



Elegant Enterprise Enablement™

## ComFrame Business Intelligence Solutions

Get the Right Information to the Right People at the Right Time

*Few companies are able to consistently get the right information to decisionmakers. Information needed for financial planning and good business decisions is typically scattered across disparate systems and lost on employee desktops throughout the enterprise. Most companies today are forced to rely on incomplete, inaccurate and inconsistent data to support strategic objectives.*

### Your Information: A New Form of Capital

As business processes have become more automated, organizations have more data stored in their operational systems than at any time since the dawn of the information age. However, few are able to successfully convert raw data into valuable information. Many otherwise mature organizations still rely on multiple sources for information on which to make decisions. In addition to information delay, these departmental information silos leave executive leaders and line managers with multiple versions of the truth and other issues that include:

- ✓ Conflicting reports for the same metric
- ✓ Information arrives too late for action
- ✓ Data exploration is difficult, if not impossible
- ✓ Teams cannot effectively use information for collaboration

### Enter Business Intelligence

Business Intelligence (BI) is an umbrella term for the concepts, processes, designs, and software that support improved organizational decision making. BI can mean many things to many people but the underlying principle is that BI solutions support improved organizational decision making. Data marts and warehouses are a common foundation established to support organizational BI initiatives.

ComFrame business intelligence consultants can create actionable information from your disparate sources of enterprise data, providing solutions that:

- ✓ Organize operational data into an analytical data store for rapid exploration of the trends behind a metric
- ✓ Create a single version of the truth, eliminating conflicting reports for the same metric
- ✓ Facilitate timely discovery of information and eliminate “driving by looking at the rear view mirror”

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## The ComFrame Methodology

### Business Intelligence Requirements

The ComFrame business intelligence methodology is driven by business requirements and implemented in technology solutions, not the other way around. Our BI architects are industry-recognized information architects that are well-grounded in both business and technology concepts.

### Low-Risk Short Cycle ROI

Our methodology embraces a short, iterative cycle by which we incrementally add value to our customers' business. Our BI architects focus on a single business process in your organization and get the resulting valuable information and analytics delivered in a quick turnaround fashion. By leveraging such a methodology we are able to get the highest priority information to our customers in an expeditious manner.



Data Management Solutions  
Information Worker Solutions  
Business Intelligence  
Custom Development Solutions

## Business Intelligence Leadership

### Barry Ralston, Chief Architect

Barry Ralston is currently chief architect for business intelligence with Birmingham-based ComFrame Software. Since joining ComFrame in 2001, his client successes include Aflac and the Children's Hospital of Alabama. In addition to speaking at the Alabama .Net Code Camps I, IV and V, Barry has delivered presentations on business intelligence with Microsoft technologies at SQL Saturday I and IV. With a career in Business Intelligence spanning 14 years, he has previously been an invited speaker to the Oracle Development Tools User Group, International Oracle User Group - Americas and JavaOne.

### Robert Cain, Senior BI Architect, MVP

Robert Cain is a Microsoft MVP in SQL Development. His key responsibility is the SQL Server Business Intelligence Data Warehouse for the NASA ARES project. Robert is a contributing author to the book "SQL Server MVP Deep Dives." Prior to ComFrame, Robert spent five years designing and developing the BI/data warehouse, as well as leading the development team for a southeastern nuclear power company. Robert spent ten years as a senior consultant, using Visual Basic and C# to develop customer solutions.

For more information on ComFrame Business Intelligence Solutions, visit the website [www.comframe.com/bi](http://www.comframe.com/bi), call 800.905.0293 or email [info@comframe.com](mailto:info@comframe.com)

## About ComFrame

Since 1997, ComFrame Software Corporation has delivered more than 300 elegant projects for clients in diverse industries across the southeastern United States, helping them reduce IT complexity and successfully deploy modern architectures and applications that improve business agility and efficiency. From offices in Birmingham, Alabama, Nashville, Tennessee, and Beijing, China, we deliver a broad range of custom solutions and packaged business applications. More than 130 architects, software engineers and project managers make up our highly skilled team. Expertise ranges from enterprise application development and integration to strategic business and brand management, user experience engineering, business intelligence, information integration, business process and collaboration management, enterprise search, IT mentoring and training in new information technologies and service-oriented architectures (SOA).



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