



# Unico Designer Analytics™ *now that's smart!*

Turning mountains of data into actionable knowledge

Your enterprise systems gather far more data than you can possibly use effectively. Data is vital to support investment, planning, forecasting and resource development decisions. The issue: which data do you need to solve the specific business challenges you face? How can you unlock this critical data from silos, ensure it is current and turn it into knowledge you can use to make informed business and technical decisions?

Enter **Unico Designer Analytics™**.

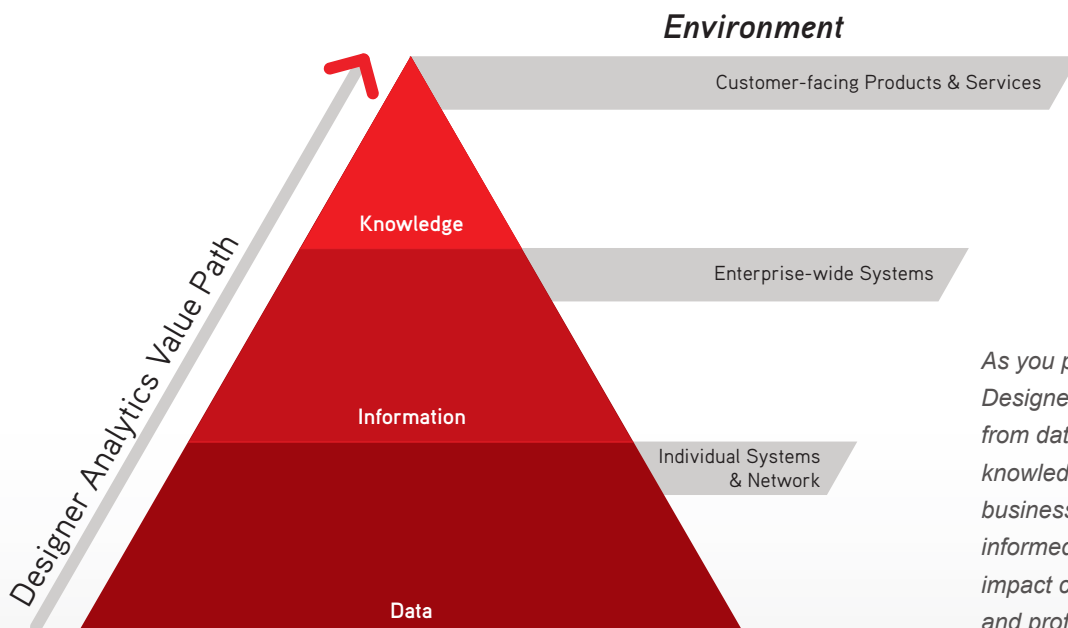
## Too much data, too little time

Organisations are facing a flood of 'Big Data' – with volumes of data produced by business globally predicted to grow exponentially. Traditional methods for extracting and formatting data to support business decisions simply can't keep pace with the ever increasing size, diversity and complexity of data sources.

The result? Too many people spending too much time trying to gather information from too much data and too many sources. As product lifecycles become shorter and investment decisions become more important, accurate data becomes critical to the efficiency and profitability of your organisation.

Your enterprise holds raw data locked away in silos. This data can help you make informed day-to-day decisions – but how can you access large data sources to distil useful information and corporate knowledge to drive your business strategies?

You need an effective way of accessing, analysing and reporting on the mountain of data across your systems to produce actionable knowledge you can use to support decisions that create competitive advantage and empower your staff to solve business challenges.



*As you progress through the Designer Analytics™ Value Path from data capture to actionable knowledge, you derive increasing business value – helping to make informed decisions on issues that impact customer service and profitability.*

## What is Designer Analytics™?

Unico has developed a unique blend of software tools and consulting services that help to unlock the value of 'Big Data' in siloed environments. Our solution goes beyond traditional Business Intelligence and Application Performance Monitoring systems, with four major advantages.

- **Time to value** – you get information in days not months
- **Tailored outcomes** – data is correlated to meet your specific needs
- **Cost efficiency** – our approach costs a fraction of traditional methods
- **Repeatability** – once the framework is set, the process is easily repeated

## How is Designer Analytics™ different?

Traditional approaches have involved large-scale integration using costly technology, typically taking months, where technical teams script, extract and deploy reports with a short shelf life. Monitoring points are hard wired to specific data sources – providing only a partial view of enterprise data and usually unable to deliver information in real time. Unico Designer Analytics™ allows you to get near real-time results in a fraction of the time in a cost effective manner.

Designer Analytics™ delivers a monitoring and reporting framework that helps to inform and educate business and operational managers across the enterprise. By accessing a

'lake' of indexed data drawn from data sources across your environment, it can present vital information in an easy-to-understand graphical format – creating reliable knowledge you can act on.

Designer Analytics™ taps new data sources within days and delivers views of business or operational information in near real-time. Views can be changed 'on the fly' with a unique process called 'late binding', enabling rapid addition of reports relevant to business requirements.

## How Designer Analytics™ works

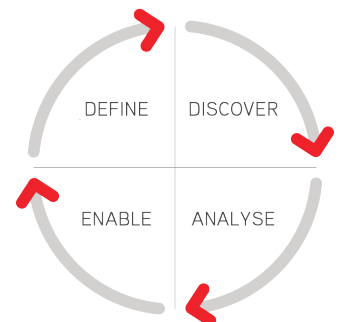
Designer Analytics™ puts the business user at the centre of the solution. We define the business need and apply Unico's analytics framework to deliver the right business reports.

Step 1 – **Define** the business problem or opportunity, agree on success criteria and target reporting format.

Step 2 – **Discover** the right data sources and create a data 'lake'. This can involve examining sample data logs, generating beta reports and performing a gap analysis once the monitoring tool is deployed.

Step 3 – **Analyse**, interpret and transform data into information relevant to the business problem or opportunity via graphical report output.

Step 4 – **Enable** and refine a repeatable process for on-going provision of monitoring and reporting.



## How Designer Analytics™ helps

Unico Designer Analytics™ is currently at work in some of Australia's leading organisations – helping them gain essential insights into their operational data to drive business growth.

It offers immense potential for:

- **Speeding time to market**, shaping product development with a deeper understanding of how customers use services
- **Increasing customer satisfaction** by measuring user experience end-to-end through real-time diagnosis of performance
- **Improving quality of service** by predicting problems and network pinch points
- **Enhancing productivity** by automating manual data collection
- **Reducing diagnosis time** and resolution of technical issues, supported by real-time data
- **Enabling more strategic investment**, through an understanding of the impact of your decisions
- **Improving efficiency** by responding faster to buying trends
- **Mitigating business risk** through accurate measurement for capacity planning and effective asset management

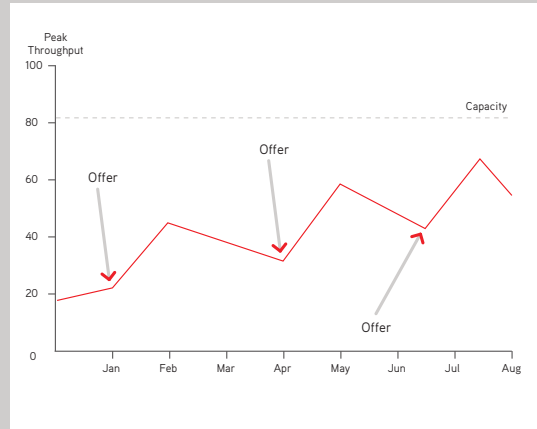
# Designer Analytics™ in action

The application of Unico Designer Analytics™ is limited only by your imagination... Here are some examples across a range of industry sectors and challenges.



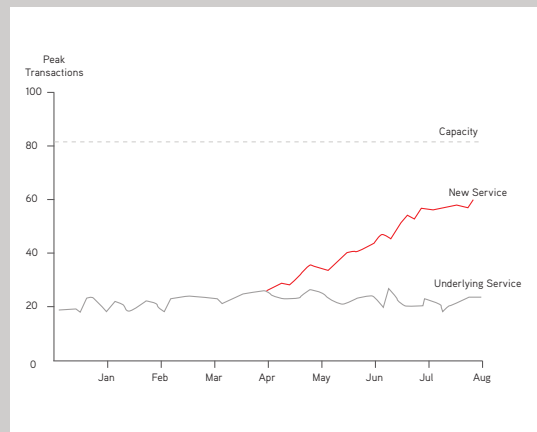
**Industry:** Telecommunications/Media  
**Challenge:** Predictive Performance

A leading provider of multimedia services wants to predict the impact of a seasonal promotion on its movie network. The challenge is knowing when the platform is likely to fail and what combination of factors are involved. Using Unico Designer Analytics™ to 'deep dive' into hourly customer transaction responses the engineering team is easily able to identify the frequency, volume and impact of these transactions to predict the likely network failure point and volume triggers. Marketing can also detect the take-up rate of seasonal offers alongside browsing, buying and viewing behaviour.



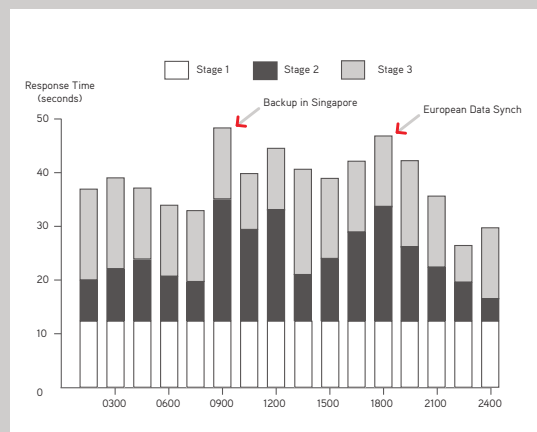
**Industry:** Utilities  
**Challenge:** Near Real-Time Billing Portal

A utility with 500,000 customers is changing its core IT systems to offer near real-time billing records, enabling customers to check their usage via a new online portal. Modelling based on customer behaviour suggests that, once deployed, the new system will need to generate almost two million transactions per day, and the utility is concerned about the impact on critical IT resources. Through the combination of mathematical models and data from a large data source, Designer Analytics™ empowers the utility to quickly and accurately forecast impact, and will be used for day-to-day monitoring of systems operations and its limits in real-time after the portal is launched.



**Industry:** Financial Services  
**Challenge:** Online Customer Experience

An industry leading insurance company invested in moving its customers to online services – greatly enhancing service delivery and reducing internal operational costs. However, inexplicable response times were affecting customer satisfaction levels. Unico Designer Analytics™ pinpointed the end-to-end factors impacting performance, justifying an upgrade of web services to fix the problem and maintain acceptable performance on an ongoing basis.



These are just a few examples of how you can harness the power of Unico Designer Analytics™ to address business-critical challenges... Bring us your challenge, and we'll show you how we can put Designer Analytics™ to work for you.

## About Unico

Unico is an Australian team of IT professionals committed to delivering **smarter**, more **practical** and **reliable IT solutions** that help our customers stay ahead of the pack.

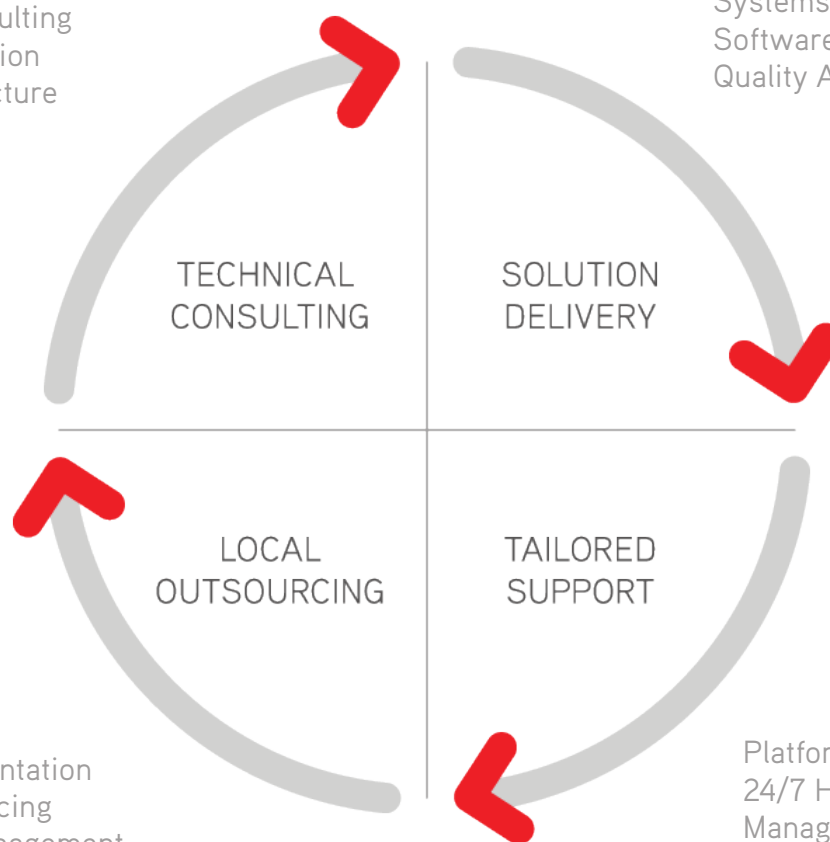
We provide **technical consulting**, **solution delivery**, **tailored support** and **local outsourcing** – always looking for ways to meet our customers' needs and take on challenges others can't, and standing behind everything we do to deliver on the promised result.

Established in 1984, and with over 140 staff, Unico has created innovative solutions for some of Australia's leading organisations across Telco/Media, Utilities and Financial Services.

### Unico Lifecycle Services

Technology Consulting  
Design Optimisation  
Solution Architecture

Systems Integration  
Software Development  
Quality Assurance & Control



Resource Augmentation  
Process Outsourcing  
Performance Management

Platform Support  
24/7 Help Desk  
Managed Services

Complete lifecycle services enable us to deliver customer value through partnership



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