

Solving tactical marketing challenges in days, not months...

ASSOCIATED READING

- QueryObject Product Overview
- QueryObject Technical Overview
- QueryObject Information Inventor Factsheet

These documents at www.oceansblue.co.uk

Danger : Creativity Hiatus

Over recent years, streamlining has been a key part in managing costs. However, with today's improving market conditions, many businesses now find themselves short of key resource, but not yet willing to make a commitment to hire permanent staff, or to expand their application infrastructure. In a telephone study commissioned by Oceans Blue in June 2003, more than 70% of marketing staff stated they were unable to prosecute new business initiatives effectively, and were "prevented or delayed" due to insufficient computing resource, be it animal or mineral.

The agile business requires real-time intelligence about their customer base to prime new campaigns and guide strategy.

However, for most marketing staff only very basic customer segmentation data is available, and its acquisition can be a lengthy and frustrating process.

"Organizations are challenged with meeting performance and scalability criteria for enabling analytics in the enterprise and e-business environments through traditional centralized OLAP and RDBMS approaches, QueryObject has introduced an innovative and complementary approach to distributed analytical processing through leveraging existing investments and meeting the demands and business needs of Customer Relationship and Supply Chain Management."

MARK A. SMITH, *Program Director, Application Delivery Strategies, META Group*

Does your company pass the Business Intelligence test?

How easily can you answer these tester business questions ?

- Which are my most profitable accounts ?
- Which sectors should I branch into, or avoid ?
- How much will my customers be worth to me in the future ?
- How can I equip my Account Managers to manage their customers to maximum potential?

Could you get answers to these questions again tomorrow ? And the next day ?

The greatest challenge is to *directly* arm Customer Management and Marketing staff with an intelligent view on this information in a timely and ongoing fashion. Or as we say, "Instant Intelligence"

Tactical outsourcing to the rescue

Tactical outsourcing means you don't need to make a long term investment in a Business Intelligence framework to get the answers you need.

Oceans Blue model your pressing business questions, and deliver rich intelligence right back to you - often in as little as 10 days.

You can choose to receive our derived intelligence in report form, in Microsoft Excel, through a data visualisation tool like Brio or Business Objects, through a hosted web portal or even on paper !

From project conception to delivery, Oceans Blue staff will support your own internal resources, relieving bottlenecks where necessary. And we underpin our projects with robust project management covering all parties, if required.

Our outsourced packages are embraced by Marketing and IT Directors alike - we give a flavour of typical projects below :

- With customer profiling, we identify the "deviant" accounts representing either retention threat or a sales opportunity.
- Our campaign analysis models reveal where you should spend your budget to effect maximum return.

Our solutions integrate with your billing and customer management packages to intelligently support new marketing initiatives.

Why Choose QueryObject ?

Our software represents the best the industry has to offer, exploiting fractal compression and client/server technologies. Around the world, QueryObject processes billions of new transactions per day and is trusted by global companies like Telecom Italia, MCI Worldcom and ARVAL PHH.

Take your place in the new Information Democracy

BUSINESS INTELLIGENCE OUTSOURCING



STEP 1 - Modeling Approach

Our aim is to make this process very straightforward, and we operate with a high degree of autonomy throughout. Common to all offerings, Oceans Blue analysts will translate your business questions into a Business Intelligence model.

We'll then review this on your behalf with your database people. Our model will be translated into a database map, showing where the information needed to answer your questions can be located within your computing environment. Should this prove complex, our own database experts can be teamed with internal technical resource.

Our Navigator product then virtually melds disparate information sources, ready for cleansing and load into our Information Hologram format.

For prototyping purposes, we can achieve a working reporting environment based on a laptop and we prefer to provide early access to our information prototypes to key users for review and refinement.

STEP 2 - Flexible Deployment

There are two choices for how to progress a pilot model into a production solution, and of course a true one-shot tactical requirement can be serviced in the same way.

On-site Installation...

We can take a traditional approach, and install our OpenServer and Engine components at your site, hooking directly into your data sources and distributing report intelligence to your defined user communities.

...or Fully Managed and Hosted

Alternatively we take a secure automated feed from your computing systems to our own datacentre, where our own Internet servers host your holograms and deliver intelligence reporting to your information consumers through a common browser client.

With this option, zero product install is necessary on site, with no technical procurement delays, or administration and maintenance worries.

STEP 3 - Reporting Personalisation

However deployed, information delivery - especially to Senior Management - may well be enhanced through the provision of a customised interactive reporting 'dashboard'. A dashboard can be connected in real-time to the business or reporting fundamentals stored within the hologram, and will provide targeted and personalised information in an easy to digest manner.

STEP 4 - Technical

Should you choose a fully managed solution, our data centre equipment is modern, secure and robust, comprising:

- Compaq/HP Blade Servers
- Resilient RAID disk
- Redundant Power, Cooling and Networking subsystems.

Optionally, a "hot standby" server can be provided, to ensure business continuity in even the most extreme of cases.

The Information Democracy

Technical "know how" should be no barrier to working with information. However you choose to work with us, the benefits inherent in an approach designed specifically to promote the new information democracy will become readily apparent.

- Marketing staff will be empowered with the information to create successful, effective and measurable campaigns.
- Management will feel a new confidence fostered by a more complete understanding of business performance.

"As a market leader with a sophisticated customer base, it is essential for us to have access to fresh and accurate intelligence on how our clients interact with our products and services.

Oceans Blue helped us tap into more than two years of historical transaction data, enabling us to visualise product trends and customer behaviour.

Moving forward, account managers are equipped to better help our customers, delivering attractive and relevant services."

JANET EASTWOOD,
of ARVAL PHH www.arvalphh.co.uk

Fast Track

Outsourced or assisted delivery of business intelligence by Oceans Blue.

We make it easy for companies to get answers to those pressing business questions, using our own expertise, software and hardware to deliver rich results within a remarkably short time frame.

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