

Our Business Intelligence Practice

Dayhuff Group provides the people, tools, methods, vision, and, above all, the experience necessary to help companies make their strategic information and performance objectives a reality.

Our commitment is to provide superior solution design and delivery with an ROI that outranks any other service provider. We help large and mid-sized organizations across multiple industries manage and use data to improve the performance of their business.

Components of our BI Practice:

Business Analytics	Data Integration
Data Modeling	Performance Metrics
Data Warehousing	Key Performance Indicators
Data Management	Dashboards

Our Guiding Principles:

Dayhuff Group's Business Intelligence practice provides the full lifecycle of advisory and delivery services which help our clients evolve their data management practices and data integration capabilities. With a philosophy of knowledge sharing and client education, we first equip our clients with knowledge to make decisions and move them to self sufficiency.

Dayhuff Group applies best practices to every engagement including:

- ▶ Assessing the entire organization, encompassing the business driven needs through the skill sets of key stakeholders and resources
- ▶ Planning an iterative approach to the product development lifecycle, capitalizing on success factors and limiting future exposures
- ▶ Anticipating future implementations using a development process that will result in consistent results and standardize deliverables
- ▶ Tailored data and technical solutions, using best of breed tools
- ▶ Making the same data more valuable to a larger part of the organization

About Us:

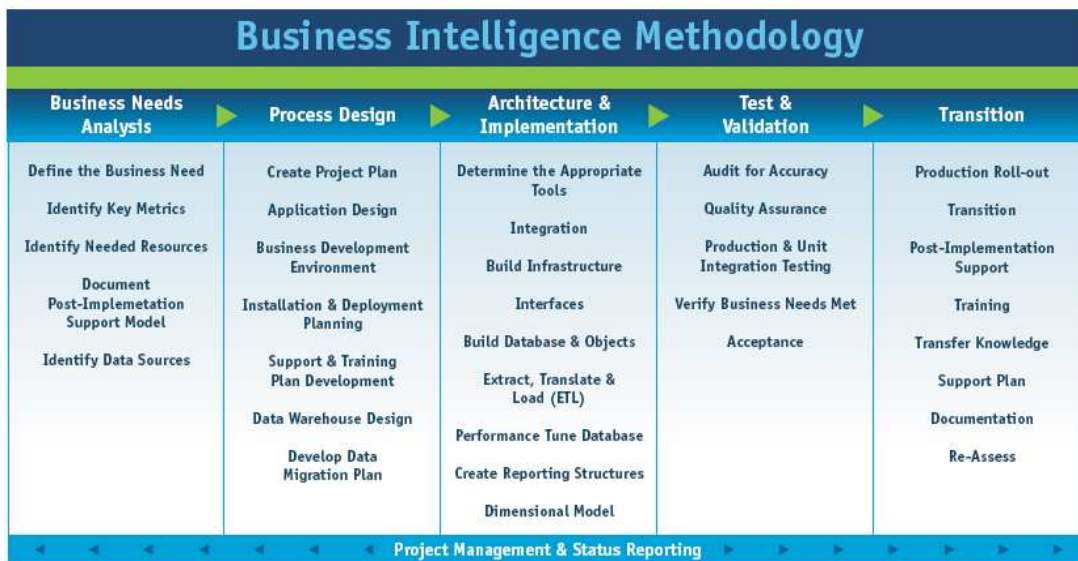
Founded in 1996, Dayhuff Group is headquartered in Columbus, OH with offices in Cleveland, Cincinnati, Indianapolis, Houston and Honolulu. Business Intelligence is a flagship offering for Dayhuff Group and we are committed to proven, structured approaches that are recognized as best practice standards. Our consultants are equipped with business knowledge and highly specialized data and technical skills.

Methodology:

To insure the success of our client's business intelligence development, we advocate breaking the entire planning process into two main phases:

1. Holistically assessing the organizations capabilities and needs
2. Planning and executing an iterative plan for development and deployment

Our experience has shown that BI applications usually require the adoption of new ideas and methods at a variety of levels with in an organization. The most efficient way to manage, plan and execute the entire BI initiative is to deliver small parts of the complete system with a very short time between deliveries. Iterative deployment allows for a very quick ROI for our clients and managing project risk.



Our BI Solution Suite:

Information Optimization

- ▶ Digital Information Asset Leveraging
- ▶ Informatics ROI Analysis
- ▶ Metric Driven Performance Management
- ▶ Key Performance Indicators (KPIs)
- ▶ Digital Dashboards
- ▶ Mobile Informatics Deployment

Customer Relationship Management

- ▶ Statistical Analysis and Forecasting
- ▶ Survey Design and Administration
- ▶ Premium Content Valuation & Management
- ▶ Marketing Research
- ▶ Key Informant, Unobtrusive Studies and Content Analysis

Patient Relationship Management

- ▶ CRM Package Selection and Implementation
- ▶ Patient Intelligence
- ▶ Patient Segmentation Research
- ▶ Test and Learn Patient Responsiveness

Compliance

- ▶ HIPAA
- ▶ Sarbanes-Oley Compliancy
- ▶ Data Warehouse Reconciliation
- ▶ BI Analytics Alignment to Monthly Financials

Business Intelligence and Data Quality

- ▶ Full Lifecycle Solutions
- ▶ Multi-data Source Extraction Tool Selection
- ▶ Team Evaluation
- ▶ Data Quality Assessment and Organizational Impact

Web Metrics

- ▶ Measuring Customer Web Experiences through
 - Intent
 - Behavior
 - Performance
 - Impact