

PRODUCT PORTFOLIO
COMARCH BUSINESS INTELLIGENCE



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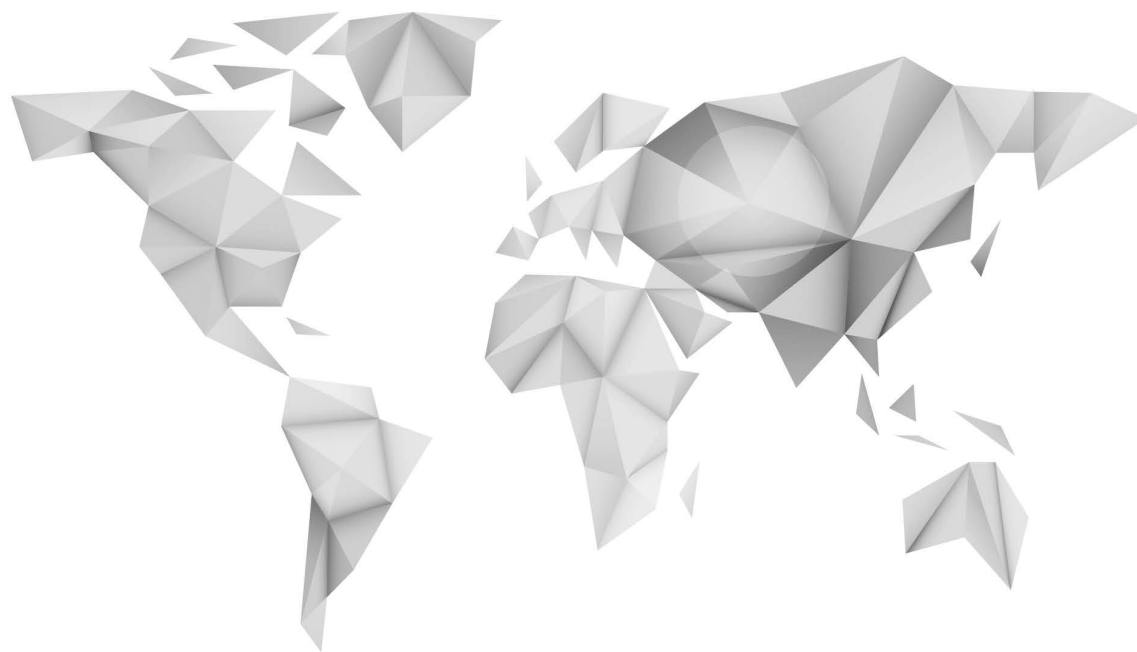
ABOUT BUSINESS INTELLIGENCE



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.

COMARCH



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.



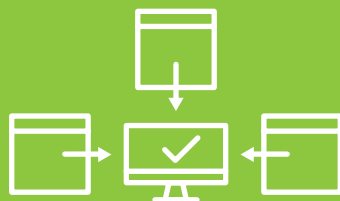
DEDICATED SOLUTIONS

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

COMARCH BI IN NUMBERS



90 EMPLOYEES



SYSTEMS WHICH INTEGRATE
DATA FROM OVER 30 VARIOUS
DATA SOURCES



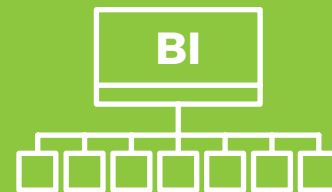
UP TO 155000 REPORTS
GENERATED MONTHLY WITHIN
A SINGLE SOLUTION



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



OVER 50 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.

COMARCH BI POINT



COMARCH BI POINT

WHAT IS COMARCH BI POINT?

BI Point is **the latest application of Comarch Business Intelligence Team integrated with Comarch BI Cloud**, which is addressed to managers, analysts and controlling departments in the company.

Our goal was to create the most intuitive and user friendly solution. We paid particular attention to **ease of use, elegant graphic forms and availability on various devices**.

Efficient usage of this tool does not require advanced IT knowledge because of its **easy and intuitive operation**.

It is worth pointing out that all functions of application are available on-line, so **user can have access to all shared reports everywhere where internet is** – not only with usage of computer but also with **mobile devices**.

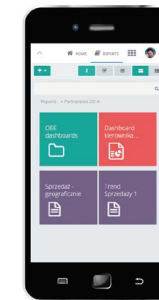
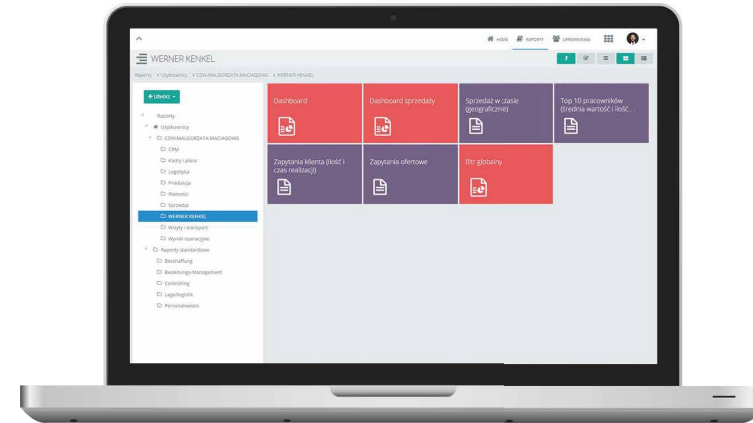
What makes BI Point unique is the fact that besides reports viewing and filtering, user can **create reports and dashboards directly on site and then share them with others**.

All of this is possible thanks to connection made between application with own **in-memory engine** and OLAP cubes which can be connected with data warehouse, where data are integrated from many sources.



Comarch BI Point allows you to create, view and share reports and dashboards in one application. Reports are created with usage of **Drag & Drop** technique in real time, so that user immediately sees his data. Technologies used to create this application have high **usability and user friendliness**, and because of that everyone can quickly and independently prepare reports or dashboards corresponding to their needs and then present them in any graphic form.

Comarch BI Point can be used primarily by business analysts to create advanced factually and visually dashboards for managers and analysis with a high degree of complexity. Importantly, the system allows for easy viewing by other users **without having to install any software beyond a web browser**. Application cooperates with operating systems such as **Windows, Linux** as well as with **Mac OS X**.



WHY COMARCH BI POINT?



INTERACTIVITY

- reports
- dashboards
- charts
- tables



MANY FORMS OF VISUALIZATION

- graphs
- indicators
- sparklines
- maps
- tables and more



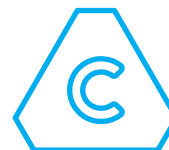
RESPONSIVE DESIGN

- adaptation to screens of different
- mobile devices
- freedom of usage anywhere
- in the world



MULTILINGUAL INTERFACE

- user-friendly language menu
- facilitation for international companies



INTEGRATION WITH BEACON COMARCH

- geopositioning
- marketing automation



SPEED OF ACTION

- reports and dahboards done in real time (in-memory)
- immediate results



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



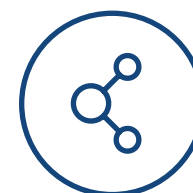
SALES SUPPORT

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



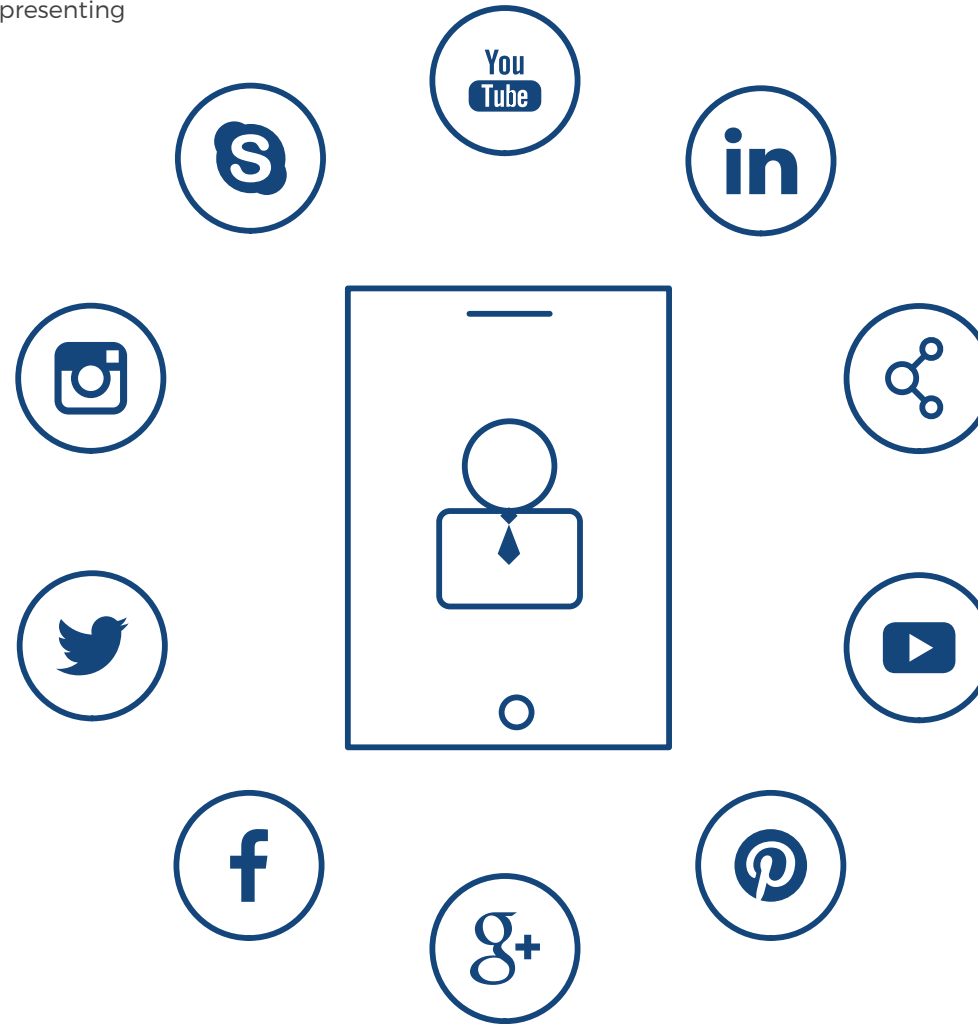
CAMPAIGN ANALYSIS

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



DEDICATED SOLUTIONS



WHAT MAKES US DIFFERENT?



KNOWLEDGE



EXPERIENCE



ABILITY TO ADAPT
TO THE CUSTOMERS'
EXPECTATIONS



OWN PROJECT
METHODOLOGIES



BEST PRACTICES
DEVELOPED
OVER YEARS



QUALIFIED
SPECIALISTS

OUR SOLUTIONS

Comarch Business Intelligence products are tools which support development of analytical solutions.



BUSINESS ANALYTICS

Business analytics means properly conducted analyses which affect more appropriate decisions, which affect more appropriate decisions, which translates into better performance of the company.



ADVANCED ANALYTICS

Comarch Business Intelligence provides information on future profit generation, proper completion of production plans. It is also an answer to the question of who are my customers and what are their needs. Learn more about what cannot be seen at first glance.



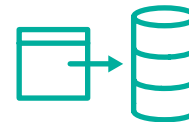
CONSULTING SERVICES

Comarch Business Intelligence offers a package of trainings and support services for the most popular analytical solutions on the market, and primarily for the original solutions of Comarch BI.



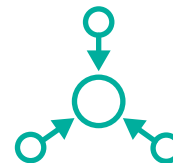
DATA WAREHOUSES

Data warehouses are an essential element of a company IT system. Organized data provide basis for all sorts of analyses and reports - that is provision of access to all the information used in the company.



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

The 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.

COMARCH BUSINESS INTELLIGENCE SERVICES

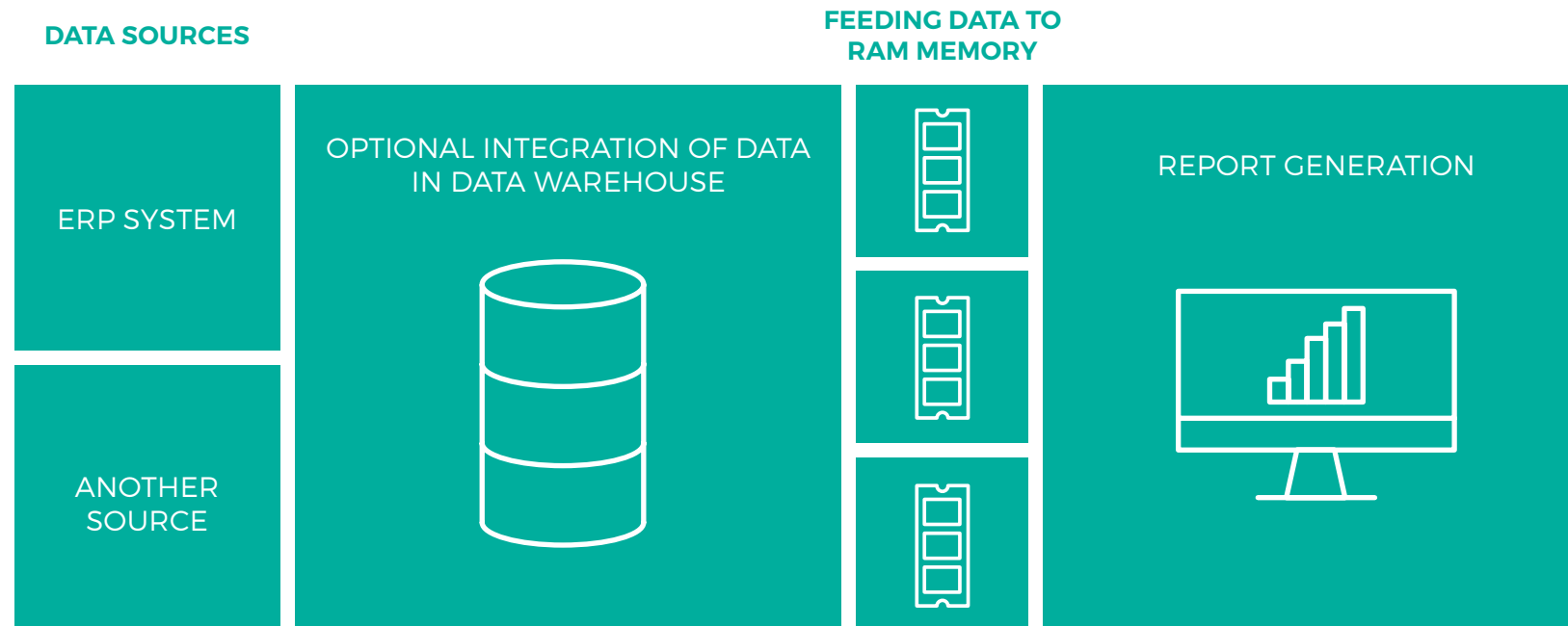
AUDIT OF CURRENT SOLUTIONS AND BUSINESS PROCESSES	ANALYSIS OF ANALYTICAL NEEDS	TECHNICAL AND BUSINESS DESIGNING OF SOLUTIONS	LAUNCHING DEMO PROJECTS
ADVANCED ANALYTICS	IMPLEMENTATION OF SOLUTIONS	TESTING OF DATA EFFECTIVENESS AND QUALITY	SUPPORT AND MAINTENANCE OF SOLUTIONS
CREATION OF PROJECT DEVELOPMENT 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



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

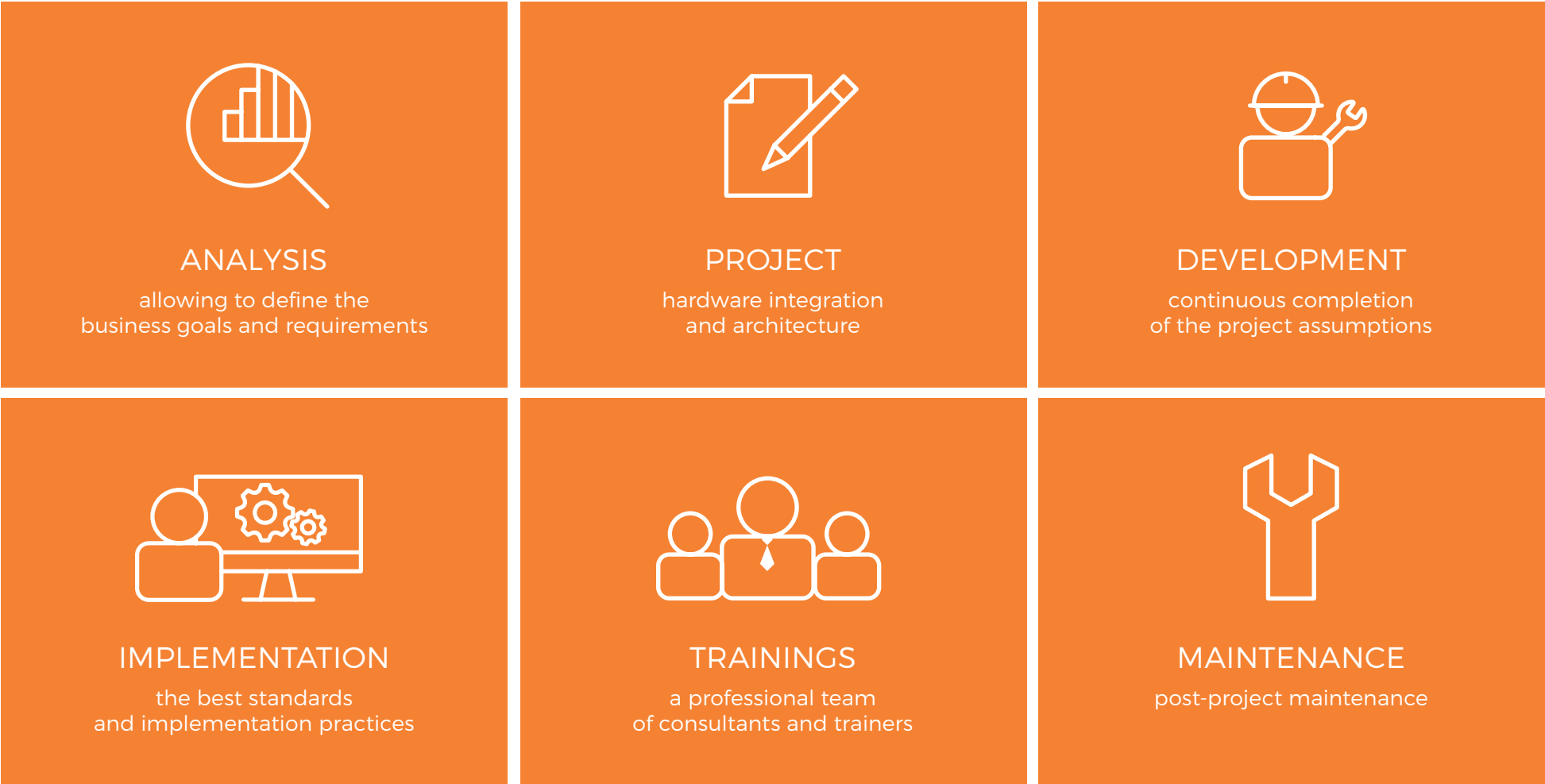
The Business Intelligence Project in itself and completion of the analysis process allows to detect imperfections in every organization, and thanks to knowledge and experience of the Comarch analysts, it is easy to identify information gaps in the company, or nonconformities in the internal processes.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

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:



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

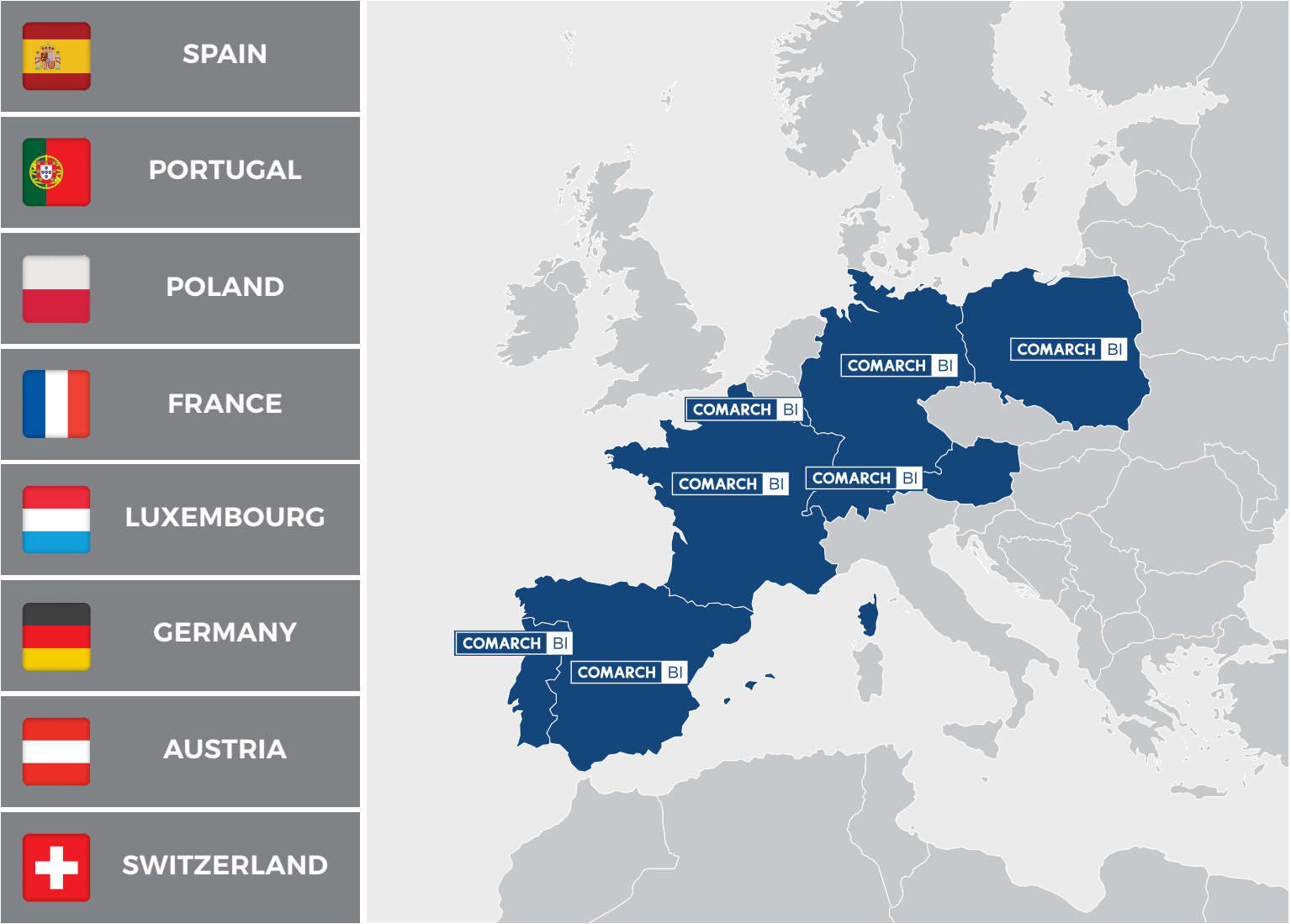
CUSTOMERS OF COMARCH BUSINESS INTELLIGENCE



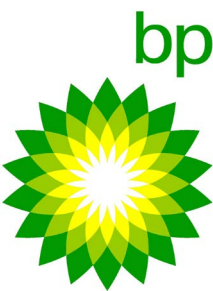
SELECTED CUSTOMERS



MAP OF IMPLEMENTATION AT BP



BUSINESS CASE: BP GLOBAL



IMPLEMENTATION OF MPF PROJECT IN POLAND, SPAIN, PORTUGAL, GERMANY, LUXEMBOURG, FRANCE, SWITZERLAND, AUSTRIA

GOALS OF THE PROJECT	<ul style="list-style-type: none"> ■ 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	<ul style="list-style-type: none"> ■ 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	<ul style="list-style-type: none"> ■ 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

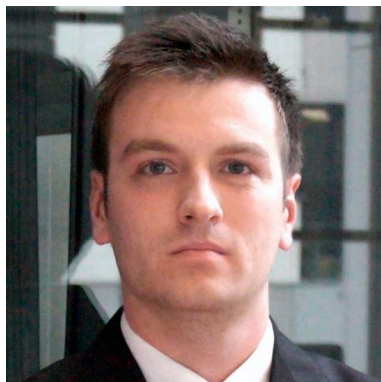
- Data warehouse technology Oracle
- Integrated and organized information in analytical models, allowing to report fund performance
- Monthly, automatic generation of 155 000 reports for customers
- Procedures improving Data Quality
- Portal for distribution and customization of investment reports

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.

CONTACT US

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COMARCH BUSINESS INTELLIGENCE

COMARCH

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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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