

**Business Intelligence capabilities are becoming top priority for many organizations. Driven by economic conditions, globalization trends, heightened competition and the commoditization of products and services, Business Intelligence is moving into the mission critical category. Gartner predicts Business Intelligence to be one of the hottest professional service categories over the next five years, averaging between 7 and 8 percent growth a year. However, the ability to provide skilled technical resources to deliver on the massive backlog of requirements is restricting the value of Business Intelligence initiatives.**

Consulting companies, systems integrators, and outsourcers are faced with increased demand from their clientele but are challenged to fulfill the number of resources to delivery quality work in tight timeframes. Service providers are faced with the following issues:

- Deep skills in Informatica, Ascential, Ab Initio or other ETL tools can be difficult to find and though training can fill some gaps, organizations are reluctant to bet such large projects on "first-timers."
- Quality, initiative, work ethic, communication skills, and problem solving skills are inconsistent in the independent contractor market and contractors typically demand long term contracts.
- Interviewing resources one by one, either for full time work or sub-contracting, followed by salary or rate negotiations is an extremely time consuming, costly, and risky effort.

Systems Integrators are desperately looking for a partner that they can trust to consistently supply resources that think and act like them; that provide the type of customer service levels they strive for; that are technical experts in the key aspects of Business Intelligence and Data Warehousing; and do not erode too much margin. AmberLeaf, founded by consultants and executives from the largest global integrators and Business Intelligence boutiques, has created a service offering to meet the resource and technical needs for Business Intelligence service providers.

### AmberLeaf's ETL On Demand

ETL On Demand (EOD) is AmberLeaf's answer to the resource issues many consulting organizations are battling in order to meet their data integration challenges. These issues are causing organizations to miss deadlines or not reap the benefits or ROI of their applications in a timely manner. The ramifications are client dissatisfaction and possible competition for future phases.

AmberLeaf turns ETL into electricity. EOD is meant to be an easy, trustworthy, cost effective, quality solution to today's ETL resource problems. EOD allows data warehouse project teams to ramp their ETL resource levels up and down, depending on project phase and user demand. Organizations leveraging EOD can order ETL services per project, per development lifecycle phase, per hour, or per mapping or program. If projects face increased demand, AmberLeaf can react to increase the level of ETL support and if budgets or scope shrinks, AmberLeaf can contract its service levels. This allows consulting organizations to hire ETL resources without having to worry about paying early termination penalty fees or haggling for extensions. Consulting organizations can optimize their profitability by correctly timing the need for ETL resources. AmberLeaf's EOD Account Managers average over 8 years of ETL experience including Informatica, Ab Initio,

Ascential, SAP BW, and provide our clients access to our EOD services. Account Managers review data models, requirements, and ETL designs with our clients and manage the delivery and quality assurance processes for the assigned programs. Extra value added services that our Account Managers offer include:

- Data model development
- ETL design
- Production support and rollout planning
- Performance tuning

### EOD Pilot

AmberLeaf's EOD Pilot will help you cost effectively test our solution. For a short period of time or a small amount of ETL designs, allow EOD to show you a revolutionary way to make your deadlines with confidence.

