



## **SERVICES**

Waypoint's solution architects assist our clients in achieving their unique business intelligence and data warehouse goals. Because the needs of each client are different, Waypoint offers consultative and mentoring services as well as project support services. Waypoint provides people, methodologies and partnerships to deliver the following areas of expertise:

- Project Management
- Data Integration
- Business Analytics
- Data Warehousing

Our Solution Architects' experience helps drive our clients' initiatives from functional/technical assessments and strategic planning to enterprise architecture, implementation and change management.

***The Knowledge to Navigate data warehouse and business intelligence implementations.***

## **BUSINESS ANALYTICS**

Waypoint understands the real impact of Business Analytics. Business Analytics (Intelligence) is the effective use of data to improve the organization's business performance. Waypoint's solution architects work to understand our clients' strategic objectives, then design and implement the right solution through on line analytical processing (OLAP), dashboards, scorecards, production reporting, analytic applications and data mining.

Waypoint's team of solution architects average over 10 years of experience and provide expertise to engineer Business Analytics strategies that support both project specific or enterprise-wide initiatives. These solutions are provided through:

- Key Performance Indicators (KPI) Assessments
- Readiness Assessments
- Center of Excellence
- Implementation

According to Gartner vice-president Frank Buytendijk, "Sharing information with customers, suppliers, and other stakeholders increases loyalty and in many industries provides competitive differentiation. Business Intelligence will become pervasive in operational and workplace applications as organizations seek to optimize their business."

Start by identifying your Key Performance Indicators (KPI) today with Waypoint

## **DATA INTEGRATION**

Waypoint understands that Data Integration is a key component of our clients' analytics strategy. A recent Gartner study showed that "90% of all business decisions are suboptimal because of one or more data quality issues. As a result Data Integration is rapidly becoming an essential building block in corporate strategy and enterprise architecture. Development of analytical systems involves complex data sourcing and transformation processes that are most successful with careful planning and rigorous development methods."

Waypoint's solution architects provide expertise and partnerships to engineer Data Integration strategies that support project and enterprise-wide initiatives. These solutions are provided through:

- Center of Excellence - Enterprise Services ETL



- Project Roadmaps
- Implementation

## DATA WAREHOUSING

We recognize the implementation of a data warehouse must fit business needs. A data warehouse does not have to be costly to provide strategic value. Waypoint is well versed in the issues that must be considered in the design and implementation of an effective data warehouse.

Waypoint's solution architects help our clients with the critical first steps in a warehouse initiative such as definition, business purpose, source systems, data quality, specifications of enterprise architecture, and the selection of components and tools.

Waypoint provides Data Warehouse consulting through:

- Readiness Assessment
- Best Practice Mentoring
- Methodology Consulting
- Data Modeling
- Database Administration
- Data Integration
- Business Analytics

Data Warehousing is a continuous program. Waypoint's solution architects focus on establishing best practices for our clients' data warehouse to grow over time. The infrastructure of the warehouse repository is critical to optimizing the use of the tool and realizing the return on investment. Waypoint's solution architects work with our clients to outline best practices and create a winning data warehouse strategy that won't bust the budget.

## PROJECT MANAGEMENT

At Waypoint we understand that nothing mitigates risk as well as project management that drives communication, expectation, and participation by all project stakeholders. Waypoint project managers are equipped with PMI training and a rigorous background in Business Intelligence. This level of experience provides clients with a partner who can manage projects to the stated business objectives.

Waypoint provides the following Project Management services:

- Project Management
- Project Manager Mentoring
- Virtual Project Management
- Project Audit

Waypoint's philosophy on project management is best described by Margret Mead who wrote: "Never doubt that a small group of thoughtful committed citizens can change the world. Indeed it is the only thing that ever did."

Waypoint's project management staff and services are committed, and we can make a difference in your world.