



Turning your data into actionable knowledge and business intelligence





Base 3 Systems delivers value

for major organisations that seek to harvest the most pertinent data and turn it into actionable knowledge and business intelligence for growth and strategic advantage.

Base 3 Systems is recognised and appreciated for doing so with a straightforward, honest and no-nonsense approach.

About Base 3 Systems

Base 3 Systems began in 1996 as a software consultancy specialising in the delivery of high quality solutions and services based on SAS Institute's range of data extraction, manipulation and exploitation software.

With original services in SAS technical support, project development and systems architecture Base 3 Systems have been pioneers in the delivery of data warehousing solutions in the United Kingdom and Belgium, being recognised by SAS Institute as Quality Partner status in Belgium, Luxembourg and the UK. Today we have grown into a multi-cultural, multi-lingual, highly qualified and experienced business intelligence consulting company of some 50 talented and dedicated employees, with a select number of additional freelance associates.



Broughton Hall,
European Head-office

Evolving in line with the changing dynamics of the marketplace, recruiting business specialists to whom 'best of breed' technology training is provided, and moving together with our customers - by listening closely to their wants, needs and most importantly their feedback - Base 3 Systems continues to grow and to provide high quality services to its customers. Our recent move into new, more spacious offices enables us to now extend services in Belgium including training.

As a result of this customer centric strategy we have strengthened our business expertise and expanded our consultancy force into areas such as Computer Performance Management and Capacity Planning, Balanced Scorecarding, Customer Relationship Management and Data Mining, as well as Analytical Applications, Enterprise Reporting, Enterprise Dashboards and Information Portals.

This means that Base 3 Systems can truly help its customers to harvest, integrate, analyse and personalise their delivery of critical business information for value and growth creation, in a cost-effective manner and to a broad information user community.

Consultancy Services and Solutions

Base 3 Systems helps its valued customers in deploying and supporting data warehouse and business intelligence solutions including:

- Data warehouse proof of concept and pilot projects
- Data warehouse design and build
- Process audit and improvement
- Project management
- Application development
- Application tuning and maintenance
- Systems architecture and audits
- IT Service Management
- Skilled IT/BI staff
- Skilled Clinical Trials staff
- End-user computing support
- Customer data modelling, scoring, profile analysis
- Sales and Marketing systems integration
- Web enabled data warehouse access
- Static and dynamic reporting
- Query, OLAP analysis and analytical reporting
- Client server or Web browser reporting
- Push and pull report distribution
- Packaged analytic applications for Finance, SFA, CRM and other departmental users
- Enterprise Information Portal Platform
- Self-service information exchange
- Data Mining
- Advance Programme BI Staff Recruitment
- Training for SAS and Brio software

Partnerships

www.sas.com



Base 3 Systems is a SAS Quality Partner of SAS Institute. Quality Partner status is only given to those organisations with proven expertise in SAS software that are qualified to manage, implement and deliver SAS-based solutions to the highest standards. This partnership provides more complete solutions to business needs – solutions that include not only technology and technical know-how, but also extensive knowledge of specific business issues.

Base 3 Systems is able to assist large corporations in building business applications exploiting the SAS data warehousing and decision support solutions. Business solutions have been deployed at various customer sites within Marketing including Customer Relationship Management; in Finance including Balanced Scorecarding and Executive Information Systems; in IT Systems for Computer Performance Management and Capacity Planning; Clinical Trials statistical analysis and reporting at pharmaceutical companies; Data Mining; End User Computing support with SAS Web enablement and other solutions - by providing highly trained and experienced SAS consultants to manage or to undertake development projects. Base 3 Systems also provides SAS training courses.

www.hyperion.com



Hyperion Technology's Enterprise Decision Platform solution enables organisations to build and deliver business intelligence, enterprise reporting, self-service information exchange, enterprise dashboards and analytic applications to the broadest possible range of users in client/server, Web-based, and hosted application environments - all with unmatched ease of experience and scalability. Ultimately Enterprise Decision Platform enables organisations to derive higher business value from all information sources, including Data Warehouses and data marts, Enterprise Resource Planning, Sales Force Automation, and Customer Relationship Management applications, production systems, analytic applications and business spreadsheets, intranets, extranets, and other systems.

Base 3 Systems is an approved Hyperion Technology Systems Integrator, the Hyperion Technology Training Centre for Belgium, Reseller and Distributor, providing Hyperion software solutions and Customer Care services including consulting, technical support and training.

www.minevision.com



Base 3 Systems have also partnered with MINEvision to bring extended, powerful Mining Technology capabilities to its Data Warehousing and Business Intelligence solutions.

The result of this joined effort and expertise of both consultancies is a closed loop concept. Mining models can be developed by MINEvision for various needs; scoring customers, defining latent dissatisfied customers, risk analysis, cross selling, churn management, segmentation of customers, profiling of web visitors, clickstream analysis, browsing behaviour, performance analysis of the website and/or segmentation of website visitors. These models enable organisations to know both current and future customers better, online and offline, in turn enhancing client services and client asset value. Base 3 Systems implements those models in the organisation's working environment.

Project Experience

Time and time again Base 3 Systems has discreetly proven itself with its customers, thus forming strong and long-term partnerships to mutual advantage. The following success stories outline the value created from data through services from Base 3 Systems tailored to their specific needs:

Case Study: Minimising market exposure

This premier financial services company specialising in pensions, personal investment product and investment issues needed to produce a fast, easily-accessible Box Management solution in order to minimise its market exposure.

Base 3 Systems designed a client/server architecture; exploiting SAS software against DB2 data for PC based reporting and 'drill-down' analysis by fund managers, actuaries and finance departmental users.

Case Study: Complete review of internal reporting

A major securities clearance and settlement organisation moved their entire settlement system from batch to real-time, including its business-critical reporting system. This system is indispensable to the business in terms of controlling operations, so timeliness and accuracy were paramount. Base 3 Systems were selected based on their business knowledge of this sector, coupled with strength in mainframe environments and the SAS System. The client now benefits from well-designed, high-performance, low-maintenance SAS software programs as well as the unique regression testing and self-diagnostic features developed by Base 3 Systems.

Case Study: Global Credit Risk Measurement

This financial leader recently created new banking operations, along with a global credit exposure management system enabling measurement of credit exposure across multiple dimensions, risk surveillance and follow-up of implemented policies. "Base 3 Systems helped to bring the reporting process closer to the business. Their commitment allowed us to tackle tight time constraints, handle volatile user requirements and implement new Intranet reporting technology. The Credit Data Mart improved our analysis capability at a reduced centralised maintenance cost."

Case Study: Review of SAS software costs and usage

This large government organisation wanted to review its total usage of SAS software in order to determine how best to maximise its return on licensing investment – or if to continue with SAS at all. Base 3 Systems provided an in-depth evaluation - fully quantifying the alternatives: (i) migration from SAS to alternative software – including SPSS; or (ii) reduction in SAS licensing costs due to operational and architectural changes. As a result the organisation has considerably reduced its software spend and at the same time managed to gain efficiencies in both its hardware usage and staff costs.

Case Study: Business Intelligence staff recruitment programme

Organisations in both Belgium and the UK have successfully addressed their permanent Business Intelligence recruitment needs through The Advance Programme – where Base 3 Systems provides a specialised recruitment, training, coaching and placement service for BI personnel. Candidates are recruited with the client and provided with full training and coaching before being engaged by the client for a consultancy assignment. The client then has an evaluation period – leading to recruitment of the consultant by the client for no extra charge – once the client has judged the evaluation successful.

Case Study: Technical migration

This major financial services group had decided to migrate a mainframe based transaction system to a web-based system, to simplify querying on international transactions by users and reduce operational costs. Base 3 Systems were called upon to resolve difficulties encountered in the development of the SAS/IntrNet solution by a third-party. Time-out issues were solved and JavaScript used for input control and validation. All other corrections, amendments and final testing were executed to full satisfaction within the tight deadline set by the client.

And to introduce you to some of our dedicated professionals who make such projects a success:

Pamela Miller

Senior Consultant – CRM technologies

With a Masters in Business Administration (Majors decision support systems, accounting, computer systems), a SAS Certified developer and experienced Marketer and technocrat – having marketing and IT experience in European business analysis, strategic analysis and forecasting, International marketing and of marketing tools - Pamela is part of our CRM business unit and currently involved on a major telecom CRM project.

Patrick Bourgi

SAS and Microsoft Information Delivery Infrastructure – Integration Technologies

Patrick has a degree in Computer Studies from Charleroi University, and began working with the SAS system in 1989. Expert in SAS and Microsoft Data Warehousing infrastructure, Patrick has conducted several SAS audits and action plans, and has provided the ultimate support for SAS infrastructure including releases and migration management. Patrick is also a leading exponent of SAS Integration Technologies – having also recently presented at SAS Institute.

Didier Libert

Business Intelligence Consultant – Marketing, CRM

With many years of experience gained in SAS data warehousing, client/server and Web reporting, Didier has also received extensive training and acquired a sound knowledge of Brio software solutions. Currently at a bank and member of a CRM team deploying Brio based Marketing applications on top of Terradata and DB2 data sources.

Peter Haems

Data Warehousing (DW) and related Internet Technologies Architect

With a degree in Applied Economics from KUL Leuven, and several years leading successful Data Warehousing projects Peter is considered an expert in DW architecture, modelling and design, particularly in SAS and Microsoft technologies, and a master architect in all aspects of the DW process. Peter's technical skills, leadership and design work are praised by customers, with testimony to our team's professionalism in a published Success Story for Base 3 Systems.

www.base3.be



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