



Business Intelligence



Collaboration Portals



Application Development



Business Strategy



Executive Dashboards



Project Management Offices

## Business Case – inComm

### Solution Overview

#### Microsoft Gold Certified Partner

Blackstone & Cullen, Inc.

#### Scenario

Application Development

#### Industry

Prepaid Service Provider

#### Organization Profile

The pioneer in prepaid technologies and solutions, InComm began serving the telecommunications and retail distribution markets in 1992. Today, we keep ourselves young in spirit by continuing to develop fresh, innovative, profitable solutions for our retail customers and service partners. Situation

US Lumber needed a collaborative portal solution to leverage and reuse their procurement data for new and repeat customers.

#### Business Solution

BAC worked with InComm to provide a SQL Server Data Mart for aggregation and publication of business intelligence to both internal and external clients.

#### Technology Deployed

- Microsoft SQL Server

*Since 1989, Blackstone & Cullen, Inc. has leveraged information technology to provide business solutions. Principal services include enterprise application integration, data warehousing, program office implementation, and custom application development.*



InComm's goal is to be the leading transaction management and prepaid service provider in the industry through leading-edge technology, experience-driven guidance, and enhanced service integration. InComm's electronic POSA technology has enabled them to marry a POS system and a back office solution with a complete line of prepaid products; including long distance, mobile communications, downloadable music, and more.

## Solution

BAC provided consulting expertise to InComm in the areas of **Business Process Definition**, Development of a conformed and consistent **Operational Data Store Schema**, and the development of a **SQL Server Data Mart** for aggregation and publication of **business intelligence** to both internal and external clients.

As part of the **architecture** re-engineering, all of the columns and tables in the primary applications were analyzed and conformed into a **uniform data model**. Consistent nomenclature, rich time stamps, and uniform encoding rules for stored procedures and functions were developed. The result was a definite target to which migration from existing applications could take place.

A conformed **Data Mart** was developed, populated, and tested which utilized **Analysis Services** and **Reporting Services** to provide timely, secure business intelligence information for thin-client reporting to both internal and external clients.