



# Turning Insight into Action

Gilon Business Insight



> **Company Overview**

# Agenda

- › **About Gilon**
  - › Investors
  - › The Gilon Group
- › **Business drivers**
- › **Offering & services**
  - › Solutions – Finance, Marketing, Regulatory
  - › Consulting
  - › Implementation
- › **Vertical expertise - Telecom & FSI**
- › **Main projects**
- › **3<sup>rd</sup> Party technology expertise**
- › **Why Gilon?**

# About Gilon



- › Specialist one-stop-shop company for BI solutions
- › Founded in 1994
- › Headquartered in Israel with subsidiaries across Europe
- › Over 200 employees, ~150 BI professionals
- › Hundreds of successful multi M\$ BI projects
- › IP & best practices for Telecom & Financial services
- › Share holders:
  - › D-partners : A large private equity group
  - › Guy Greenberg : Co-founder & CEO
  - › David Sosna : Co-founder, currently CEO of Actimize

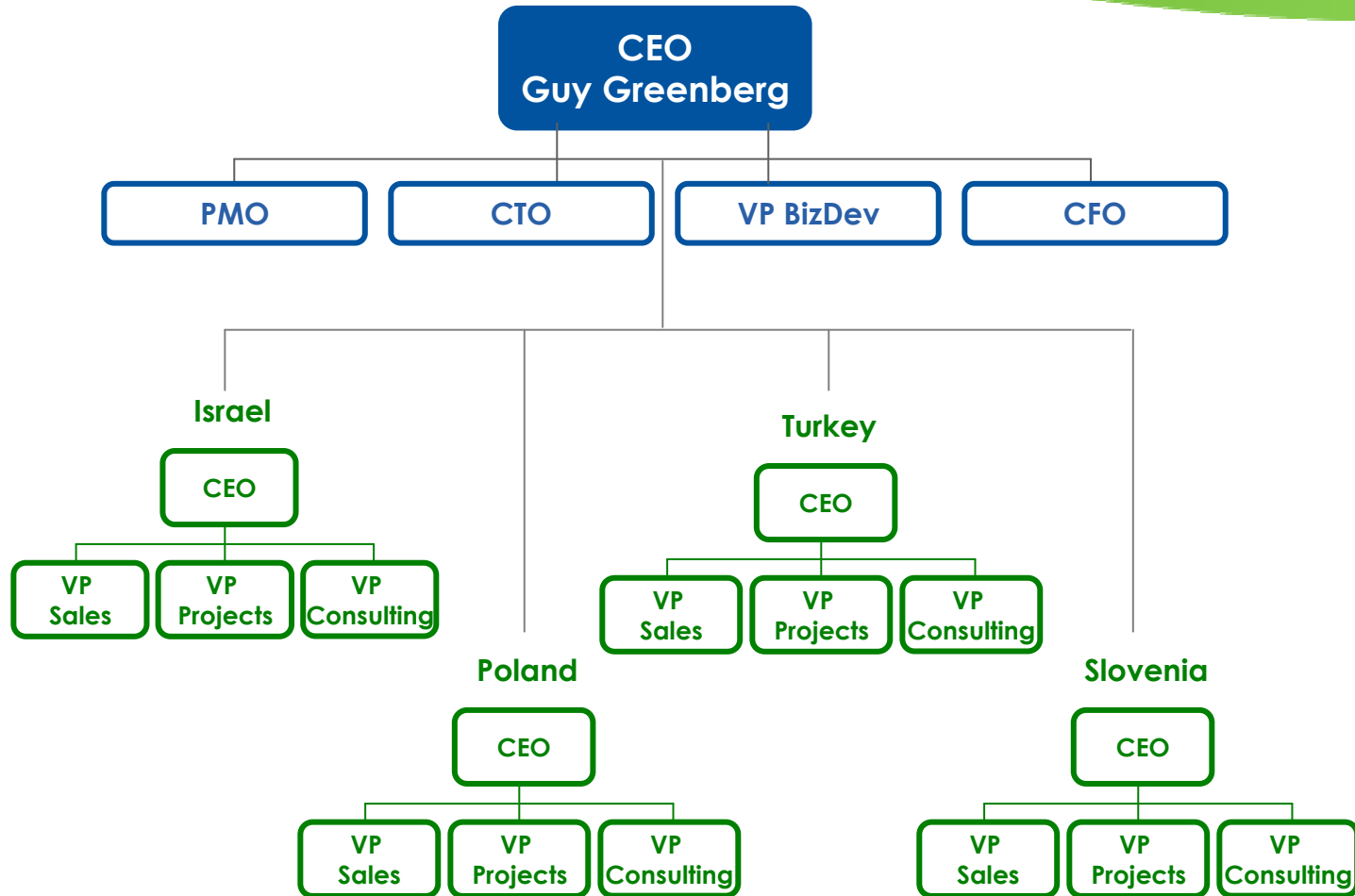
# Investors



- › D-Partners – the private equity arm of Viola Partners managing over \$142M
- › Viola Partners - manages \$1.5B
- › Investing in Viola Partners funds and in direct investments
- › Direct investment examples:
  - › ECI Telecom (NASDAQ: ECIL)
  - › Tecnomatix (ex NASDAQ: TCNO)
  - › Solgood Communications (private)
  - › Gilon Business Insight (private)



# The Gilon Group



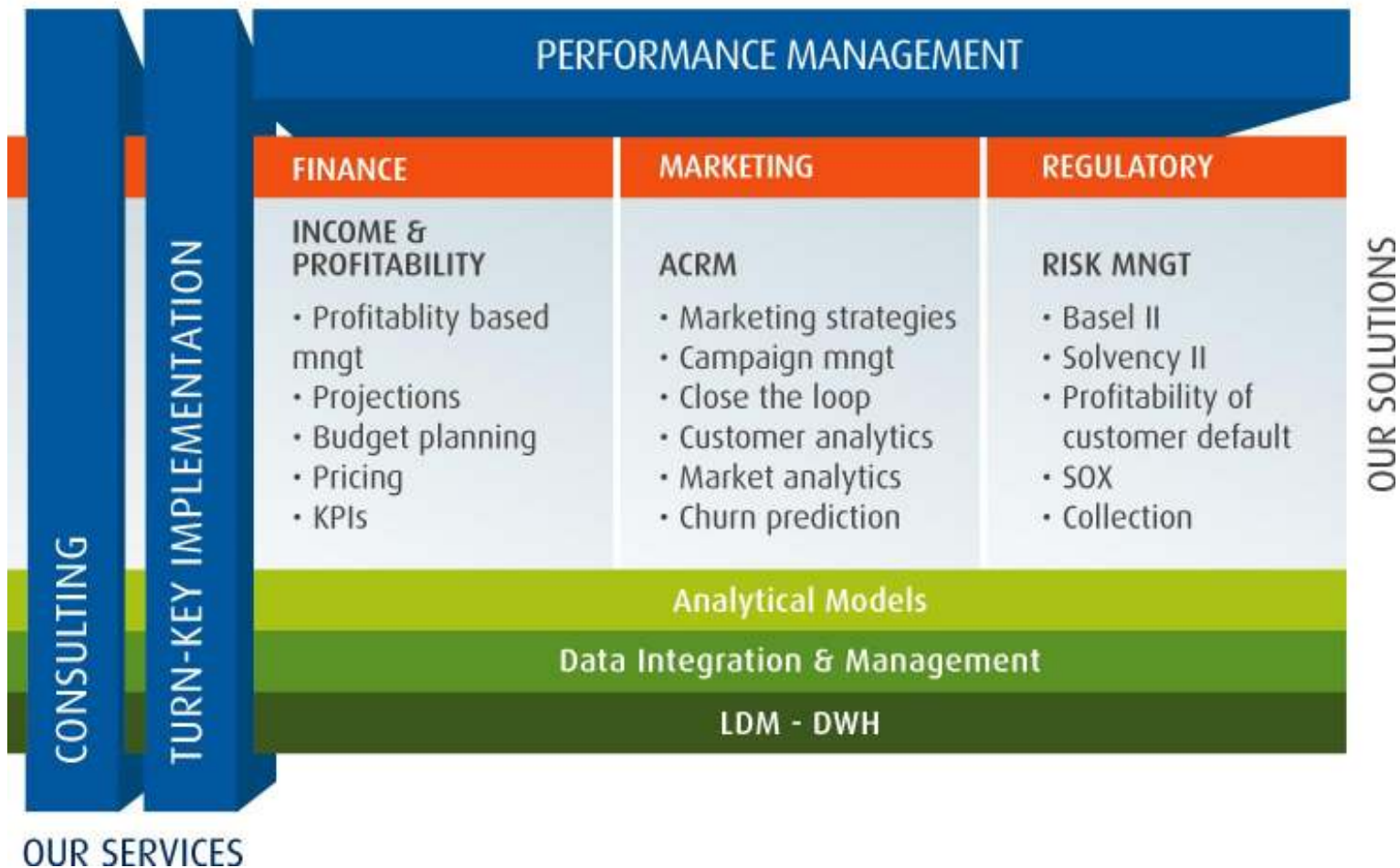
# Business Drivers



- › **Optimize Business Performance**
  - › Analytical customer relations management (ACRM)
  - › Income & profitability management
  - › Risk Management (Basel II, SOX)
  - › Corporate performance management (CPM)
- › **Consistent & Consolidated Information Architecture**
  - › Continuous control over data quality & reliability
  - › Integration, cleansing & enrichment of source data
  - › Data harmonisation across multiple sources
  - › Single organizational truth
  - › ETL strategies
- › **Best of Breed and Outsourcing**
  - › Leverage best of breed vendor applications & technologies
  - › Enable operational outsourcing

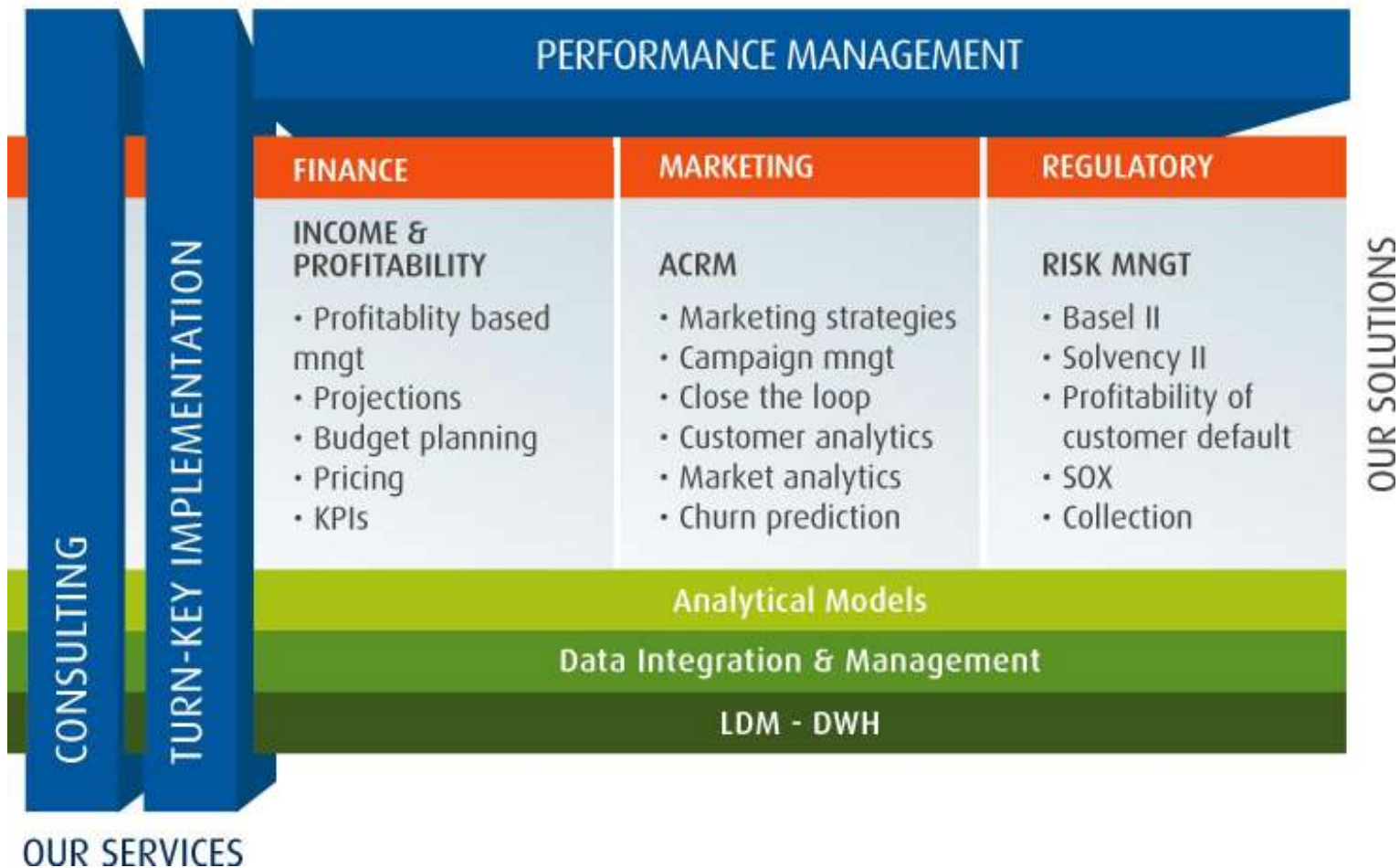
# Comprehensive BI Offering

Gilon's solutions and services offering



# Financial Solutions

Gilon's solutions and services offering



# Intelligent Finance

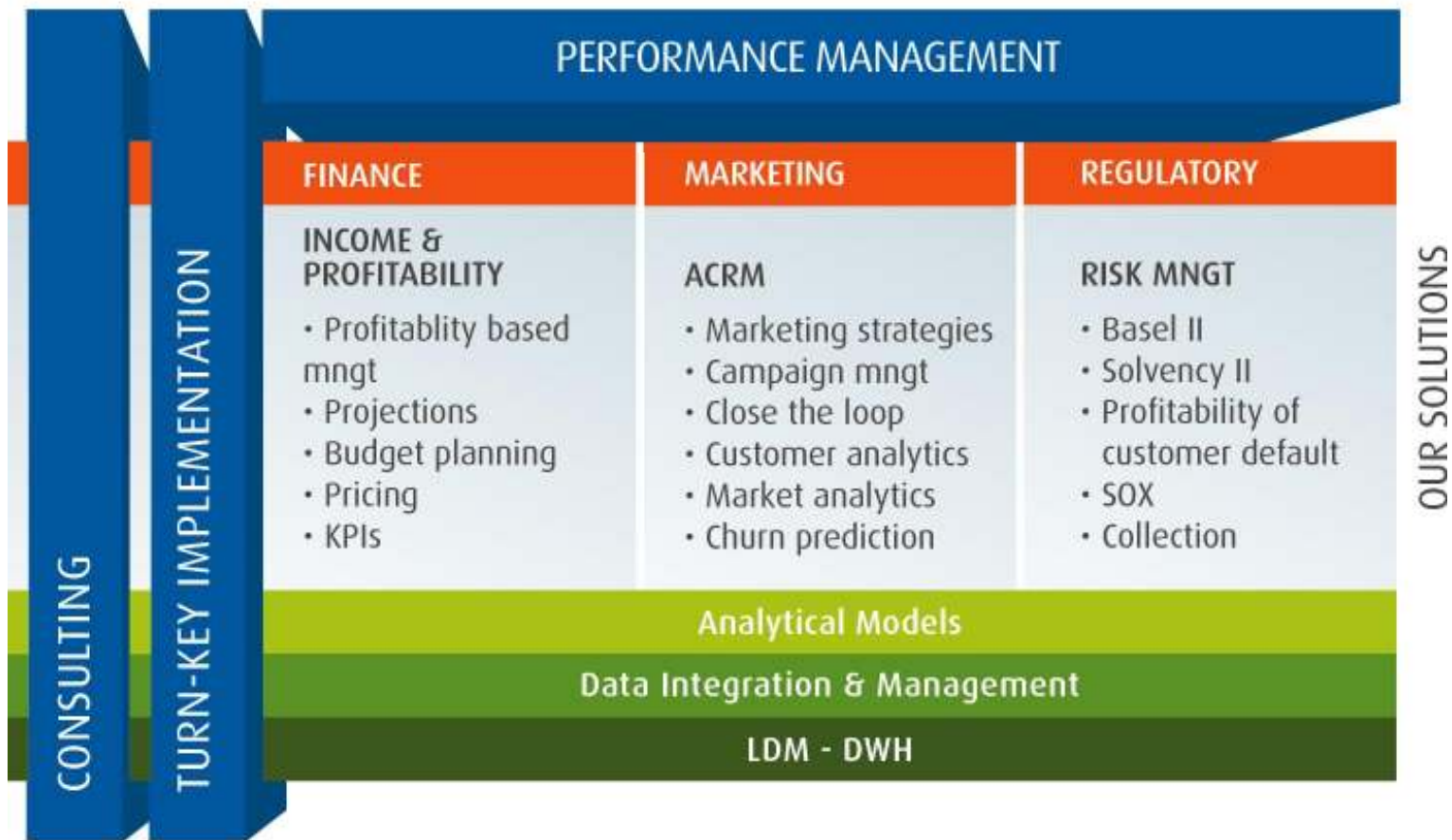


Improved  
Financial  
Performance

**BI**  **Improved**

# Analytical Marketing Solutions

Gilon's solutions and services offering



OUR SERVICES

# Intelligent Marketing

Strategy	Models	Tools
<ul style="list-style-type: none"> <li>▪ Segment mngt</li> <li>▪ Personalization</li> <li>▪ Customer prioritization</li> <li>▪ Process optimization</li> </ul>	<ul style="list-style-type: none"> <li>▪ Reaction prediction</li> <li>▪ Product matching</li> <li>▪ Segmentation</li> <li>▪ Customer value</li> <li>▪ Offering analysis</li> </ul>	<ul style="list-style-type: none"> <li>▪ Realtime analysis</li> <li>▪ Campgn mngt</li> <li>▪ Datamining</li> <li>▪ Reporting</li> <li>▪ Cubes</li> <li>▪ Performnace mngt</li> </ul>

Improved Marketing Performance

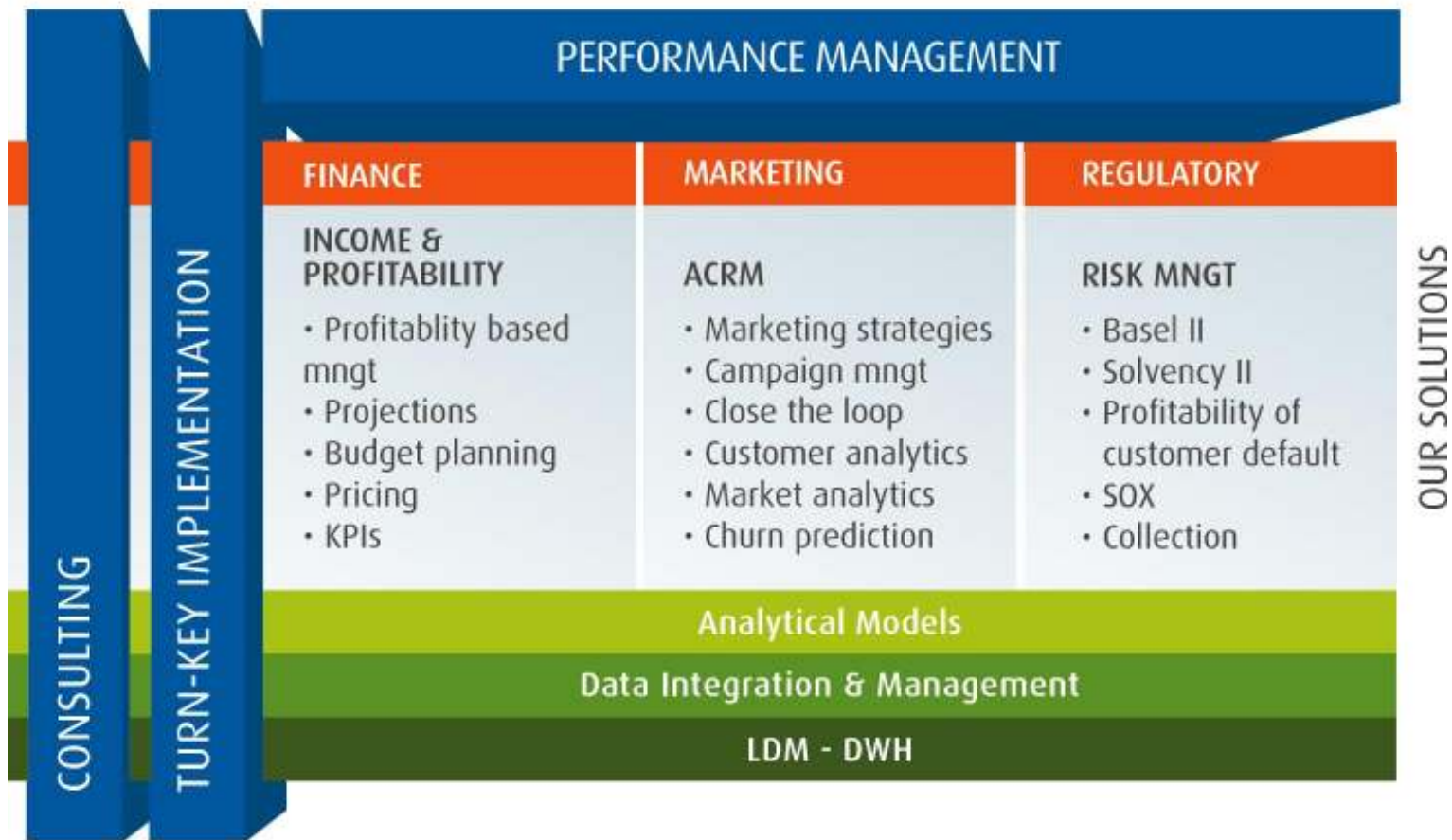
- Increase customer loyaoty
- Increase share of wallet
- Increase market share

**BI**  **mproved**

# Regulatory Solutions



Gilon's solutions and services offering



OUR SERVICES

# Intelligent Compliance

- › Basel II
- › Solvency II
- › Profitability of customer default
- › SOX
- › Collection management

Improved  
Regulatory  
Compliance

**BI**  **Improved**

# Gilon Services - Consulting



## PROFESSIONAL CONSULTING

### Information & BI strategy

- BI Review/EIM M. Plan
- Data architecture
- CPM
- BICC
- Project guidance
- Right time BI

### Analytical Modeling

- Financial analytics
- Customer analytics
- Market analytics
- Risk analytics
- More

### Risk Management

- Basel II
- Solvency II
- Credit risk models
- Information infrastructure

# Gilon Services - Implementation



## Turn-key project



- Functional req.
- Technology req.
- Gap analysis
- Architecture
- Implementation approach

- Functional req.
- System specs.
- Target architecture
- Logical model
- Physical model
- Interfaces

- Configuration
- Development
- Control
- Interfaces
- Shared components
- DQA development

- Unit test
- Integration tests
- Acceptance
- DQA

- Training
- Documentation
- Time window mngt.
- Automatic error handling
- Recovery
- Scalability
- Go live

# Focused vertical expertise

Extensive experience and business understanding gained through dozens of large scale BI projects:

- › **Financial services industry**
  - › Logical data models for FSI
  - › Best practices for banking/insurance/credit cards
  - › ACRM for FSI
  - › Secret oriented applications (credit, capital market, security)
  - › Risk management (Basel II, credit scoring, SOX)
  
- › **Telecom**
  - › Data model for Telecom
  - › ACRM for Telecom
  - › CDR trickle feed for Telecom
  - › Best practices for Cellular/ISP/International calls/media
  - › Operational subject universes (collection etc.)

# Telecom & FSI Customers

## Cellular

- Cellcom
- Orange
- Pelephone

## Banks

- Poalim Bank
- Leumi Bank
- Mizrahi Bank
- First International Bank
- Investec bank
- Igud Bank
- Jerusalem bank

## International calls & Internet

- 012- Golden lines
- 013 – Barak
- Bezeq International
- Delta3
- iBasis

## Insurance

- Migdal- Generali group
- Phoenix
- AIG
- Harel Hamishmar
- Direct Insurance
- Hachsharat Hayeshuv



## ICV's for Telecom

- Comvers
- Amdocs
- Mobixel
- Nice
- Verint

## Credit Cards




- Isracard
- Leumi Card

# Main projects - Cellular




Customer	Deliverables	Comments
<p>Cellcom</p> 	<p>Enterprise BI &amp; data warehouse            Campaign management            Profitability            Revenue assurance            Churn            CDR analysis            Performance management</p>	<p>1<sup>st</sup> Largest cellular            3G , I-mode            2.5 M subscribers</p>
<p>Orange</p> 	<p>Reengineering of BI &amp; data warehouse            Data Quality            Collection            Campaign management</p>	<p>2<sup>nd</sup> Largest cellular            3G            2.5 M subscribers</p>

# Main projects – Long distance & VOIP






Customer	Deliverables	Comments
<p>Barak 013</p> 	<p>EDW Customer Segmentation Customer profile Campaign management Close the loop Business Events</p>	<p>Long distance call 2<sup>nd</sup> largest Internet service provider Calling cards</p>
<p>Golden Lines 012</p> 	<p>EDW Customer segmentation Customer profile Profitability Churn Performance management</p>	<p>Long distance call 1<sup>st</sup> largest Internet service provider Calling cards Local calls – pilot</p>
<p>Deltathree</p> 	<p>Active DW Revenue assurance Network optimization Financial reporting</p>	<p>VOIP pioneer Long distance calls Calling cards</p>

# Main projects - Banking

Customer	Deliverables	Comments
<p>Leumi Bank</p> 	<p>EDW            Campaign management            Performance management            Customer profile/segmentation            Fraud detection            Basel II</p>	<p>2<sup>nd</sup> largest            6 Million accounts            Retail , private &amp; corporate banking</p>
<p>First International bank</p> 	<p>EDW            Performance management            Event driven marketing            Fraud detection            Campaign management</p>	<p>5<sup>th</sup> largest            1 Million accounts international presence</p>
<p>Mizrahi Tefahot Bank</p> 	<p>Marketing EDW            Financial EDW            Campaign management            Basel 2 foundations</p>	<p>4<sup>th</sup> largest,            1.5 Million accounts            No 1 in mortgages</p>

# Main projects- Credit cards & Insurance



Customer	Deliverables	Comments
<p data-bbox="178 600 682 657">Isracard (Mastercard)</p> 	<p data-bbox="850 592 1312 844">Enterprise data warehouse Retention program Profitability Loyalty program Customer information portal</p>	<p data-bbox="1501 592 1827 795">1<sup>st</sup> largest 2 Million customers MasterCard American Express</p>
<p data-bbox="178 876 808 933">Israeli Phoenix - Insurance</p> 	<p data-bbox="850 868 1312 1177">Life insurance - EDW General insurance – EDW Claims – EDW Single view of the customer Agent analysis Profitability / Reinsurance</p>	<p data-bbox="1501 868 1816 1015">3<sup>rd</sup> largest Life insurance General Insurance</p>
<p data-bbox="178 1209 535 1258">AIG -Insurance</p> 	<p data-bbox="850 1201 1260 1453">Actuarial EDW Marketing - EDW Campaign management Inbound marketing CPM</p>	<p data-bbox="1501 1201 1774 1242">Direct insurance</p>

# 3<sup>rd</sup> Party Technology Expertise



## Data Bases

- TeraData
- Oracle
- MS SQL
- SAS
- Netezza

## Olap Viewers

- MS PerformancePoint
- Panorama
- Cognos

## DSS

- Business Objects
- Cognos
- Brio
- Web-Focus
- Crystal Reports
- MS-Reporting services

## Olap Engines

- MS - Analysis Services
- Cognos -Power Cube
- Oracle Express

## ETL Tools

- Informatica
- Data Stage (IBM)
- Oracle Data Integrator (Sunopsys)

## Portal

- Oracle Portal
- MS MOSS

## CPM

- Cognos - CMM
- MS Business Scorecard
- Panorama Scorecard
- TM1
- OFA

## Campaign Management

- TeraData-TCRM
- SAS – Campaign Mgmt
- UNICA

## Risk Management

- Fermat
- Kamakura
- Algorithmics
- Others

# Why Gilon?



- › One-stop-shop for all corporate BI needs
- › Proven performance
- › Profound vertical business understanding
- › Proven industry-specific best practices
- › Extensive knowledge of best-of breed BI tools and technologies
- › Out-of-the-box applicative solutions
- › Absolute objectivity – customer first!

**Turning Insight into Action**

# Thank you

---