

Case Study

Business Intelligence & Augmented Analytics

Smarten Augmented Analytics for Leading India Software Services
& Technology Consulting Company



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The Client

The Client has achieved a dynamic global presence as a Technology Consulting and Software Services Company and serves some of the largest fortune 500 companies around the world.

The Client employs more than 1000 trained team members and professionals and offers a broad spectrum of IT services including Custom Application Development, Management and Re-Engineering, Backend Integration, Testing and Validation, Technology Evaluation and IT Service Management.

The Objective

This Client has grown beyond its local borders to the international market with increasing numbers and complexity of IT projects and data management.

The Client has its own Business Intelligence division, but the primary focus of that division is to select a solution. The solution must be self-serve and user-friendly, and consolidate enterprise-wide data,, Multiple CSV files and other applications.

Their primary area of focus was analysis of department profitability including consideration of various parameters like Revenue Earned, Expenses, Human Resources allocated etc.

Challenges

- Data Consolidation and Data Quality
- Bring all types of data into one environment
- Need for tracking timelines for each project, milestones achieved, deadline alerts
- Day-to-Day interdependency across MIS team and business users to derive project profitability and reduce operational cost
- Need for dynamic ad-hoc analysis for support tickets and incidences
- Heavy dependency on manual Excel-based reports that was non-interactive, time consuming, inaccurate and unsecured.
- Need to implement KPI and Performance Driven culture
- Need to Roll out BI and reporting access to teams located across the organization
- Eliminate the need of trained manpower to manage and develop BI solution
- Compatibility with current and future data sources and operating system

To overcome these challenges, the Client wanted a powerful analytical solution built on industry-standard architecture to analyze data across all data sources. The Client wanted a browser-based system that could be accessed from any location and any device to answer all business and time-critical questions and a solution that would help it evolve with assisted predictive modeling to improve planning and forecasting and make data-driven decisions.

Case Study

Smarten Augmented Analytics for Leading India Software Services & Technology Consulting Company

The Solution

After evaluating a range of options from the in-house BI team and other vendors the Client team selected Smarten. Comprehensive proof of concept was developed by the Smarten team based on sample data from the Client. This process helped the Client to analyze and verify the fulfillment of functional and technical possibilities through the solution. When considering the full suite of self-serve features, simplicity of use, compatible architecture, and scalability the team decided to select Smarten as the BI solution to support users and the in-house BI practice division.

The Smarten team designed a meta-data structure and provided support to the Client team for Extraction, Transformation, and Loading (ETL), by developing an understanding of the data, cleaning and structuring the data, and guiding the Client to build a staging database of MYSQL server.

The Smarten solution was integrated with MYSQL Server that acts as a staging data server for the Oracle E-Business Suite, CSV files, Oracle Apps and other HR related applications.

Smarten provided the in-house IT team with technical training related to administration, data source connectivity, creation of datasets and best practices. This training program was delivered to provide the fundamentals of the solution and its functionality and features.

Implementation was a joint effort between Client IT team, business user team and the Smarten team.

The Smarten solution was implemented to cover a variety of crucial modules of Client data sources including Business MIS, Business Finance, Core Finance, Business Operations – Revenue and Sales, Human Resource Optimization, Recruitment, Immigration, Enablement Operations, Compensation and Benefits, Learning and Development, Finance Control and Business Process HR

Technology & Platform

Server	: - Intel Xeon CPU-E5 (12 Processor) X 64 bit
O.S.	: - Windows with 64 GB RAM
Applications	: - Oracle E Business Suite (Nucleus) <ul style="list-style-type: none">• Compensation & Benefits• Oracle Apps• CSV files for different modules

Backend (Database) : - Staging – MYSQL Server

Case Study

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Key Business Intelligence objects implementation included:

Finance MIS Module

- Company Profit & Loss based on Monthly Spot Rate and Budgeted conversion rate
- CBU/SBU Profit & Loss based on Budgeted Conversion rate and Monthly Spot Rate
- Facility Profit & Loss based on Budgeted Conversion Rate and Monthly Spot Rate
- Facility Profit & Loss and Monthly Spot Rate
- Revenue Report for Projects
- Revenue Utilization Report for Projects

Core Finance Module

- Open GRN Report with Aging
- Advance to vendors with Aging
- Operating Trade Payables with Aging
- Capital Trade Payables with Aging
- Open Purchase Order Reports with Aging

- Purchase Order Accruals with Aging
- TDS Payables with Payment Amount and Date
- Accounts Payable Trial Balance
- Provision Schedule Report
- Receivable Report

Business Operations Module

- Project Revenue Dashboard
- Project Timesheet Analysis
- Business Operations Executive Dashboard
- Work Ahead Aging Report

HR Operations Module

- HR Overview Dashboard
 - Month over Month Analysis for Remuneration and Employee Count
 - Year over Year trend analysis for New Employees vs Exiting Employees
 - KPI analytics for Absenteeism, Attrition Ratio, Overtime and Incentives

Case Study

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- Remuneration Dashboard
 - Analysis for Department Remuneration
 - Analysis for Department by number of employees
 - Analysis for Department Remuneration breakdown by Earnings, Bonus, Overtime, Incentives and Allowances
- Top-Bottom Analysis Dashboard
 - Top-Bottom Performing employee analysis for year over year Earnings, Years with Company and Change in Earnings
- Employee Distribution Analysis
 - Department joined and left
 - Number of employees vs Salary Band
 - Number of Employees and Years with Company

Recruitment Module

- Recruitment Dashboard
 - Project
 - Department

- On Payroll
- On Contract

- Working time Duration and Productivity Analysis
- Onsite Employee Tracking Report

Immigration Module

- Employees Immigration MIS report
- MFSC Operations Report

Operations Enablement Module

- Project Resource Management Dashboard
- Logistics and Cab Facility Report
- UMIR Report

Case Study

Smarten Augmented Analytics for Leading India Software Services & Technology Consulting Company

Compensation and Benefits Module

- Manpower Cost Pyramid Analysis
- Project Hiring Ranges Analysis
- Analysis for Project Head Count Distribution by Percentage
- Analysis for Employee Cost Band Project

Procurement Module

- Pareto Report
- Spending Analysis
 - Department
 - Project
 - Vendor
 - Location
 - Category
 - Capital Expenses and Operational Expenses

- Orders vs. Non Orders Spending Report
- Service Level Agreement Report
- Turn Around Time Report
- Vendor Master Review Report
- Open Order Report

Learning and Development Module

- Analysis for impact of Technical Training and ROI
- Analysis for impact of Soft Skill Training and ROI
- Analysis for number of employees participating in training Project and Department
- Analysis for Training Feedback & Plan Adherence
- Man-Days and Cost Analysis

Case Study

Smarten Augmented Analytics for Leading India Software Services & Technology Consulting Company

Finance Controller Module

- Month end Accruals Analysis
- Bank Book Report
- General Ledger Report
- Clearing Account of Fixed Assets Report
- Depreciation Projections Analysis
- Intercompany Transactions Report
- Financial Report
- Audit Schedule Report
- Treasury Reports

The Smarten solution and team services addressed critical functional areas including Finance, HR Operations, Recruitment, Operations, Procurement, Learning and Development etc.

Smarten Team Role

For a Software Services industry, it is extremely important to track, evaluate, and monitor project success through robust analytics, flexible views and access rights management. The Smarten team helped the Client structured its data and establishing a corporate Business Intelligence & Analytics system, going beyond a simple mere reporting tool to provide critical analytics that will help the Client to achieve its goals and to improve metrics and results. In support of these goals, the Smarten team:

- Developed understanding of various data sources
- Achieved understanding of Client current reporting structure and flow
- Produced functional and Operational Specifications
- Designed meta-data structure for datasets
- Worked with Client team to design and develop ETL processes and staging database
- Created conceptualization, Design and Development of Dashboards, KPI, and Reports

Case Study

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- Supported UAT
- Provided Go Live Support
- Provided BI concepts and Best Practices Sessions
- Delivered Technical Training
- Delivered Administration Training
- Delivered Business Analyst training
- Delivered End User Training

Conclusion

The Smarten solution allowed users to interact with financial data to identify overall profitability at various levels within the organization. Working with the Client team, the Smarten solution and delivering augmented analytics features, functionality and services, the Smarten team enabled the Client to measure tactical and operational results at a summary level and at a detailed level for an individual task or a group achievement.

Key Benefits and Deliverables:

- Consultancy for understanding and designing financial analytics across functional departments including data cleaning and structuring
- Centralized access to information from various data sources, through interactive graphical and ad-hoc analysis

- Defining common themes and designing user-friendly HR, Recruitment Project Management Dashboards
- Compiling, structuring and harmonizing various modules like Finance Controller Module, Business Operations Module, HR Module etc,
- Exceptions and alert analysis for monitoring performance against budget allocated for each project
- Automating all operational reports with pristine quality data
- Onsite training delivered to IT staff, power users and other end users
- Low cost of acquisition, short implementation time, and minimal training to lower TCO
- User-friendly interface reduced burden of ad hoc queries to IT team
- Enterprise architecture with zero footprint browser interface ensured rapid deployment across various locations to a large number of users
- Responsive user interface allowed users to access the solution with all popular smart phones, tablets, and other mobile devices

Client has achieved its goal of creating a centralized analytics system. The Smarten solution intuitive interface allows users to make the most out of available data and effectively manage resources, revenue, procurement, business operations, manpower allocation etc. Smarten and the Smarten team supported the Client team and helped the team to track organizational performance to reduce cost and increase profitability of each department without compromising on quality standards.

Case Study

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