

Business Intelligence Services

- Business/IT Alignment
- Performance Measurement
- Customer Satisfaction Surveys
- IT Skills Assessment
- IT Strategic Planning Audit
- IT Key Performance Indicators (KPIs)
- Metrics Programs
- Process Improvement Initiatives
- Data Life-Cycle Management

**Longbow
Consulting, Inc.**

1607 Treadwell Street
Austin, TX 78704
USA

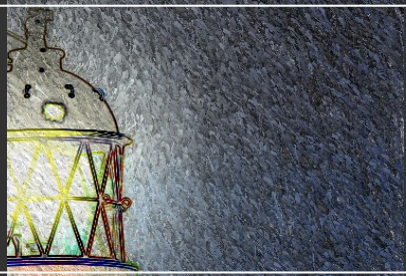
Phone: 512-299-8654
E-Mail: sales@longbowconsulting.com
Web: www.longbowconsulting.com



The ability to access, share and leverage timely information is key to achieving optimum performance within your organization. With our deep understanding of the information challenges faced by modern organizations Longbow Consulting can help you optimize your business intelligence strategy to:

- Exploit new business opportunities
- Improve decision making capabilities
- Enhance financial management processes
- Ensure regulatory compliance
- Improve customer service.

At Longbow Consulting, we work with companies in all stages of business intelligence initiatives. We help companies develop methods for information sharing by understanding their business vision, evaluating and implementing software solutions and performing analytics and modeling that deliver the information needed to make informed decisions. In short, we help you unlock the hidden business value trapped within your organization.



BUSINESS INTELLIGENCE SERVICES

Business Intelligence Services

Business/IT Alignment: See *Business IT Alignment Services*.

Performance Measurement: High-performance organizations whether public or private must be interested in developing performance management systems. These systems ensure that high-performance organizations remain that way. Our consultants can help you design and implement a performance management program that is capable of driving positive performance changes within your organization.

Customer Satisfaction Surveys: See *Business IT Alignment Services*.

IT Skills Assessment: Having the best IT Strategy in the world is not sufficient without the right people with the right skills to implement it. This is where we come in. Our auditors can assess your IT strategy, build a resource success profile and evaluate your existing resources to identify gaps in the key skills needed to support your programs. With this information we can build and help you implement a detailed resource management strategy capable of delivering the results needed to carry your plans through to completion.

IT Strategic Planning Audit: Leverage our extensive IT strategy knowledge and expertise to evaluate your current IT Strategy. Our IT Strategy Audits will provide you with answers to the questions that corporate leaders are asking. Questions like; does my current IT strategy support the long range plans of the business? Do my customers view IT as a competitive advantage or simply as cost overhead? Would my customers hire us if we were an outside consulting firm? Am I spending my IT budget dollars wisely and do I have the right mix of employees vs. consultants?

IT Key Performance Indicators (KPIs): Key performance indicators measure productivity, predict future performance and drive timely actions through the organization. Our consultants can help you achieve these objectives by applying proven techniques to identify KPIs, define an overall approach based your IT strategy, identify required data sources, develop a visualization/user interface for the intended audience, and deliver a solution that enables the monitoring of progress against original objectives.

Metrics Programs: A sound metrics program considers the required data sources before technology is implemented to ensure that the technology is configured to capture those metrics. Our consultants will work with your leadership team to establish key performance indicators that will be used to interpret performance and drive continuous improvement, optimize costs and improve customer satisfaction through effective service level compliance.

Process Improvement Initiatives: See *Process Re-engineering & Design Services*

Data Life-Cycle Management: Data Life-Cycle Management is the development and execution of methods, policies, standards and procedures needed to manage enterprise data from creation and initial storage to the time when it becomes obsolete and is deleted. Our consultants will work with you to design a risk based classification strategy, define data controls based on your classification schemes and assist in the creation/ implementation of controls needed to ensure ongoing compliance with data management policies.

