



# DATA MANAGEMENT AND BUSINESS INTELLIGENCE

*Terabytes of data don't always guarantee clear and meaningful analysis*

You have extracted mountains of data, built state-of-the-art storage infrastructure, and even hired highly skilled database administrators. Why, then, do your business units complain about not having the kind of high-quality and timely information they need to make critical decisions?

Delivering the right information to the right people at the right time requires more than an investment in IT. Adequate focus on improving data gathering processes, adopting data quality standards and controls, and driving the adoption of user-friendly analytics is required. Combined with the right technology infrastructure, harnessing the full value of your enterprise data necessitates a commitment to data management and business intelligence.

## HARNESS DATA AS A COMPETITIVE EDGE

MorganFranklin is a management and technology solutions company that develops and implements data management and business intelligence programs and architectures that drive results. From improving effectiveness of financial planning and analysis to shortening the product development life cycle, our teams work with you to enable the effective use of data across your enterprise. For management, that means making smarter and faster decisions about the things that matter most. And we help clients build the internal governance required to leverage data as a strategic asset and competitive advantage. After all, data is perhaps the most valuable resource in today's business climate. Everyone has a vested interest in managing it wisely.

## OUR SOLUTIONS

- **Data Strategy and Architecture** — Provide the basis for sound architecture, planning and implementation. Single-source/application owner of data elements, service-oriented architectures (SOA), a centralized data warehouse, granularity of data retained, and end users all drive key architecture component decisions.
- **Data Governance and Standards** — Improve data quality by assigning responsibility for data accuracy to a dedicated team. A data governance practice mitigates the problem of fragmented access to accurate data.
- **Data Quality and Cleansing** — Help clients maintain high standards of accurate information within their enterprises with data cleansing techniques and automated tools.
- **BI Strategy and Architecture** — Identify information components and sources and design scalable decision-support infrastructure to support decision-making processes.
- **Corporate Performance Management** — Implement performance management dashboards and provide a core set of business data to drive and facilitate better decision making.
- **Reporting and Analytics** — Lead requirements analysis, vendor selection and implementation of leading analytics tools including, Microstrategy, Cognos and others.

## Challenges

- Availability of Data
- Accuracy of Data
- Accessibility of Data
- Integration of Data
- Security of Data
- Governance of Data
- Usability of Data
- Ownership of Data
- Compliance of Data
- Presentation of Data

## **CHOOSE MORGANFRANKLIN**

For a decade, MorganFranklin has worked with clients to tackle high-stakes decision support and data management challenges. You can count on our teams to roll up their sleeves to help you improve the way you manage and leverage data across the enterprise. In addition to deep knowledge of technology solutions, we bring extensive process improvement, governance, and risk management experience. All domains that we know are essential to make the most from your investment in data management and business intelligence. When it comes to technically intensive, time-sensitive, high-risk, and high-reward data and business intelligence challenges, consider MorganFranklin your get-it-done partner.

*Business intelligence provides the access to the information at hand. Data management organizes and facilitates user access. Many people rely too much on technology without appreciation for the processes and governance that drive data quality. Ultimately, technology is useless if the data is poorly managed or inaccurate.*



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