

S o n a t a   B I   S o l u t i o n s

**Analyze the Past.**

**Understand the Present.**

**Predict the Future.**



# Sonata Software

Sonata is a leading IT Consulting and Services Company. Sonata's customers span Global 2000 Enterprises and ISVs across the US, Europe, Middle East and Asia-Pacific. The organization's portfolio of services, delivered through a proven Global Delivery Model, include Implementation of Enterprise Applications & Business Productivity Solutions, Travel Solutions, Business Intelligence, Application Development & Management, Managed Testing, Infrastructure Management and Outsourced Product Development.



**Sonata is a SEI CMM Level 5 and ISO 9001 certified company.**

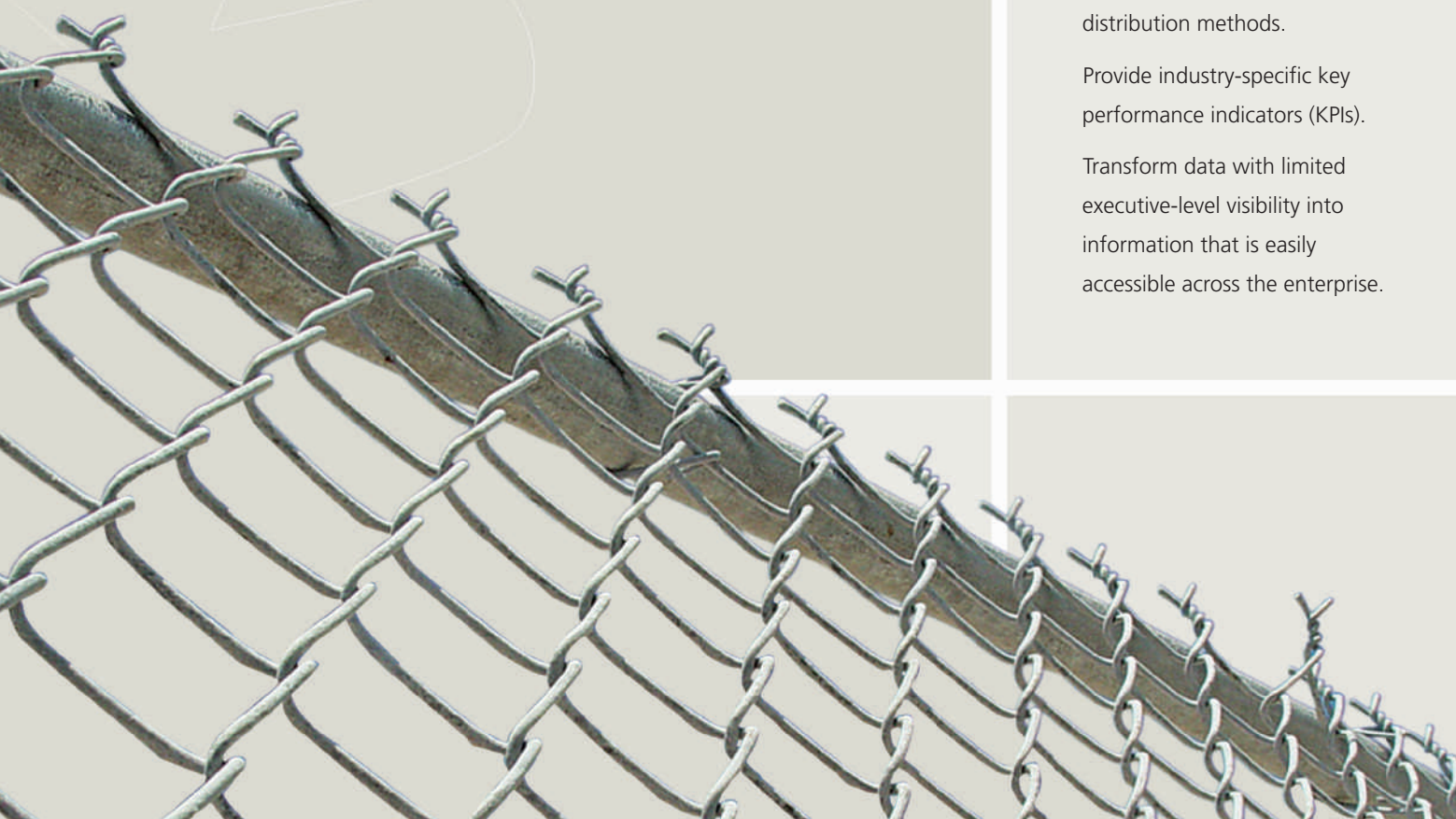


# Sonata Microsoft Alliance

**1992 onwards, Sonata has had a successful relationship with Microsoft. Over the last decade and a half, the relationship has gathered momentum and grown into a powerful synergistic partnership. Today, Sonata is a Gold Certified Partner and Global Systems Integrator with dedicated Centers of Excellence on Microsoft Dynamics, Business Intelligence and Information Worker.**

The Microsoft BI Competency Center at Sonata is engaged in proactively building competency and providing cutting-edge solutions to customers. Sonata has been a frontrunner in the adoption of Microsoft technologies, including SQL Server 2008, Microsoft Office 2007, Office PerformancePoint Server and Office SharePoint Server 2007. Sonata's business function analyzer framework leverages Microsoft BI technologies to deliver key performance indicators on intuitive dashboards and scorecards. Sonata is also committed to helping enterprises and ISVs adopt the Microsoft Business Intelligence stack and help them reduce the TCO without compromising performance.





# Crashing the Barriers of Isolated Data Silos

**To preserve the competitive edge, firms must be agile. The timely and accurate decision-making that makes agility possible requires constant business process improvement, flexible resource allocation and ongoing monitoring of business data.**

Achieving these capabilities can be difficult. In many corporate environments, data is stored in non-standard electronic formats that use standalone databases or files which are difficult to find and use. In these environments, consolidating data across regions or business units becomes labor-intensive.

Transforming this data into actionable information requires additional, time-consuming collection, analysis and reporting steps. Companies wanting to use their existing information assets to monitor and continuously improve their business processes look for solutions that:

- Make data easier to consolidate, manage and integrate into analyses, business processes and back-end systems.

- Automate time-consuming data analysis, reporting and distribution methods.

- Provide industry-specific key performance indicators (KPIs).

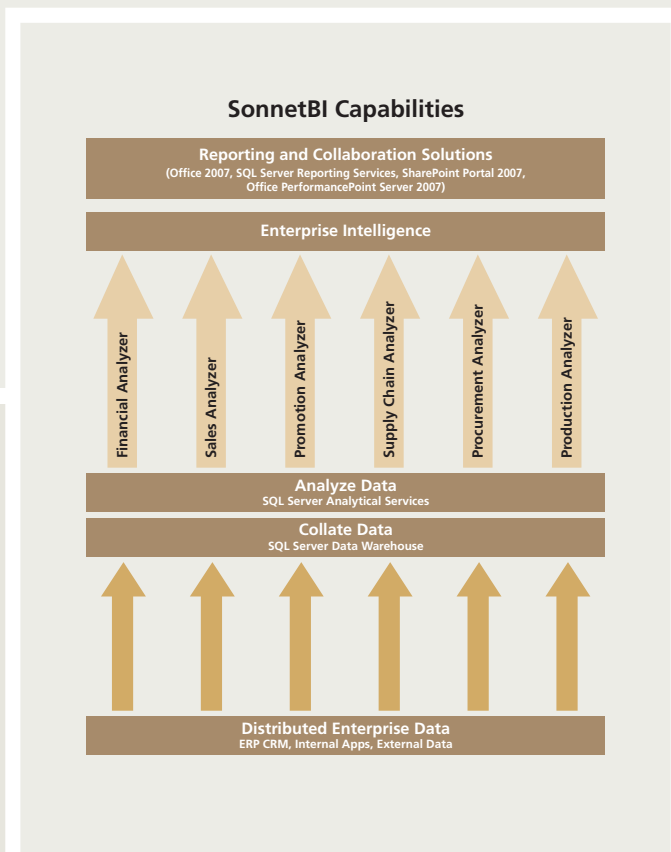
- Transform data with limited executive-level visibility into information that is easily accessible across the enterprise.

# SonnetBI - Sonata's BI solution framework

**SonnetBI provides centralized data management, specialized analysis, data integration and multi-level, sophisticated visualization. This framework empowers decision makers with complete, accurate views of business processes and resources. Sonata's methodology-based, highly scalable approach to deployment provides error-free implementations**

In SonnetBI, SQL Server 2008 provides centralized data storage capabilities that enable companies to consolidate functional and financial data. The solution also provides sophisticated reporting and analytical services that support forecasting and analytical tasks. Microsoft Office PerformancePoint Server provides a reliable and pragmatic approach through persona-based scorecards and dashboards which provide information access to all employees, and show how processes align with KPIs and objectives. Microsoft Office SharePoint Portal Server 2007 provides the content management, workflow and collaboration platform. Dashboards, scorecards and reports rendered through this medium enable information dissemination across the enterprise.

SonnetBI comprises a suite of Business Functional Analyzers that empower companies to analyze and monitor business processes across geographic locations and business units. SonnetBI supports this enterprise-wide analysis by consolidating data from several sources, loading it onto a centralized operational database and using the data to populate customizable dashboards. SonnetBI provides these dashboards to help decision makers evaluate business performance related to sales, financial, promotion, inventory, procurement and production processes.



# SonnetBI for ERP



**Sonata's Analytics for ERP transforms data into intelligence, enabling executives to gain insights into business performance, helping them to make rapid, better-informed decisions.**

**SonnetBI for ERP facilitates analysis for ERP users by extracting data from ERPs and transforming the data into information. The resulting information can be used to monitor business processes or identify global business opportunities.**

**SonnetBI for ERP is a solution framework that reduces the time and cost of BI analysis and enables ERP users to reuse their data. SonnetBI for ERP delivers over 150 "out-of-the-box" KPIs (Key Performance Indicators).**

**Some of the typical KPIs are:**

## Procurement Analytics

- Budgeted procurement quantity / actual quantity
- Vendor analysis
  - Best vendor analysis on lead time, quality and cost
  - Vendor ranking on mean cost and mean delivery time
  - Delivery times for particular vendors
  - Demand channel analysis on quantity and unit price
- Budget analysis
- Cost breakup analysis

## Production Analytics

- Stock management
  - Bill of materials
  - Work-in-progress items
- Plant performance
  - Production targets / actual production
  - Labor efficiency
  - Capacity utilization
- Cost Receipt & Accounting: Finished / Work-in-progress
- Issues / Receipts
- Rejection analysis
- Average waiting lead time for processes

## Promotion Analytics

- Marketing costs budgeted / actuals
- Sales achievements targeted / actuals
- ROI on Promotions
- Short-term effect analysis
- Promotion analysis
  - Regions
  - Products
  - Timeframes

## Inventory Analytics

- Inventory handling costs / budget
- Inventory carrying costs / budget

## Financial Analytics

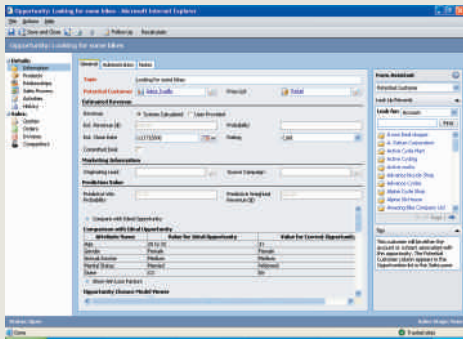
- Accounts payable / Accounts receivable analysis
- Track revenues, sales values
- ROCE / RONW

## Sales Analytics

- Sales and costs analysis
- Sales analysis
  - By region
  - By opportunities
  - By products
  - By sales force performance
- Sales variance



Performance Analytics



Predictive Analytics

# SonnetBI for CRM

**Organizations are striving to understand the potential costs and value of acquiring, retaining and satisfying a customer. To achieve this, they need to have a 360° view of their customer relationships.**

Sonata's Sales, Service and Marketing analytics offer out-of-the-box KPIs that enable business users to make informed choices and thereby drive customer-focused business. Sonata's data mining models, built on the Unified Data Model, extract information from their CRM systems, perform analyses to provide insights into leads, opportunities, customers, service requests etc. across geographies, customers, timelines and other dimensions.

Analytics based on predictive data mining helps business users prioritize the leads, opportunities etc.

**SonnetBI for CRM also leverages the analytics and reporting capabilities of Office 2007 and PerformancePoint Server 2007 to deliver KPIs that include:**

## Sales Analytics

- Revenue growth across customers / geographies
- Average time to close sales / contacts
- Win-loss ratio across geographies

## Service Analytics

- Contracts renewals - Actual v/s Target across geographies
- Average discount on contracts
- Case resolution time across months

## Marketing Analytics

- Targeted Customers v/s Actual Customers
- Targeted Products v/s Actual Products
- Expected Revenue from Campaign v/s Actual Revenue from Campaign



# BI Optimization Consulting Services

The dynamic business landscape, high levels of competition and ever demanding customers have forced organizations to look at ways of ensuring availability of actionable information on the business decision maker's desktop. The woes of CIOs and IT managers are compounded with companies resorting to inorganic growth and thereby inheriting widely disparate systems. While some organizations are still exploring an optimized way to consolidate data and earn intelligence from it, many are static at a "rear view" stage relying on historical approaches. This leaves different organizations at different stages of their BI maturity lifecycle of managing, controlling, aligning and transforming enterprise data to intelligence.

The BI consulting practice at Sonata, started in 1996, has been involved in guiding enterprises' progress through various stages of BI maturity. Rather than looking at a short term, "quick-fix" solution to the problem, Sonata helps organizations align their business intelligence roadmap to organizational goals. Constraints of cost, time and resources are kept in perspective while arriving at this roadmap. Sonata's BI expertise spreads across various technology eras and BI tools.

A typical enterprise BI and data warehousing infrastructure environment may include data marts, operational data repositories and enterprise data, reported out from ERPs, financial systems, CRM etc. This is assessed across multiple dimensions, including data, information, intelligence, technology and time. The interests of the stakeholders like executive management, business users and IT department are taken into consideration at this juncture.

The gaps between the desired and current states are identified clearly and a phased approach is suggested to gulf the chasm. A roadmap aimed at enhancing the BI maturity of the organization is developed. Impacts of various related technologies like SOA on the architecture are evaluated to suggest the best-fit solution that fits the constraints of resources. The BI optimization consulting services engage the customer through a workshop and Proof-of-Concept (PoC) based approach, thereby reducing the risks and bringing more predictability into the entire process.

Sonata works closely with enterprises in achieving the desired state with minimum disturbance to the existing operations.



# Migration Solutions

**SQL Server 2008 delivers an integrated, end-to-end data management, reporting and analytics platform that empowers information workers of enterprises of all sizes. Sonata is a frontrunner in enabling organizations to adopt this technology for enhancing productivity and performance while reducing the TCO. Sonata's migration solutions help organizations transition from their existing database, reporting and analytics platform to SQL Server 2008.**

## Database Migration

Many organizations stop short of moving to SQL Server 2008 primarily because of the cost and complexity of migrating these databases. To address this concern, Microsoft has developed Microsoft SQL Server Migration Assistant (SSMA), a tool that automates the process of migrating from other databases to SQL Server.

Sonata, an early adopter of this tool, has created a methodology to help move databases like Oracle, Sybase etc. to SQL Server 2008. This proven model, which leverages SSMA and Sonata's global delivery centers, ensures minimum disturbance and human intervention in addition to mitigation of risks.



# Report Migration

**The Microsoft® SQL Server Reporting Services (SSRS), bundled with SQL Server 2008, significantly lowers TCO by eliminating license deployment costs and leveraging better integration capability, by migrating existing reports to SQL Server Reporting Services (SSRS). Software product companies stand to gain by incorporating its superior functionalities to provide a powerful reporting engine.**

**Based on experience with multiple reporting solutions, proven tools and methodologies, Sonata offers migration of other reporting platforms like Crystal Reports to SQL Server 2008 reporting platform.**

The highlights of Sonata's report migration service include:

## Report migration engine

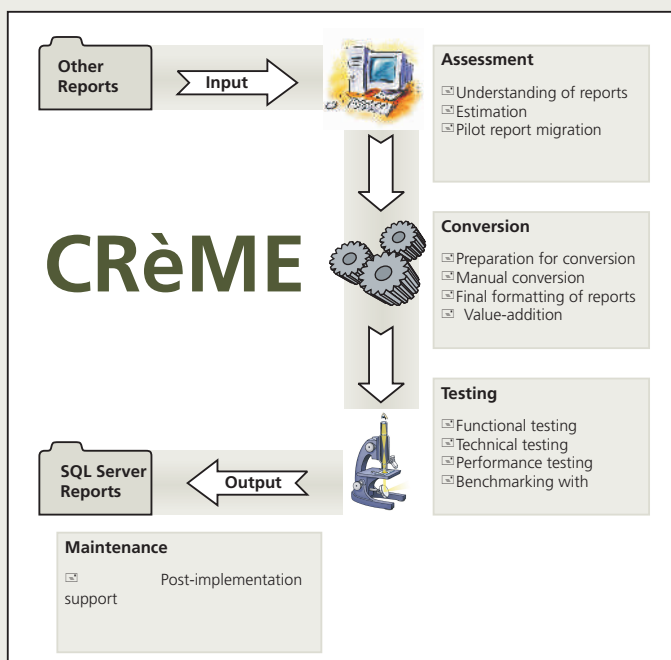
Sonata's proven methodology for migration of reports to SSRS works on a multi-nodal approach with each node designated to perform a specified set of activities, introducing shop-floor like precision to the entire process. The methodology is highly scalable, thereby ensuring cost and quality benefits for the customers.

## Flexible pricing models based on report volumes

The reports are classified based on a transparent set of parameters that determine their complexity. The flexible pricing model that Sonata employs allows customers the advantage of accurately determining the investment required for the migration. This also helps them in taking a phased approach.

## Offshore-based approach

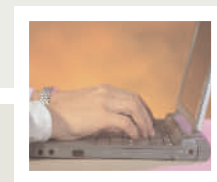
The CRèME methodology leverages an offshore delivery model designed to optimize the costs and mitigate the risks. The model has been streamlined to handle post-implementation support as well.



# Analytics Migration

Enterprises can enhance database investments, have an integrated stack and lower the TCO by migrating from Oracle multi-dimensional tools to SQL Server 2008 Analytics (SSAS). The migration kit facilitates seamless transition and has components to extract metadata and data from the Oracle platform, provide mapping of source objects to Microsoft Analysis Services (MSAS) objects and load data into MSAS cubes.

This enables customers to migrate quickly, easily and accurately, with higher ROI.



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