



Simplifying **BI**

On-Demand

Mobility

Quality

Innovative

BUSINESS INTELLIGENCE FACTORY[®]

Advantages of using our technologies and services:

- * Huge cost saving for BI application development. Any small and medium businesses can afford.
- * SUMNet on demand (SOnDe[®]) – Your indicators accessed through the SUMNet Business Performance Portal, hosted inside or outside the company.
- * Mobile BI Application Access via iPhone, BlackBerry, etc.
- * No licensing cost. We use the state-of-the-art Pentaho open source BI.
- * No communication gap and fast response – Project Control Web Portal.
- * Shorter lead-times deployment – Innovative project demand breaking.
- * Highly skilled technical team – Exclusively trained to be specialist in BI.
- * Knowledge-enabled methodology (KILT[®]) – Captures and manages the connections between business people, ideas and information.
- * Development and deployment process with SCRUM approach.



***Business Intelligence Factory[®]
puts the right information in the
right hands at the right time.***

THE IMPORTANCE OF BUSINESS INTELLIGENCE

Today's business climate is more competitive and volatile than ever before. Increased competition, changing global markets, mergers and acquisitions; these factors and many more are forcing companies to unlock the market data they



have collected through their operational systems and use it to make faster and better decisions. Now more than ever, it is not only a competitive advantage, but a requirement, that decision systems all be quickly and easily implemented, accepted by users and able to adapt and scale as the business climate changes.

Business Intelligence (BI) is a set of strategic business tools (applications and technologies) for generating information from the large spectrum of data sources to assist in the decision-making process. It is strategic because it can be used to obtain information, insights, and knowledge that can lead to crucial market advantages. In the future, those companies that will dominate the competition will be those that understand how to handle the information factor, how to convert information into knowledge, and also how to apply it.

Companies have to answer key questions every day:

- What impact do price changes have on buying behaviour?
- Is the supply chain aligned with consumer demand?

Though companies have the data that could answer these questions few properly leverage all of their resources. To effectively and efficiently run the business a company must convert their data into knowledge.

Indeed, for many companies, making better decisions faster can make the difference between surviving and thriving in an increasingly competitive marketplace. Knowing the best way to facilitate customer retention, improve product design, optimize distribution channels, or target markets more directly.

Business Benefits from Business Intelligence

Business Intelligence Solutions extract meaningful information from your raw data, giving you the power to understand key indicators (KPI), spot new business opportunities and forecast market trends. Information is captured from multiple sources and securely stored it in a central database. You can analyze data on finances and profitability, customers, vendors and marketing and sales effectiveness in an easy-to-navigate format.

“For many companies, making better decisions faster can make the difference between surviving and thriving in an increasingly competitive marketplace.”

With our solutions, you'll be able to:

- View key performance indicators (KPI) real time, with the click of a mouse.
- Harness the wealth of available data within your organization to make more informed decisions.
- Enhance your competitive edge by building detailed profiles from customer demographics and buying habits.
- Standardize reporting and increase reporting speed across your organization.

Business Intelligence On Demand

Unfortunately, most companies do not have an effective mechanism to support their decision-making processes. In fact, a recent BusinessWeek study found that 60% of the respondents to the publication’s survey regarding business intelligence rely on their “gut feel” when making a decision 50% of the time.

The BI On-demand solutions are making it easier for companies of all sizes to compile and utilize data from multiple sources inside and outside the organization. These solutions go beyond existing online tools that simply compile and generate reports on standard data sets. Instead BI on-demand solutions allow users to analyze the data

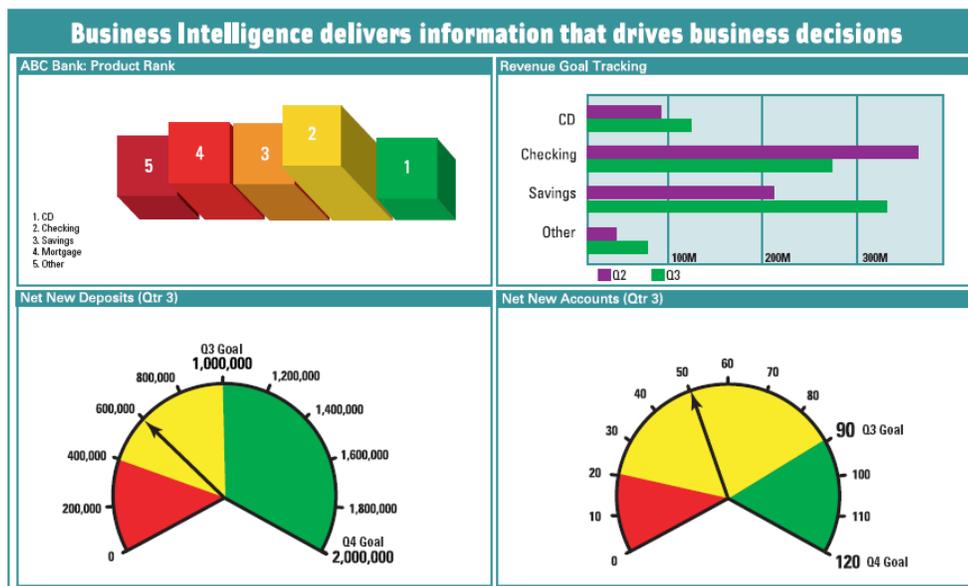
in more ways, and share the data and analysis more securely with more people inside an organization. These tools include a broader range of *ad hoc* query capabilities and powerful dashboards.

Traditional business intelligence is costly, complex and slow. For many large-scale companies, BI on-demand open source solutions represent an opportunity to extend the power of the established platform into new parts of the organizations.

For small and mid-size businesses (SMBs) that have not been able to afford the luxury of a business intelligence system in the past, today’s BI on-demand open source solutions give them a cost-effective alternative, which can quickly permit them to capture and analyze valuable information to make better business decisions.

SUMNet® Technologies

We provide a number of unique technological advantages over traditional BI application development, resulting in significant ROI: reduced development costs; accelerated deployment that means faster results for customer; and leverage existing investments.



BUSINESS INTELLIGENCE FACTORY®

The built process of BI applications using offshore process is totally innovator and will be a wide



market in the next years, according to IDC and Gartner Group. The substantial advantage to use that kind of vision is related essentially to the huge reduction of the

costs of development.

SUMNet® Innovation is pioneer in BI offshore market worldwide. Their work process have been development based in BI projects experience, for several years.

Several companies are adopting open source software in an effort to unseat entrenched suppliers like Business Objects (by SAP), MicroStrategy, Cognos (by IBM), and Hyperion (by ORACLE) according to analysts.

The SUMNet's **Business Intelligence Factory**® builds products for BI applications using a Commercial Open Software BI (COSBI) Pentaho.

Pentaho is a SaaS (Software as a Service) alternative for business intelligence tool. This product provides comprehensive reporting (HTML, PDF, Excel), OLAP analysis, dashboards, data integration (ETL) and data mining. Pentaho's business model eliminates software license fees, providing support, services, and product enhancements via an annual subscription. The use of free software, due its extremely low cost, makes sophisticated BI solutions fully feasible to be deployed in SME companies.

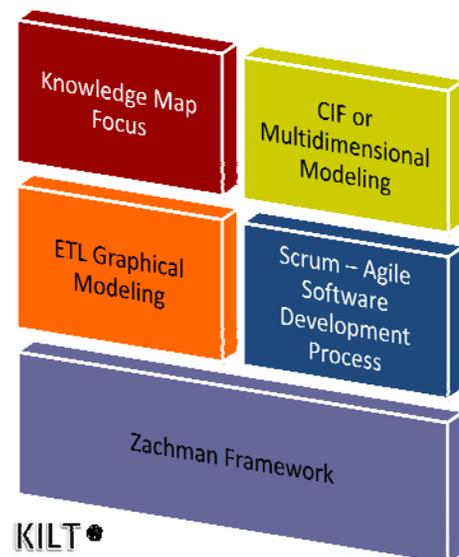
The main concept of **BIF**® model is the 'rightshore' – right mix of onsite/offsite/offshore

The "rightshore" alternative for Business Intelligence projects.

work – that delivers high quality results at a lower price point while mitigating risk. According to Gartner Group and Merrill Lynch 'rightshore' is one of the ten largest trends in BI development for the next five years.

BIF® units in Canada and Brazil have a strong blending of talents in BI Technology (Knowledge Map, Data Modeling, Database Design, DW Applications Development, ETL Production, Data & Text Mining, and Information Quality), OSS foundations and Software Factory. Our staff is strongly trained in our Methodology and tools.

Our methodology (KILT) is unique and innovative for the new BI applications development, not only facilitate the capturing the knowledge of decision makers but also enhance the speed of development and deployment.



We are a SME company and believe in the 'partnership for life' philosophy, building a long term relationship with clients and helping their business grow.

SUMNet[®] Services

We have a range of services that can meet any size of company. Services that we offer:

BI Application Development

✓ **END-TO-END DEVELOPMENT:** Our service takes care of the entire BI project and below all phases are showed:

Phase 1. Scope Modelling - Knowledge Mapping is a tool for capturing, organizing and managing decision makers' business requirements. With these models it's possible to visualize the connections between people, ideas and information at multiple levels, in interviews, discussions forums and debates.

Phase 2. BI Design – In this phase we use two approaches: Corporate Information Factory (Subject Area Data Model) or Multidimensional Modeling. A metadata repository is designed for BI metadata management.

Phase 3. ETL Design - Innovative ETL Graphical process to modeling and design the ETL process. This process is the reference to make the ETL scripts.

Phase 4. Construction and Deployment - Deploying a data warehouse is a hard work and consume lots of time. We took advantage of the Scrum process to deploy BI applications faster than ever. Using Scrum we are also able to implement, test and deploy small pieces of BI application (KPIs, Features, ETL Scripts) every 3 weeks, according to the priorities.

Phase 5. Enhancement – Execute modifications in response to changing business requirements.

Phase 6. Knowledge Transfer - We offer a range of online and on-site training services to meet your knowledge needs.

✓ **CUSTOMIZED BI PROJECT DEVELOPMENT:** Our specialists are ready to take care of any special BI project that involve Geographical Information Systems Data Warehouse; Data and Text mining and Exploration Warehouse.

ETL Process

✓ **ETL DEVELOPMENT PROJECT:** We provide two services for ETL project:

- Full ETL construction using Pentaho Data Integration (PDI): logical model, design and scripts construction; and

- Logical project for the ETL process to get the most accurate documentation targeting future maintenance or extensions.

✓ **ETL REVERSE ENGINEERING:** We understand when an ETL project is developed there is a wealth of valuable information embedded into the process due to the fact that is necessary to define data sources, business rules and target data. Our technologies enable us to perform an effective ETL Reverse Engineering targeting to provide a complete documentation of the existing scripts facilitating refactoring activities, publication of metadata or others reports.

SUMNet On-Demand (SOnDe[®])

SUMNet understands your agile business, and that is why we believe that information should be timely, accessible and data analysis systems should achieve rapid return on your investment. With this in mind, we set out to radically change the way companies access and use their important business information. SUMNet's KPI On-Demand Services include:

- Hosted – Clients do not need to invest in additional hardware or software.
- Available – 24 hours a day, 365 days a year.
- Scalable – Companies can easily add more users or more KPIs based on your requirements.
- Flexible – Platform independent.
- Affordable – straightforward pricing model based upon the number of KPIs measured and number of users.
- Accessible – Mobile BI Application Access via computers or cell phones.

COMPANY OVERVIEW



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Best partnerships form the best innovations.

SUMNet® Innovation Inc. is a SME company driven to supply the North American market with a new approach for Business Intelligence application development and deployment (Business Intelligence Factory®) with an Open Source Software (OSS). SUMNet® is located in Ottawa, Ontario, Canada.

The SUMNet Innovation® Inc. technologies close the gap between business needs and IT.

Mission Statement

Our mission is to provide world-class BI solutions development and deployment by offshore services using the BIF® structure.

Vision Statement

Our company vision is to deliver quality solutions based on Open Source Software (OSS) state-of-the-art technology with the aim to provide flexible, scalable and safe environment able to fulfill customer needs with optimal total costs of ownership.

Ownership and Management

SUMNet® is owned by:

- Mrs. Susana Alfradique, with more than 10 years experience in Knowledge Management (KM) Methodologies.
- Mr. Mauricio Abreu MSc, consultant with more than 18 years experience in BI, DW, Information Modeling, KM, with 3 books published in these areas.