

BI Source Company Profile

BI Source delivers unique, customer-centric, end-to-end Data Warehousing solutions, specializing in Business Intelligence. Our founder and CEO, John Lynch III, previously worked for Cognos Corporation for 3 years as a Systems Architect (SA), showing potential customers how Cognos products could meet their needs. John quickly saw a need to help Cognos customers implement the products to work within their current infrastructure. He quickly rose to become Cognos' top SA, and in 1999 he received the SA of the Year award, recognizing him as the top SA in North America. During his tenure at Cognos, Mr. Lynch was responsible for designing numerous customer-centric solutions for the Fortune 500 client base. Mr. Lynch's solutions were innovative, as he focused on addressing each customer's specific issues.

BI Source is not like other consulting companies offering Business Intelligence services. We did not evolve into BI; we were created specifically to serve the BI marketplace. Founded in 2000, BI Source utilizes a proprietary methodology to solve customer problems. Our methodology centers on understanding the customer's needs and leveraging best-of-breed tools to solve our clients' business problems. We then build a Data Warehouse to support these solutions. This Data Warehouse allows the "ETLing" of data from various data sources (i.e. ERP's, CRM's, etc.), thereby increasing the power of these solutions.

During the past 8 years, Mr. Lynch has built BI Source into a leading provider of BI solutions. Today, BI Source is praised by our clients as a reliable and skillful partner who creates maximum return on their IT investments.



BI Source and the Purple Cow Story

In the development and implementation of solutions that will help your business grow, what makes BI Source stand out from the pack? What is the distinguishing feature that makes BI Source uniquely qualified for your needs? The answer lies in the story of **The Purple Cow**.

Imagine that you and your family are driving in the country, past farms and cattle-grazing land. You pass one cow, and then another, and another. Soon you are surrounded by a sea of cattle. For a moment you are astonished by the herd surrounding your car. But soon one cow will be indistinguishable from another. It will be just business as usual.

But what if one of those cows were purple? Not only would it catch your attention, but it would be very difficult to forget. Best-selling author Seth Godin uses this story to demonstrate his unique marketing concepts in his book "**The Purple Cow**". Customers take notice of products and services that are unique and creative. Customers never forget *The Purple Cow*.

At BI Source, we apply these principles across our entire organization. This includes areas such as:

- Our hiring and retention policies
- The delivery of our services
- Our management's focus on customer success

BI Source recognizes that a "one size fits all" solution is not the answer to your business needs. We will develop a solution that is unique for your specific business situation.

BI Source does not measure itself against other agencies in the herd of business consultants. We believe in being the standard by which all others are measured. To meet our goal of maximizing the customer's return on investment in their data and applications, BI Source always seeks to be that *Purple Cow*. Our consultants bring this concept to life through superior customer service, the development of creative, cost-effective solutions, swift implementation of those business solutions, and continued customer-focused support. Our clients have seen this concept in action, measured by the success of their projects. Our own continued growth, based on the recommendations of our customers, is a testament to our Purple Cow approach to your business.

We invite you to experience first-hand the *Purple Cow* approach to business solutions by scheduling an appointment with a [BI Source Representative](#) today.

What we have done

Pfizer - Corporate HR Data Warehouse - Pfizer / Warner Lambert Merger

"The result of this powerful solution was a seamless integration of both companies' HR databases with minimal interruption. This solution allowed our combined company to immediately institute an early retirement program with incredible accuracy and timeliness. In addition, it allowed the HR department to never lose touch with its most important constituency - our company's valued employees. My experience with BI Source has been excellent. I would strongly recommend BI Source to any organization facing difficult business challenges."

Nancy Fuhrmann - Manager, CHRIT Systems, Pfizer

Business Problem

One of the world's largest pharmaceutical companies was in the process of purchasing another pharmaceutical company. The result of this purchase was the creation of the world's largest pharmaceutical company. The resulting company had over 93,000 employees globally, of which over 40,000 were located domestically.

The Human Resources Department needed to merge and combine each company's main Oracle employee database into a single Oracle database, effectively combining all HR related information from both companies. Pfizer planned to use this database to drive and feed all future HR related programs including payroll, PeopleSoft, employee benefits and retirement packages.

BI Source Solution

BI Source was able to develop a unique solution for this difficult problem. Calling upon our expertise in Data Warehousing and Data Mapping, BI Source was able to integrate and map each company's unique database into a single Oracle HR database. The result was an HR database with over 4.3 million records, 15,000 unique data fields and over 1,200 tables. In addition, this database contained historical information dating back to 1986.

Result

The result of this powerful solution was a seamless integration of both companies' HR databases with minimal interruption. This solution allowed the combined company to immediately institute an early retirement program with incredible accuracy and timeliness.

What we have done

Pfizer - Corporate HR Data Warehouse - Global Rollout

Business Problem

One of the world's largest pharmaceutical companies was in the process of purchasing another pharmaceutical company. The result of this purchase was the creation of the world's largest pharmaceutical company. The resulting company had over 93,000 employees globally in over 80 countries speaking more than 13 languages. In addition to immense cultural differences, there were also major differences in employment law and its application (for example, no other country requires Social Security numbers). Each of these issues presented the HR department with difficult, unique challenges.

The Human Resources Department made a strategic decision to merge and combine all the corporation's disparate HR databases worldwide. The intention was to place all HR related information into one source which would drive all future HR related matters. The resulting database had to be extremely flexible in order to adapt to the myriad of differences in each location.

BI Source Solution

BI Source was able to develop a unique solution for this difficult problem. Working seamlessly as a partner with a number of other vendors to accomplish this challenging task, BI Source provided the key core competency to create the Data Warehouse from which all information flowed. BI Source created over 450 unique ETL (Extraction, Transform and Load) scripts designed to assist the HR department in addressing its sophisticated information needs. This application required over 195 customized tables from the PeopleSoft application.

Result

The result of this powerful solution was the seamless integration of the company's numerous HR databases with minimal interruption.

What we have done

Pfizer - Talent Management System (TMS)

"With the TMS application, our HR department can now support the Talent Review Process more efficiently without duplication of manual input. BI Source played a significant role in making this project a success; I would strongly recommend them."

Chris Erickson - Director, Applications Strategy & Planning, Pfizer

Business Problem

One of the world's largest pharmaceutical companies was in the process of revamping its entire Talent Management program. The company wanted to formalize the succession planning process worldwide, allowing it to anticipate future open executive management positions and proactively create and develop a pool of management talent designated to fill these positions.

The Human Resources Department needed a solution that utilized PeopleSoft as a data source and provided a highly secured, easy-to-use front end.

BI Source Solution

BI Source was able to develop a unique solution for this difficult problem. Calling upon our expertise in Data Warehousing and the Cognos toolset, BI Source was able to use PeopleSoft as the data source and Cognos as the reporting engine. BI Source built queries that extracted data from PeopleSoft, built a staging area to "hold" the data and then built a Data Warehouse to "store" the data. The Cognos software then interacts with this Data Warehouse and delivers its reports via an Intranet application. This application utilizes the established security rights in PeopleSoft to maintain tight security. In addition, BI Source built a unique front-end for the Talent Management System (TMS) application. This front-end allows users to create multiple filtering applications (for example, by region or by discipline) and store these filters for future use, making the entire process much more efficient and effective.

Result

The result of this powerful solution was the HR department could provide an extremely high level of service to the executive team without the duplication of manual input. By pulling data directly from PeopleSoft, BI Source ensured the accuracy of the existing data without the HR department having to re-enter it. In addition, due to the tremendous success of the application, the client has now decided to apply this solution to all levels of management, ensuring continued smooth transitions and development of leaders within the company.

What we have done

Pfizer - Enhanced Severance Program (ESP)

"The result of this was a system that clearly keeps track of severance package payment methods, such as installments, deferred payments, or a lump sum payout. I have enjoyed my experience working with BI Source and would recommend them to any organization facing difficult business challenges."

Christina Nunnink - Project Manager, Process Development, Pfizer

Business Problem

One of the world's largest pharmaceutical companies was in the process of purchasing another pharmaceutical company. The result of this purchase was the creation of the world's largest pharmaceutical company. The resulting company had over 93,000 employees globally, of which over 40,000 were located domestically.

The Human Resources Department was charged with managing the severance packages for the employees eliminated due to this merger. Upon completion of the merger, care was taken to ensure that all employees of the purchased company would have their jobs protected for at least 2 years. Enhanced severance packages were provided to employees in the event that they had to move more than 22 miles in order to find a position within the new company, their positions were lessened, or jobs were eliminated due to duplication.

BI Source Solution

BI Source was able to develop a unique solution for this difficult problem. The Enhanced Severance Program (ESP) system was designed by BI Source to manage severance packages for the purchased company's employees. The project dealt with two major areas: handling all termination details and creating a fully integrated payroll system. Calling upon our expertise in Data Warehousing, Data Mapping and the Cognos toolset, various queries were written against the Oracle database to derive HR information. We then utilized Cognos reports to calculate actual package amounts that employees deserved, taking into consideration rules such as age, salary, and length of employment. Working in conjunction with the Legal department, the system provided EEOC and age discrimination reporting to the government while complying with all applicable labor laws. In addition, BI Source developed a payroll system to track when and to whom payments were made. BI Source designed a Cognos PowerPlay cube to provide management with over 70 different reports, allowing them to utilize virtually any variables to obtain the reports.

Result

The result of this powerful solution was a system that successfully administered the myriad of severance payment programs needed by the company. The system has been in use for many years and has flawlessly handled payments of over \$1 billion to over 1,300 people.

What we have done

AIG - Enterprise Security Inheritance Automation Project

Business Problem

One of the world's largest insurance companies wanted to implement a Business Intelligence solution utilizing the Cognos toolset. Their current data resided in a DB2 database. This was not conducive to the Cognos PowerPlay cubes they were trying to build.

The main issue revolved around the different ways that each database implemented data security restrictions. Essentially, DB2 is secured by only permitting access to fields users are given permission to see. Conversely, Cognos's PowerPlay cubes are protected by removing all fields that users do *not* have permission to access. This inherent difference in how different databases handle security restrictions was a major obstacle that had to be overcome quickly.

BI Source Solution

BI Source was able to develop a unique solution for this difficult problem. Essentially, BI Source developed a method to allow the comparison of the security layout in both environments. First, the DB2 security permissions were subtracted from the total universe of all possible fields which resulted in a 'negative set'. Then by removing the negative set, BI Source was able to properly employ the security inheritance between the database and PowerPlay cubes. This unique solution had never been deployed by any other organization, anywhere.

Result

As a result of this solution, AIG was able to realize a tremendous ROI compared to their previous DB2 solution.

What Customers have to say

“My experience with BI Source has been excellent. I would strongly recommend BI Source to any organization facing difficult business challenges.”

- **Nancy Fuhrmann**
Corporate HRIT Manager, Pfizer

“I have always been able to rely on BI Source to present excellent solutions to my organization’s unique problems. Further, I have been able to count on the BI Source team to follow through, producing the results needed for a successful rollout.”

- **Nathan Rajs**
Corporate HRIT Manager, Pfizer

“BI Source played a significant role in making [our] project a success. I would strongly recommend them.”

- **Chris Erikson, Director, Pfizer**

“I have enjoyed my experience working with BI Source and would recommend them too.”

- **Christina Nunnink, Project Manager, Pfizer**

“BI Source went to great lengths to meet our requirements. We were extremely pleased with the effort they put forth, their responsiveness and attention to customer service.”

- **Richard Marketti**
Global HR Data Warehouse Manager, Pfizer

“John Lynch is an extremely motivated and high-caliber individual, results-oriented, and BI Source delivers high quality work product on or before target deadlines in a complete and exhaustively researched manner.”

- **Daniel Swift**
Global Decision Support Manager, Phillips

“BI Source’s focus on getting quality work done helped us to accomplish our prototyping goals in a timely fashion.”

- **Subramaniam Kumar, VP, Prudential**

“Because of some unique requirements ... BI Source was faced with a challenging scenario to address these needs. I know they went to great lengths to meet these requirements. We were extremely pleased with the effort they put forth, and the demonstration was well received by our senior management.”

- **David Hohman, Director, Prudential**

What Vendors have to say

“BI Source’s accomplishments demonstrate what a winning team is all about.”

- Ron Zambonini, Chairman of the Board, Cognos

“BI Source is consistently mentioned as a major contributor in helping win highly competitive deals.”

- Rob Rose, CEO, Cognos

“MicroStrategy selected BI Source as a Premier Partner due to their demonstrated mastery in the Business Intelligence space and self-evident dedication to customer success.”

- MicroStrategy Executive

“The major theme that stands out ... is their dedication to customers.”

- Curtis Gekle, VP, Cognos