How to **Improve Your Return on Investment in Data and Analytics** With Intelligence, Integrity, and Integration
What Our Customers Say

“With the kind of capacity we have created here we can realistically expect to generate an additional $250 million in annual sales volume across all of the products that we deliver to customers. That translates into millions of dollars in bottom-line lift for us.”

Mike Henry
EVP, Retail Payments, Deposits & Lending

Scotiabank

“Having to code manually would have taken at least a year. Missing our target date would have cost us several million dollars and possibly impacted revenues. iWay has given Coty great ROI, including project payback within two months.”

Siebe Talma
Global Director of Custom Application Integration

Coty

“In this economic climate, we have to work harder to get new accounts. WebFOCUS helps us sign new clients, make sure they are satisfied, and keep our own business running more effectively. It has become an extremely important competitive edge for us.”

Sandy Lee
Executive Vice President

Plus Relocation

“With WebFOCUS, we have been able to launch multiple quality improvement programs, which helps improve patient outcomes. We have also been able to significantly reduce costs and gain a significant return on our investment.”

Dr. Thomas McGill
CIO, Vice President for Quality and Safety

Butler Health System
As technology budgets continue to tighten and profit margins remain slim, companies must justify every purchase by demonstrating tangible business impact. The solutions and services they implement must deliver substantial return on investment (ROI) through increased operational efficiency, improved customer acquisition and retention, higher market share, or reduced costs.

Information Builders’ customers achieve significant financial benefits through the use of our business intelligence (BI), data integrity, and integration technologies. By empowering organizations to better leverage or monetize their data, our solutions ensure that they get the greatest possible returns from their information assets. Our success stories offer rock-solid proof that our solutions have a direct, profound, and positive influence on such crucial performance metrics as revenue, growth, and profitability.

Our technologies deliver accelerated ROI with:
- A unified environment for BI and analytics, enterprise integration, and data management
- A single platform to meet all analytical and information needs
- Unmatched scalability, reliability, and performance
- Rapid deployment and fast time-to-value
- A robust architecture that minimizes total cost of ownership
Customer Successes

**Appvion** – Integration and integrity solutions are helping this manufacturer of paper coating and chemicals to overcome problems associated with a disparate information environment. Data warehousing, combined with data quality, helps to consolidate enterprise information and ensure its accuracy. From there, users can access InfoApps™ built with Information Builders’ WebFOCUS BI and analytics platform to analyze inventory operations. New InfoApps for finance, procurement, and accounting will soon be rolled out. By allowing users to work in a unified environment with consistent, high-quality data, Appvion has decreased administration time and expects to reduce maintenance and support costs by more than $100,000 annually.

**Arcadia** – This large European clothing retailer, with more than 2,500 branches and eight brands, wanted to combat decreasing customer loyalty by better understanding customer behavior. An enterprise-wide BI environment gives thousands of users across the company the ability to access and analyze information about finance, purchasing, marketing, merchandising, and more. This has significantly enhanced market basket analysis, reduced costs, lowered total cost of ownership, improved productivity, and increased sales in its retail stores. Arcadia will see a projected, cumulative five-year net benefit of £7,699,330, with an ROI of 609 percent and a payback period of five months.

**Butler Health System** – To improve patient care, reduce costs, and increase operational efficiency, this Pennsylvania-based health network put data analysis capabilities directly into the hands of business and clinical users, and created BI environments to support infection surveillance, orthopedics, and quality control. Butler will hire fewer developers, avoid additional software costs, and generate more revenue due to increased patient volumes, achieving a projected, cumulative five-year net benefit of $2,989,071, with an ROI of 459 percent and a payback period of seven months.

**Charlotte-Mecklenburg PD** – Officers of this agency, which serves more than 700,000 citizens, needed more actionable, real-time information in the field. Predictive policing dashboards give command staff, crime analysts, and patrol officers access to data, presented in a way that allows them to visualize which areas have the highest probability of crimes occurring during a four-hour window. Crime has been reduced and police resources are used more effectively. The department will see a projected, cumulative three-year net benefit of $7,772,486, with an ROI of 529 percent and a payback period of five months.

**Coty** – The world’s largest beauty company will see a net benefit of more than $8 million and an ROI of 415 percent through its use of Information Builders’ iWay integration solutions. Coty’s aggressive growth-through-acquisition plan requires the ability to rapidly integrate the IT environments of acquired companies into its own. iWay brings together multiple, disparate systems from production plants and offices around the globe; easily incorporates new acquisitions; and brings Coty closer to being a real-time organization.

**Ford** – Operational BI and data visualization empower Ford dealers to quickly identify and resolve problems with warranty repair costs, and compare their warranty performance with other dealers. Greater transparency into service and repair trends has resulted in 40 percent fewer dealers being audited or entering Ford’s global warranty counseling process. Stakeholders can also leverage 15 years of historical data to glean new insights about vital operations to assess manufacturing efficiency, supplier quality, and more.
**Indaver** – This Belgium-based company is one of Europe’s leading waste-management specialists. To meet customer demands and give executives greater insight, it deployed a comprehensive web-based portal with a supporting data management infrastructure. Customers can receive all certificates of recovery, treatment, or disposal, and generate their own internal and legally mandated reports. Employees can monitor waste management processes, spot anomalies and trends, allocate expenses, and facilitate internal cost reduction programs. The work it takes to create reports has decreased by 30 percent. Indaver has also improved customer acquisition and retention, reduced costs, and improved compliance — resulting in an estimated five-year cumulative net benefit of €1.45 million, a five-month payback, and an ROI of 149 percent.

**International Car Operators (ICO)** – Efficient logistics is the foundation for success for companies like ICO, a world leader in loading and unloading ships and handling roll-on/roll-off cargo operations. Integration and intelligence solutions facilitate the smooth integration of data from multiple platforms, dramatically increase the use of electronic data interchange (EDI), address the operational reporting needs of large numbers of users, and help customers track information about their vehicles. ICO has increased operational efficiency, improved communications with customers, reduced costs, and increased revenue. The company will gain a three-year net benefit of €2,978,015, a six-month payback, and an ROI of 424 percent.

**Plus Relocation** – Recognized as a global leader in the design, implementation, and management of domestic and international relocation programs, Plus wanted to improve services to customers to gain a competitive edge. A sophisticated self-service portal for clients was built using WebFOCUS. Users can track the status and cost of relocations, estimate future costs, and compare expenses against estimates. As a result, Plus has gained new customers, better retained existing ones, improved productivity, and reduced costs, leading to a projected, cumulative three-year net benefit of $3,423,600. The project has an ROI of 196 percent, and a payback period of nine months.

**Quinte Health Care** – This Canadian healthcare firm relies on Information Builders’ integration and BI solutions to measure processes and scrutinize patient information to uncover ways to cut $10 million from its operating budget. More than 300 decision-makers, from executives to nurses, can easily identify areas where money could be saved — for example, where costs may be higher than average or where length of stay is longer than average across the province.

**Scotiabank** – iWay and WebFOCUS were leveraged to replace an outdated sales information infrastructure at Scotiabank. A new, comprehensive sales reporting environment captures data from multiple retail banking systems and delivers weekly sales reports to the bank’s 1,024 branches. By accelerating its ability to open new channels and improving the way sales officers reach out to customers, qualify leads, and align customer profiles with the product mix, Scotiabank expects to generate an additional $250 million in annual sales across all its products.
Information Builders helps organizations transform data into business value. Our solutions for business intelligence (BI) and analytics, integration, and data integrity enable smarter decision-making, strengthen customer relationships, and drive growth. WebFOCUS, iWay, and Omni products work together to seamlessly cover all your information needs.

**Intelligence**
The WebFOCUS BI and analytics platform delivers rich, consumable, interactive information to the widest range of users.

**Integrity**
The iWay Data Quality Suite and Master Data Management Suite enable profiling, analysis, merging, managing, and cleansing of data from any source—structured or unstructured. Omni applications enable a single, complete strategic and operational view of key business services.

**Integration**
The iWay Integration Suite is the most flexible and agile integration foundation available, providing interoperability between disparate systems and data for faster time to market on IT and business initiatives.
Intelligence, integrity, and integration solutions help our customers seamlessly navigate the full spectrum of information management for sharper insights and fact-based decision-making.

To learn more about how intelligence, integrity, and integration can improve your ROI, visit our online ROI Resource Center at informationbuilders.com/solutions/roi.
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