

Is your current **business process** giving you **all** the key **information** you need ?

The 1980's and 1990's primarily concentrated on automating operational level business processes. The idea was to increase transaction-processing efficiency thus enabling support for business growth.

The need has changed radically ever since. The current and the next decade is about identifying target customer base and establishing presence in the market with niche expertise. Decision support systems that help to define, refine and re-define business strategies on an ongoing basis, as well as to innovate product offerings, pricing, distribution and inventory management, are the order of the day. **The basis for quantification of strategies or analytics lies in the Business Intelligence derived from data bundling of transactional process.**

Maximize Business Effectiveness with the new Praxis Retail BI Practice (RBIP)

Praxis understands the need of the hour for the Retail Industry and hence has partnered with Oracle to co-develop a Business Intelligence Accelerator, called the **Oracle Data Warehouse for Retail (ODWR)**, which comprises a set of business analytics solutions that are industry vertical specific. Led by practicing software professionals, who have seen the transformation of retail industry verticals over the past one and a half decades, Praxis offers **Retail Business Intelligence Practice**.



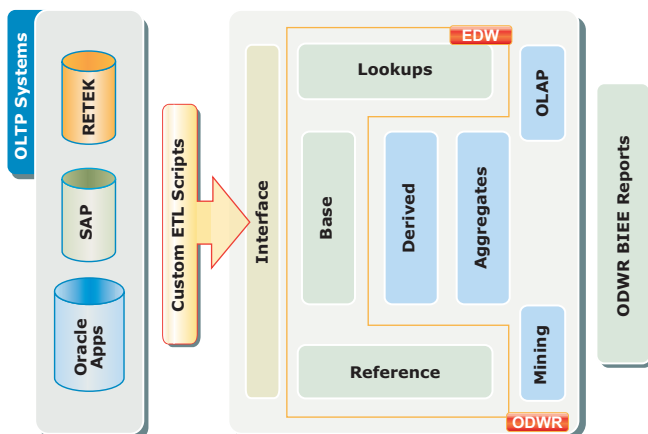
Oracle Data Warehouse for Retail includes Enterprise Data Warehouse features and also supports Data Mart implementation through an adaptive Star Schema layer.

Implementation of Enterprise Data Warehouse (EDW) is one of Praxis's core competencies. As co-developer of ODWR, Praxis has all the expertise to provide consulting services for implementation, customization and enhancement of solutions around ODWR that can be tailored to meet business needs of an enterprise.

Enterprise Data Warehouse is a single repository of all enterprise data for all subject areas and departments. It allows granular level analytics and an integrated view of the organizational / business health. The operational modes of the different departments may vary significantly, and this makes building Enterprise Data Warehouse, a tricky and challenging job. The work calls for adequate resources, robust design, scalability and adaptability to cater to the evolving needs of the business.

Oracle Data Warehouse for Retail (ODWR)

Data Marts deal with specific, subject-oriented needs of an organization to answer specific business questions for a specific set of users. Therefore the diversity and complexity of a Data Mart is much less as compared to an Enterprise Data Warehouse.



Praxis Retail BI Practice (RBIP) encompasses:

- Clear understanding of Association for Retail Technology Standards (ARTS) data model
- Experience of writing wide range of ETL Scripts for diverse data sources
- Exposure to RETEK, HOFF, PUBLICX data models
- Technical Expertise on OWB, Designer, and OBIEE (Siebel Analytics)
- Expertise for building on an array of Data Mining Models
- Prescribed Implementation Standards and Guidelines
- In-depth knowledge of Oracle ODWR Solution Architecture
- Development experience of 350-plus Pre-built Reports
- Proprietary Tools and Techniques for enhanced productivity
- Technical Expertise of defining Scalable Architecture
- Technical capability to integrate with non-Oracle data sources
- Key Performance Indicators (KPI) based reports
- Customized Dashboards for Management Control
- Integration with Point-of-Sale Transaction Log (e.g., TLOG for IBM SA or GSA)

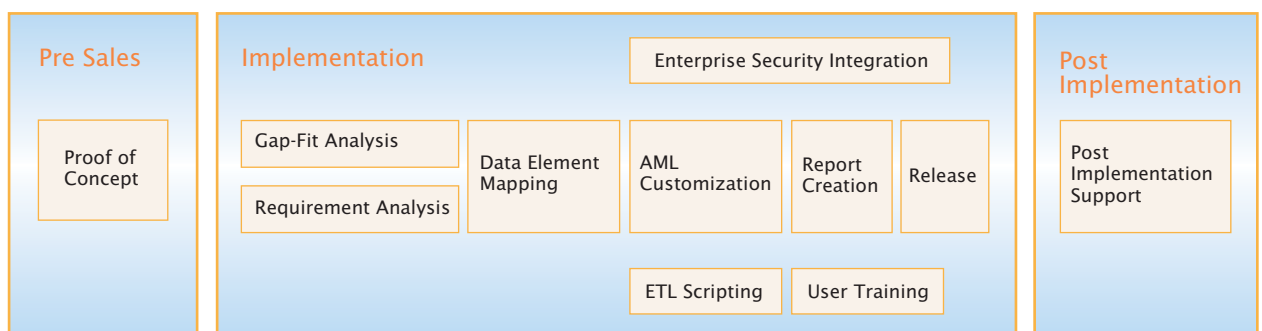
Praxis' Retail Business Acceleration Methodology (RBAM)

Praxis' RBIP has adopted industry best practices to come out with RBAM, a field-proven approach for retail business companies to transform the way business is done, in a safe and efficient manner:

- Gap-Fit Analysis with existing transaction processing system
- Mapping of ODWR data elements with existing data elements
- Customization of ODWR Analytical Model Layer
- Creation of ETL scripts to load transactional data
- Customization / Development of Business Analytic Reports
- Integration of ODWR Reports with your enterprise security system
- Training for your business and systems users
- On-going Support for your data management and script tuning



Praxis Methodology for ODWR Implementation



Added Advantages:

- Cost-effective Distributed Delivery Model reducing implementation timeline
- Pre-built domain-specific industry-standard data models and business analytics
- Ensures enterprise investment protection through custom built ETL scripts for existing data migration



Praxis offers you the right models for ODWR Implementation

| Praxis Partnership for Success Models: | | Distributed Delivery Model |
|---|--|---|
| <ul style="list-style-type: none"> ■ Joint Presentation ■ Customer Demo ■ Proof of Concept (POC) ■ Benchmarking ■ Proposal Preparation | <ul style="list-style-type: none"> ■ Gap-Fit Analysis ■ Data Mapping ■ Pilot Project ■ Implementation ■ Post-implementation Support | <ul style="list-style-type: none"> ■ Knowledge insurance through team of BI & DW experts ■ Cost-effectiveness through appropriate onsite-offsite work distribution ■ Planned reviews with customer and stakeholders ■ Well-defined engagement communication channel ■ Template-driven Gap-Fit Analysis and Data Mapping ■ Pre-built Scripts for ETL and Reports |
| Praxis Implementation Engagement Models that leverage Distributed Delivery Model: | | Post-implementation Engagement Models: |
| <ul style="list-style-type: none"> ■ Fixed Bid – work scope defined right up-front ■ T&M Basis – towards staff augmentation | | <ul style="list-style-type: none"> ■ Dedicated support team – for business-as-usual cases ■ Praxis consulting experts – for specific enhancements |

So gear up for a profitable future with Praxis Retail BI Practice



Win with Us

For any further detail, please contact

Praxis Softek Solutions

India: Praxis Softek Solutions Pvt. Ltd.
Module No. 616, SDF Building
Saltlec Electronics Complex
Block – GP, Bidhannagar, Sector-V
Kolkata 700 091, India
Phone: +91-33-2357-7473
Fax : +91-33-2357-7692

USA: Praxis Softek Solutions Inc.
Suite-200, CEO Business Centers VIII
6340, Sugarloaf Parkway
Duluth, GA 30097, USA
Phone: (408)329-7857, (678)369-5621

Ireland: Praxis Softek Solutions Ireland Limited
Kandoy House, 2 Fairview Strand, Dublin 3
Phone: + 353 818 286 500
Fax : + 353 818 286 555