

Retail Business Intelligence Accelerator



Deloitte's Retail Business Intelligence Accelerator (RBIA) is a set of end-to-end Business Intelligence and Data Warehouse (BI/DW) consulting service offerings supported by a preconfigured prototype designed to help a retailer accelerate their ability to deliver valuable information to address key business challenges and opportunities. These RBIA service offerings leverage the retail industry's leading financial and operational metrics and the Oracle Retail Data Model (ORDM) and technology stack. The ORDM is based upon the retail industry's standard reference data model (ARTS) and delivers pre-built KPIs, BI reports, and dashboards.

Deloitte's Practice

Who are we? – Deloitte's Business Intelligence and Data Warehouse practice (BI/DW) for Oracle is a group of over 450 dedicated technology and industry savvy consulting professionals that work hand in hand with our clients and Oracle to help our clients build business relevant information and data management strategies, and deliver BI/DW solutions designed to help them improve their returns on BI/DW technology investments. We help our clients address BI/DW at all levels within their organization – from the back office to the board room.

What else does Deloitte Provide? – A dedicated and experienced group of RBIA leaders and practitioners to assist in the development of our RBIA service offering go to market strategy, pipeline, proposals, and support to the development of business cases, proofs of concept, and information management strategies and implementation of BI/DW related projects. Our RBIA service offerings are designed to help our clients achieve a rapid ROI with a low cost of entry, fast implementation, and measurable impact on costs and productivity.

How does the Deloitte Retail Industry and BI/DW practices support our RBIA practitioners? – By providing training, service offering development support, technical infrastructure, and mentoring/coaching relationships with our leadership, as well as supporting thought leadership development, eminence building activities.

How does the Deloitte Retail Industry and BI/DW practices support the Oracle Sales organization? – By leveraging strategic company executive relationships and industry/technology experience and knowledge to help facilitate Oracle license sales through participation in the development proofs of concept, points of view, go-to-market strategies, account targeting, and co-marketing.

Just recently, Deloitte has created a unique customer information prototype aligned with our soon to be released "customer relevancy" research findings and point of view.

How does Deloitte's BI/DW practice support the Oracle Product Organization? – By regularly sharing market experiences across a broad range of industries to help align product functions to the real business requirements. Deloitte shared a kiosk with Oracle at the 98th NRF Convention & Expo to demo RBIA capabilities.

RBIA Accelerators

- ORDM preconfigured ARTS compliant retail data model using OBIEE for presentation
- Preconfigured Intra-ETL for ODWR tables
- Leading retail KPI and report repository
- Preconfigured retail analytics
- Data quality integration

Deloitte's Market/Industry Advantage

- The professional services firm selected to collaborate with Oracle to sell and deliver ORDM with RBIA services
- Largest technology integration professional services firm in the world offering breadth and depth of experience, leadership and client relationships in the retail industry
- Designated as a Tier One Alliance Partner by Oracle
- With access to more than 4,500 Oracle Practitioners worldwide, we can leverage extensive experience in providing implementation related consulting services across geographic and organizational boundaries

Deloitte's Methodology for RBIA

RBIA is a service offering that includes solution framework comprised of value based methods, tools, and Oracle technologies designed to help retail companies reduce their cost and time to implement comprehensive BI/DW solutions. The combination of Deloitte's Enterprise Value Map and Enterprise Information Methodology provides a unique value based framework to help retailers in their efforts to address their end-to-end information challenges related to business process, data, people (change), and, new technology adoption and integration. Our RBIA services provide the framework to help companies increase their BI adoption while reducing cost and time for implementation. Our RBIA service offerings, coupled with our retail industry experience, knowledge and insights, and Oracle's leading technology platform, positions us well to most effectively and efficiently assist tier 1 and 2 retailers to leverage their information assets to make measurable shareholder value improvements.

Deloitte's Oracle Solutions Center

The Deloitte Oracle Technology Network and Solution Network (SNET) organizations provide intranet based environments configured to enable pre-sales company demonstrations of ORDM and a learning environment for our practitioners. One of our sandbox environments provides ORDM configured out of the box reports for analysis and demonstrations.

Another sandbox environment consists of sample custom reports and is used by our consultants to build additional reporting capabilities.

We are planning to enhance our sandbox environment to show the full power of ORDM and how it can integrate with other reporting applications. We are in the process of setting up a sandbox with OBIEE Plus (Oracle and Hyperion reporting application) and Oracle Crystal Ball, which can all integrate with the ORDM in the reporting layer.

Our SNET environment may also be used to help companies satisfy their immediate infrastructure needs and build proofs of concept.

What the analysts are saying about Deloitte?

"Deloitte is a Leader in Oracle Implementation with deep and broad industry knowledge skills and experience" — Forrester Wave™: Oracle Implementation Providers, Q1 2008



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