYSES

Thanks to application of intuitive business areas, the system quickly responds to queries, and construction of even the most complicated reports and lists comes down to the simple Drag & Drop method.

TIME SAVING

Thanks to subscription, regular reports will always be provided on time, and thanks to alerts, in the case of any alarming event, the system will automatically dispatch a report including all the information required to diagnose the issue and to take the necessary actions.

VERIFICATION OF COMPLETING THE COMPANY STRATEGY

Using the performance sheet tool, based on the Comarch Business Intelligence analytical platform, one can use a single report to simply read the stage of completing the strategy and to follow the trends for each of the key indexes of effectiveness.

CHAPTER

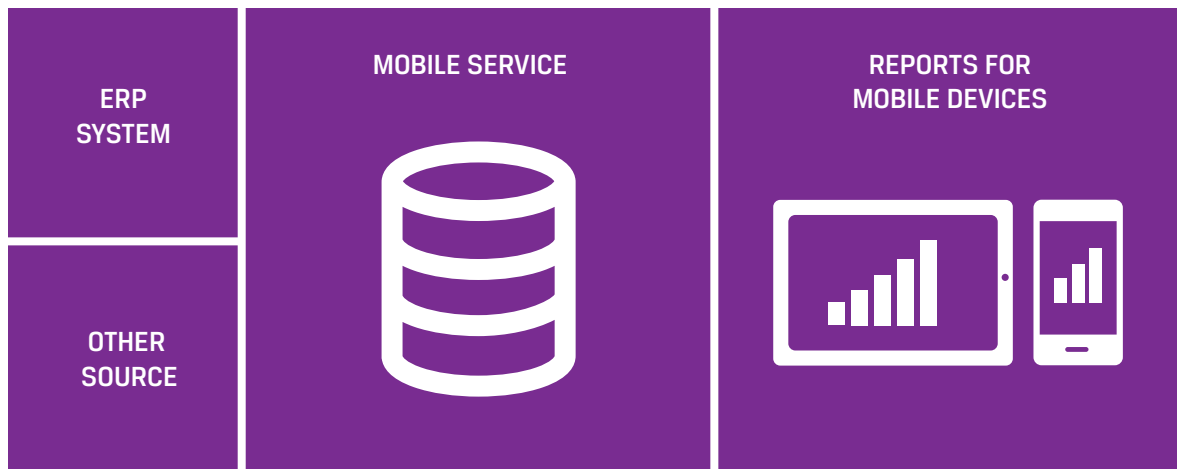


COMARCH
MOBILE BI

Comarch Mobile BI

Your business wherever you are

- Intended for those who want regular access to the latest information on the company situation, wherever they happen to be.
- After downloading the data set, the application works offline, thus enabling later analyses even without access to the Internet.
- It allows you to make the right decisions always and everywhere.



The entire reporting process consists of three simple steps

COMARCH
MOBILE BI



DEFINE THE SET OF ANALYSES
YOU WANT TO RECEIVE



DOWNLOAD REPORTS PROVIDED
REGULARLY BY THE EMBEDDED
MECHANISM TO A MOBILE DEVICE



ANALYSE THE DATA

The application provides an array of options which support data analysis

Main functionalities:

- Presentation of data using over ten forms of charts
- The appearance of the analysis can be customized by adding and transferring elements of the report
- Conditional formatting, sorting, filtering of data
- Course charts, so-called sparkline
- Data drilling
- Percentage differences between values
- Notifications of new reports



Support for Managers:

- Up-to-date information are always and everywhere within reach
- Helpful during meetings and delegations
- Systematic control over company
- Quick response to deviations and alarming signals
- Monitoring of vital data



COMARCH
MOBILE BI

Support for Sales Representatives

- Most recent sales information
- Extensive sales reports
- Quick access to the history of transactions with the customer, e.g. during discount negotiations
- Handy source of information about customers while traveling to another meeting



CHAPTER

3

COMARCH SOCIAL
INTELLIGENCE

Comarch Social Intelligence

This is an effective method of examining the opinion on your brand in the Internet. It is also a tool for analyzing the interest in your products, services, campaigns, and all the events which are discussed on social networks, such as Facebook or Twitter.

Security of reputation

- Opinion surveys in social networks
- Responding to underhanded actions of the competition
- Control over manipulation of the brand image by other users
- Prevent of the customers' dissatisfaction

Sales support

- Identification of potential customers
- Collection of sales trends
- Response to market needs
- Zero moment of Truth

Campaign analysis

- Evaluation of promotional campaign results
- Monitoring intensity of online discussions
- Knowledge about effects of marketing activities
- Integration with CMR solutions



Evaluation of customer needs

- Analysis of product development perspectives
- Direct support for the customer in the purchase process
- Reduced costs of surveying the public opinion
- Social websites as the main group representing the customers' opinions



COMARCH
SOCIAL
INTELLIGENCE

CHAPTER



DEDICATED
SOLUTIONS

What distinguishes us



KNOWLEDGE



EXPERIENCE



ABILITY TO ADAPT
TO THE CUSTOMERS'
EXPECTATIONS



OWN PROJECT
METHODOLOGIES



BEST PRACTICES
DEVELOPED
OVER YEARS



QUALIFIED
SPECIALISTS

Product offer

Apart from Comarch Social Intelligence and Mobile Business Intelligence, products of Comarch Business Intelligence include also other tools which support development of analytical solutions:

DATABASE

COMARCH REPORTS BOOK

Enables effective generation, browsing and management of reports.
This tool allows the user to group reports and to put links to a single report in several folders, in order to facilitate browsing.

COMARCH BI POINT

The main function of this application is to provide the user with an effective web-based tool for generation, browsing and management of reports.

COMARCH DATA WAREHOUSE MANAGER

The purpose of Comarch DWM is support and supervision over the process of warehouse feeding, administration, organization and description of individual data.

COMARCH MASTER DATA MANAGEMENT

This solution provides dynamic management of data, their quality and integration. An effective MDM solution results in centralized, structured data which can be analysed in order to gain business benefits.

DEDICATED
SOLUTIONS

Comarch Business Intelligence Services

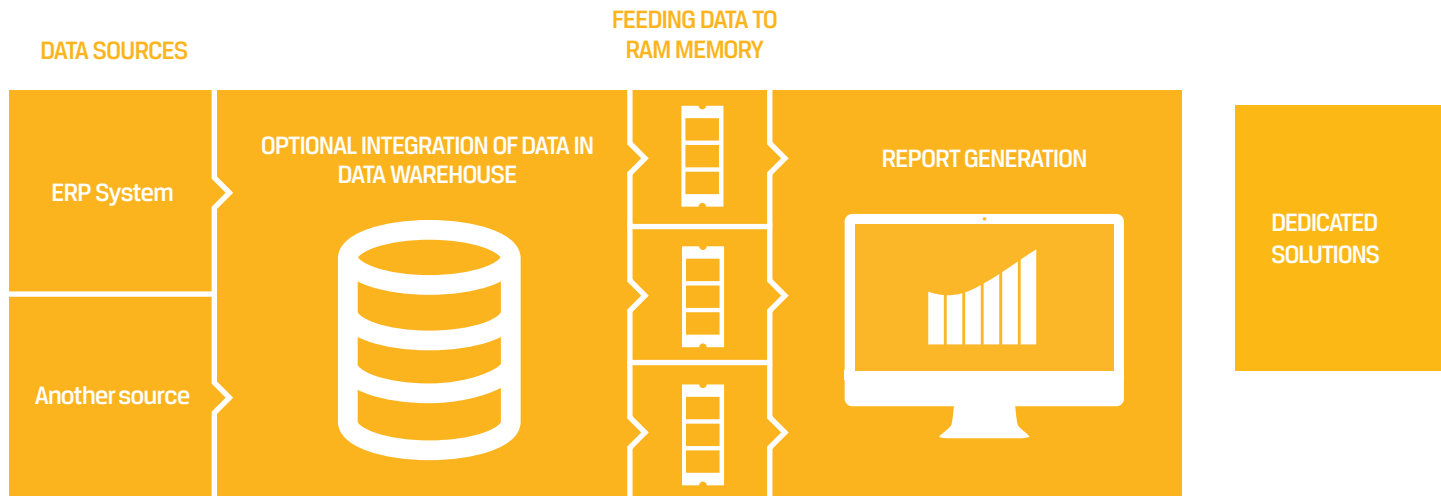
AUDIT OF CURRENT SOLUTIONS	ANALYSIS OF ANALYTICAL NEEDS	TECHNICAL AND BUSINESS DESIGNING OF SOLUTIONS	LAUNCHING DEMO PROJECTS
CUSTOMIZATION OF SOLUTIONS	IMPLEMENTATION OF SOLUTIONS	TESTING OF DATA EFFECTIVENESS AND QUALITY	SUPPORT AND MAINTENANCE OF SOLUTIONS
CREATION OF PROJECT DEVELOPMENT ROADMAPS	INTEGRATION OF THIRD PARTY SOFTWARE AT THE DATABASE AND REPORTING LEVEL	CLOUD COMPUTING – CLOUD BASED SOLUTIONS	TRAININGS AND BUSINESS CONSULTANCY



Real-time analysis – in-memory technology

The In-memory technology provides substantial quickening of analyses and increased effectiveness of utilizing modern computers.

- Fast access to report
- Flexibility of making analyses
- Low costs of implementation
- Real-time analyses



CHAPTER



5

NOTABLE
BENEFITS

Benefits



Integration of company's analytical information

Effective use of available information leading to competitive advantage

Significantly faster acquisition of managerial information

Possibility of defining an integrated performance sheet which immediately provides complete information on the current situation of the company and performance of its goals

Possibility of generating forecasts using data mining tools

Possibility of making decisions based on reliable and easily accessible information

Easy identification of weak points and bottlenecks in the company

The Business Intelligence Project in itself and completion of the analysis process allows to detect imperfections in every organization, and thanks to knowledge and experience of the Comarch analysts, it is easy to identify information gaps in the company, or nonconformities in the internal processes. Frequently the very fact of analysis allows to simplify some procedures and streamline the circulation of information in the company.

Business Intelligence enables easier achieving of the company's goals, regular control over their completion, as well as possibility of fast undertaking of actions correcting the information in the company.

It is not worth to leave behind: According to IDC analysts, there is a growing awareness of potential benefits of using the Business Intelligence tools, particularly advanced analytical tools, whose current market share is about 20% and growing. Numerous companies, including smaller ones, decide to implement at least some functionalities related to collection and analysis of historical data. or forecasting (IDC Poland)

**NOTABLE
BENEFITS**

Methodology of conducting a project

The projects carried out by Comarch are conducted in accordance with generally acknowledged Project management practices (PMBOK, PRINCE). Usually a project is divided into the following stages:



ANALYSIS

allowing to define the business goals and requirements



PROJECT

hardware integration and architecture



DEVELOPMENT

continuous completion of the project assumptions



IMPLEMENTATION

the best standards and implementation practices
















TRAININGS

a professional team of consultants and trainers



MAINTENANCE

post-project maintenance

METHODOLOGY	 PROJECT MANAGEMENT	 COMMUNICATION	
	 KPI'S REPORTING	 JIRA	
SERVICES	 HELPDESK	 TECHNICAL ASSISTANCE	 TRAININGS
	 HOSTING	 MOBILE DEVICE SERVICE	
STANDARDS			
			

NOTABLE
BENEFITS

CHAPTER

6

CUSTOMERS
OF COMARCH
BUSINESS
INTELLIGENCE

Selected customers



Map of implementation at BP



COMARCH BI

CUSTOMERS
OF COMARCH
BUSINESS
INTELLIGENCE

Business Case: BP Global

Implementation of MPF project in Poland, Spain, Portugal, Germany, Luxembourg, France, Switzerland, Austria



GOALS OF THE PROJECT

- Creation of efficient operational reports
- Ability to collect and analyse sales data
- Comprehensive assessment and comparative analysis of situation at individual stations
- Estimation of potential weak areas of station management

SOLUTION

- Data warehouse technology Microsoft SQL Server
- Automatic generation of operating reports in Excel
- Comparative analyses of operating performance from all stations
- Interaction and Data Quality procedures using Comarch Data Warehouse Manager
- Server outsourcing at Comarch Data Centre

BENEFITS

- Collection of information about customer behaviour and market tendencies
- Quick access to useful operating and strategic information for the managers
- More effective planning and management of business processes
- Better management of the company situation via regularly provided reports and analyses
- Identification of poor areas of operation, potential hazards
- Indication of possibilities for business development by making correct business decisions

Business Case: Skagen Funds

Implementation of multi-purpose reporting platform
for a leading Norwegian investment fund



GOALS OF THE PROJECT

- Providing automatic generation of reports for individual and institutional customers, in order to meet the current and the future reporting requirements
- Ability to collect and analyse detailed data
- Ability to create different types of reports
- Competitive advantage, by providing reliable information about fund performance
- Integration of information and automatic reporting
- Restriction of the human error risk in the generated reports

SOLUTION

- Data warehouse technology Oracle
- Integrated and organized information in analytical models, allowing to report fund performance
- Monthly, automatic generation of 155 000 reports for customers
- Procedures improving Data Quality
- Portal for distribution and customization of investment reports

BENEFITS

- Initialization of the reporting solution as a tool for communication between Skagen Funds and its customers
- Advanced calculations of data transferred to the warehouse
- Automation of the reporting process, providing for the Data Quality procedures.

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COMARCH

Comarch is a global developer of IT solutions. As an international integrator and developer of innovative IT systems, it provides solutions for the most important sectors of economy: telecommunications, finance, banking and insurance, commerce and services, IT infrastructure, public administration and utilities, as well as SME sector. The Comarch company specializes in customer service systems, company management systems ERP, IT security, CRM and sales support systems, electronic communication and business intelligence. It also offers IT outsourcing and consulting services. Thanks to operations of the entire Comarch Capital Group, the company created a whole range of finished products, intended to meet expectations of a vast group of customers. The company grew from academic environment and, since its establishment, it has been growing into an international network of subsidiaries and partners around the globe. Currently, it employs almost 4500 top-class specialists (programmers, IT specialists and economists – graduates of the best Polish and foreign universities), from Chicago to Shanghai (in Europe, both Americas and the Middle East, as well as Asia). Comarch is listed in the Warsaw GPW (symbol CMR). By taking over a German group SoftM, it strengthened its position in the DACH markets.

Comarch Spółka Akcyjna with its registered seat in Kraków at Aleja Jana Pawła II 39A, entered in the National Court Register kept by the District Court for Kraków-Śródmieście in Kraków, the 11th Commercial Division of the National Court Register under no. KRS 000057567. The share capital amounts to 8,133,349.00 zł. The share capital was fully paid. NIP 677-00-65-406
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