

Symmetry Corporation

Business Intelligence Solutions



## Symmetry Corporation

*Partner with a recognized expert*

Clients like Hewlett-Packard and Microsoft, Pennzoil and Sega have discovered the value of Symmetry's hands-on, real-world experience, backed by our thorough understanding of business intelligence technology. Consumer goods, high tech, manufacturing, and banking—our clients come from all of these industries and more. Symmetry is a Microsoft Gold Certified Partner and a long-standing member of the Microsoft Business Intelligence Partner Advisory Council. Microsoft licensed key technology from Symmetry for the Microsoft SQL Server Accelerator for Business Intelligence (SSABI).



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## Experience Makes the Difference

At Symmetry Corporation, merging business and technology with real-world know-how makes all the difference in business intelligence (BI) solutions. Our experience goes deep—we were founded in 1986—and it goes directly to your bottom line through more effective decision-making and increased performance at every level. We help you enhance your knowledge as you gain more insight into improving sales, profits, and return on investment. That's why Fortune 1000 companies and leading software vendors choose Symmetry as their recognized expert in advanced business intelligence and performance management solutions.

### Make your data smarter

- Need to create dashboards and scorecards? Now you can bootstrap your performance reporting fast as Symmetry delivers the KPIs and metrics you need. Our Performance Reporting Framework, PROOF™, embodies BI best practices for the Microsoft BI platform as it measures and reports on the 3 T's of business performance: meeting Targets, highlighting Trends, and establishing Typical rankings.
- Overwhelmed by KPIs, MDX, and the UDM? The more you understand what it takes to design and develop an optimized performance management infrastructure, the more convinced you'll become that Symmetry understands what you need like no other BI consulting firm.
- Want a collaborative, robust planning and budgeting system accessible via Excel? With Symmetry's expert consultants and Microsoft PerformancePoint Planning we can leverage your organization's existing Excel skills ... while you take advantage of the latest in planning and budgeting technology.
- Looking for a way to leapfrog your competition? If you have demographic, syndicated, or other external data, we can help you integrate the data into your performance management systems ... so you have a complete view of your market.
- Need to improve the performance of your existing Microsoft BI and performance management systems? We deliver the resources and expertise you need to streamline your information delivery.

### Our clients say it best

"Symmetry helped us convert our legacy market research system from a technology whose future was questionable to a system built using Microsoft SQL Server Analysis Services. Now our maintenance costs are significantly lower and our load times and user response times are far quicker. Symmetry's consultants are very knowledgeable about business intelligence technology and always get our problems fixed. At the end of the day, the whole thing works: that's probably the best result of all."

—Rob Lightner, Vice President, Strategic Planning & Business Development, Sega of America

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BI, all BI and nothing but BI

Business intelligence is our sole focus and has been for over 20 years. The result is a team of BI experts with a long history of creating innovative solutions to hard problems. Our consultants have years of hands-on, real-world experience designing, building, and deploying analytical systems in a wide range of application areas. That vast experience is what can translate business requirements into flexible performance management solutions that can be easily modified as your needs change over time and circumstances.

By working hand-in-hand with you, we can effectively transfer the knowledge you want, making it easier for you to take over. Plus, you get higher performance systems that are easier to adapt to changing business conditions.

“Symmetry helped to make our project a success through a combination of outstanding technical abilities, excellent problem-solving skills, quick turnaround time, and most importantly, seamless integration with our team.”

—Douglas Kurz, Manager, ISS, ConAgra Grocery Products Co.

“I have used Symmetry’s business intelligence consulting services over five years at two different companies. During that time they have built four BI systems using three different BI technologies. Symmetry combines an understanding of business processes and how to solve business problems with the ability to select the right BI technology for the job.”

—Steven F. Koch, Senior Vice President, Marketing Services & Customer Development, Pennzoil-Quaker State Company

## Don't miss your free consultation

Now you can work with the recognized business intelligence experts and experience the difference for yourself. To learn more about Symmetry’s capabilities and expertise, contact us at (415)453-7966 or [info@symcorp.com](mailto:info@symcorp.com). Ask about our free consultation and expert analysis of your needs.

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