



Paragon Solutions: Addressing the Need For Business Intelligence in Communications

Paragon Solutions' experience spans nearly 25 years of working with the communications industry building Business Intelligence and analytical systems that assist companies in responding to the shifting business landscape and improving business results.

From reporting to analytics to data visualization, Paragon deploys Business Intelligence solutions to identify trends, decrease time to market, improve business partner and customer relationships and help firms anticipate the direction of the marketplace before the competition.

Achieving Competitive Advantage Through Next Generation Business Intelligence

The increasingly competitive communications industry is challenged by issues such as net neutrality, compliance and acquisitions. Efforts to meet these challenges have given way to trends in industry consolidation and convergence, with fewer companies vying for a piece of the global pie. To stay competitive, companies must meet or exceed the expectations of customers.

Business Intelligence users are demanding quicker and better analytical capabilities, particularly in front-line operations. Paragon has experience in the delivery of next generation Business Intelligence to address multiple, disparate data sources and the changing business environment.



Paragon's Approach to Business Intelligence

Combine Client IT Needs...

- ▶ Bring siloed data and systems together
- ▶ Move from manual to automated processes
- ▶ Use technology in more powerful ways
- ▶ Evaluate technology enablers
- ▶ Reduced operational expenses

... With Client Business Needs

- ▶ Ease of use
- ▶ Secure and modular access to more users
- ▶ "Right time" decision support
- ▶ Data accuracy
- ▶ Application growth flexibility
- ▶ Increased user productivity

... To Help Drive Communications Benefits:

- | | |
|------------------------|--|
| Customer Facing | <ul style="list-style-type: none"> ▶ Offer the right product at the right time ▶ Create additional sales opportunities ▶ Improved customer responsiveness ▶ Find new ways of doing business ▶ Reduce customer attrition |
| Operational Efficiency | <ul style="list-style-type: none"> ▶ Improve resource planning and deployment ▶ Increase efficiency and productivity ▶ Improve reporting accuracy, quality and timeliness ▶ Reduce information delivery costs ▶ Achieve regulatory compliance ▶ Minimize revenue leakage (fraud) |

Paragon Centers of Excellence

Paragon has several Business and Technology Centers of Excellence that provide the expertise to help build our solutions including:

- ▶ **Business Intelligence and Reporting** – Paragon will evaluate your current business intelligence model and technology and build true analytical and reporting solutions that include operational reporting systems, analytical systems, scorecards and dashboards to assist you in turning data into information and information into actionable decision support.
- ▶ **Design, Development, Implementation & Support** – Paragon will custom tailor the delivery approach to best achieve the client objectives. Paragon's flexible delivery and teaming models include: managed resource teams; onsite/offsite deliverables based; dual shore; application outsourcing and individual consulting.
- ▶ **Business Process Management** – Paragon will evaluate core processes to determine where improvements can be made in effectiveness and efficiency of key functions to achieve process optimization and improve financial results.
- ▶ **Data Management/Integration/ETL** – Applying our deep experience in back-end systems and requirements, Paragon works with firms to help identify duplicate, invalid and/or conflicting data to obtain a consolidated view of data within the current infrastructure and recommend a migration strategy that will optimize data management.
- ▶ **Roadmap to Optimization™** – Paragon can help define roadmaps for: key processes; organizational changes; business intelligence maturity; change management and technology initiatives; implementation strategy; milestones dependencies; and tactical or strategic organizational readiness requirements for IT or business.
- ▶ **Technology Assessments** – Paragon reduces your risk and shortens the time for development and implementation by assessing the cost, resources and technology capabilities associated with key initiatives that quantify the project ROI.
- ▶ **Application Life Cycle Management** – Paragon's expertise in software application development, deployment, operations and management provides clients with flexibility to off-load day-to-day responsibilities to a reliable partner. Our team can support your firm by transitioning and managing the development, maintenance or support of enterprise software applications with minimal disruption to your business.

About Paragon

Paragon Solutions, a division of Paragon Computer Professionals, is a business and technology consulting firm that specializes in helping clients leverage information assets for better business results. The company does this through its vertical practices and specialized technology service lines that help clients optimize their operations for maximum return on investment. Paragon's industry practices include financial services, insurance, life sciences and communications.

Paragon's Communications practice addresses the needs of the industry with technology solutions that are helping firms respond and capitalize on industry change driven by competition, consolidation, convergence and regulation.

For more information, please visit the Paragon website at www.consultparagon.com, or call 1.800.462.5582.

Corporate Fast Facts

- ▶ Privately owned, founded in 1982
- ▶ US based, NJ headquarters
 - 5 domestic offices
 - 1 overseas development center
- ▶ Onsite, offsite, dual shore capabilities

Paragon Client Roster

Paragon's client roster includes industry leaders from the financial services, insurance, life sciences and communications sectors such as:

Financial Services

- ▶ Allianz
- ▶ Lincoln Financial
- ▶ Mellon
- ▶ Merrill Lynch

Insurance

- ▶ Conesco
- ▶ Mass Mutual
- ▶ Partner Re
- ▶ Prudential

Life Sciences

- ▶ Bristol-Myers Squibb
- ▶ Merck
- ▶ Pfizer
- ▶ Wyeth

Communications

- ▶ AT&T
- ▶ Lucent
- ▶ Syniverse
- ▶ Verizon



Improving the Way Work Gets Done™