



## HP Business Intelligence Solutions

*Connected intelligence for better business outcomes*

In the new era of business technology, success is measured in only one way: business outcomes. Today, information is viewed as a true strategic asset for companies. Having access to real-time information that is integrated from many different sources, such as operations, finance and customers, will allow companies to make the right decisions and take the right actions to drive value for the business. HP Business Intelligence (BI) Solutions empower customers to maximize the use of information and strengthen their competitive advantage.

### **HP Business Intelligence Solutions**

HP brings together a portfolio of services, software, hardware and partner technologies to create business intelligence solutions that allow companies to rapidly make better, more informed decisions for competitive advantage.

HP Business Intelligence solutions connect the information scattered across an organization, reconciling data silos and allowing the knowledge gained to flow across a business. HP Business Intelligence Solutions can help customers:

- Optimize business performance with the ability to accelerate and improve decision making while reducing cost.
- Capitalize on customer relationships by creating a single view of customers across lines of business to gain insight on customer experience and improve customer satisfaction.
- Maximize productivity by providing a consistent and flexible approach to managing information.

### *HP Business Intelligence Consulting Services*

HP Business Intelligence Services is a world-class consultancy practice dedicated to business intelligence with a full range of services, including strategy and program management, information quality, information integration and information delivery.

HP Business Intelligence Consulting Services encompass:

- *BI Strategy and Management Services* bring together technical and business aspects of a client organization to conduct the detailed planning and prioritization needed for an effective business intelligence program
- *Data Integration and Data Warehousing Services* build a solid foundation for sharing data across an organization through assessment of a company's data warehouse initiatives and indentifying areas for improvement

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- Performance Management and Analytics Services apply predictive analytics, data mining, forecasting and other advanced analytic strategies to allow an organization to derive deep insight from enterprise information to drive performance
- Information Strategy and Governance Services establish the organization functions (including stewardship) and principles for managing data that is of high quality, available, consistent, auditable and secure
- Information Quality Management Services create the organizational structure, processes and procedures, and technical architecture for identifying, monitoring, reporting and improving the quality of information
- Master Data Management Services help improve business efficiency by establishing one single reference for master data across the business

Proven Customer Successes

- [National City](#)
- [Claimetrics](#)

### HP Neoview

HP Neoview is an enterprise data warehousing platform designed for customers who need to make decisions and respond to business events faster with current and relevant information.

The HP Neoview enterprise data warehousing platform:

- Optimizes business performance and provides the speed and efficiency required to accelerate decision making, by analyzing massive amounts of information
- Capitalizes on customer relationships by providing a platform for hosting integrated data from sources scattered across the organization
- Maximizes worker productivity by allowing uninterrupted access to automated processes that use historical and real-time data

Proven Customer Successes

- [HP IT](#)
- [Bon-Ton Stores](#)

With HP Business Intelligence Solutions, customers can:

- *Optimize business performance by:*
  - Creating a single source for all company information
  - Accelerating and improving decision making
  - Improving business operations and processes
  - Using analytics as a competitive weapon
  - Responding faster to market opportunities with access to current, reliable information
  - Reducing the cost of IT and business operations and cost of the workforce



- *Capitalize on customer relationships by:*
  - Creating a single view of customers across lines of business
  - Creating customer intimacy, customer satisfaction and customer loyalty
  - Understanding and rewarding the most vital customers
- *Maximize productivity by:*
  - Equipping the business with role-based intelligence
  - Improving the effectiveness of the workforce
  - Simplifying access to data
  - Standardizing business processes
  - Timely, consistent, accurate, flexible design for managing information

### **Partnering for success**

Over the years, HP's Business Intelligence Solutions business unit has developed strategic relationships with partners who collaborate with HP on strategy, joint research and development, sales, marketing, and services. Key partnerships include:

- Ab Initio
- Informatica
- Microsoft
- MicroStrategy
- Oracle
- SAP
- SAS

### **HP Business Intelligence Solutions fast facts**

- HP has implemented business intelligence solutions with many of the world's Fortune 500 companies, including HP IT, Bon-Ton Stores, Claimetrics, Trane and National City
- Dedicated Business Intelligence consulting practice with more than a decade of Business Intelligence consulting expertise
- The HP Business Intelligence Centers of Excellence have nine centers supporting application services and five key business intelligence centers
- HP Business Intelligence Solutions has more than 100 patents in business intelligence applications
- HP consolidated more than 750 separate data marts and data stores into a single enterprise data warehouse allowing HP to look across data, businesses and geographies to gain a more complete picture of how HP is serving its customers, managing its supply chain and marketing its products
- HP BI Solutions has specialized domain expertise with dedicated BI software engineers working on advanced BI concepts
- HP has strategic partners that are world leaders in business intelligence in



collaboration with HP to provide industry-specific solutions

More information about HP Business Intelligence solutions is available at  
<http://www.hp.com/go/bi>.

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