IBM

Information Management software

Virtusa Corporation
Enterprise Performance Managment Analytics

Partner Solution

■ **Target Industry**
  Media and Entertainment

■ **Business Application**
  Contract Management
  Revenue Tracking
  Trend Analysis

■ **Products**
  IBM InfoSphere DataStage

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Business Challenge

The Media, Information & Entertainment (MI&E) industries are experiencing a rapid shift in the use of digital content and multi-channel distribution models. Industry analysts (e.g., Gartner, IDC and others) agree that converging forces are driving MI&E companies to open content up to more distribution channels and to maintain enterprise-level management of assets, billing processes and delivery formats. All MI&E businesses (i.e., publishers, information providers, syndicators and advertisers) face the same challenge, augmenting the value of their content and making it available to customers at a faster speed and at a lower cost.

The move to new multi-channel distribution models does not come without risk, pure-play digital companies are re-defining traditional channels and even the definition of content itself (e.g., blogs, community input and user ratings). The application of Web 2.0 and advanced search engines to build a "sticky" on-line user experience requires the use of new technology disciplines, such as component software architecture and information analysis. As well, content providers are evaluating the alternative business models of search-based advertising, syndication and for-fee distribution. Other common business challenges include:

• Security Concerns and Costly Data Integration and Reconciliation: Due to security reasons and high integration cost involved in implementing enterprise performance management processes; finance and operating systems often provide a siloed view of data.

• Bridging Performance and Operational Gap: Traditionally, performance measurement information has been limited to key decision-makers, while transactional information has been available to operations users. Bridging the gap between operations data and revenue management process is necessary to align strategy and results of operational functions.

• Constant Monitoring: Operational functions need to be enabled to continuously track and measure performance against objectives, allowing increased accountability and agility within the organization.

The Solution

Virtusa's Enterprise Performance Management (EPM) Analytics solution leverages the EPM standard compliant Common Data Model and a centralized data warehouse to address security concerns and makes costly data integration and reconciliation a thing of the past.

It bridges performance and operational gaps by providing an enterprise-wide, real-time view of various analytics surrounding forecast-to-actual performance that supports goal setting, planning and forecasting and improved decision making.

The solution enables organizations to constantly monitor performance by running the following reports and analysis:

- Forecast-to-Actual Reports detailing a comparison of forecasted amounts for a given period of time, to the actual order intake and categorized based on the type of contract.

- Revenue Trend Analysis by various factors associated with contracts (e.g., product, customer, etc.).

- Forecast Revenue Reports for a given period based on several "what-if" scenarios.

- Royalties Trend Analysis by various factors associated with contracts (e.g., product, customer, etc.), as well as the partners and titles for which the royalties were processed.

- Forecast Royalties for a given period based on trending methods, with the ability to specify several "what-if" scenarios to override historical trends to account for known future events.

In addition, the solution is flexible enough to map to specific requirements and features of an existing financial reporting system. Customers benefit from a robust solution architecture based on the EPM Common Data Model to regenerate reports incorporating enhanced performance features for EPM extract, transfer and load (ETL) using DataStage capabilities. The solution also leverages reusable components and an ETL metadata repository, resulting in low maintenance.

Value Proposition

Virtusa's EPM Analytics solution enables organizations to optimize operational efficiency and productivity while improving business agility with faster report generation and enhanced analytical capabilities. Measurable business results include:

- Reduced cost by migrating from an existing unsupported infrastructure;

- Reduced data conversion time by up to 50 percent;

- Improved data load performance by up to 80 percent by reducing expensive data extracts.

Users can also leverage enhanced business intelligence capabilities by extending Virtusa's EPM Analytics reporting capability using IBM Cognos.

Company Description

Virtusa Corporation (NASDAQ: VRTU) is a global information technology (IT) services company providing IT consulting, technology and outsourcing services. Using our enhanced global delivery model, innovative software plat forming approach and industry expertise, we provide high-value IT services that enable our clients to enhance business performance, accelerate time-to-market, increase productivity and improve customer service. We serve Global 2000 enterprises and the leading software vendors in communications & technology; banking, financial services & insurance; and media & information industries. We build and sustain application platforms for our clients that create competitive advantage.

Founded in 1996 and headquartered in Massachusetts, we have offices and technology centers throughout the U.S., U.K. and Asia.

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