



PureApps

Customer Snap Shot

Rapid delivery of financial reporting using Oracle Essbase

Industry: Financial Services

Assets under management: \$34 billion* **Employees:** 215+*

Oracle Products & Services: Oracle Essbase and PureApps Consulting

Founded in 2001, BlueBay is based in London with offices in the USA and Japan and is one of the largest independent managers in Europe of fixed income debt funds and products.

During 2008, BlueBay's Management Committee made the request to research and build a reporting pack detailing analysis by business department. This requirement stretched the reporting combination of Excel and the financial system close to their limits for report production in a viable timeframe. BlueBay chose PureApps to support them in the implementation of Essbase.

Partner of choice:

- Experts in Essbase deployment, PureApps understood the challenges and had the technical skills and experience.
- PureApps provided the right skills and expertise at the right time, producing a pain free implementation.
- PureApps is seen as a long-term business partner providing a professional, responsive and personal service.

* As at the end of June 2010

The Challenge

- No ability to construct any levels of hierarchy within Finance system
- All reporting hierarchies were built into complex spreadsheets
- No integrated reporting for GL, Sales Ledger and Purchase Ledger
- Some of the larger Excel files were over 40Mb
- Reconciliation and validation of reporting created extra pressure at time critical month end
- Management required greater insight into the performance of various parts of the business

The Solution

- Direct links into the Finance systems saving time and ensuring data integrity
- Single place for reporting hierarchies rather than dozens of spreadsheets
- Single definition of key performance indicators
- Ability to apply changes in underlying business logic and principles quickly to propagate through reports and analysis
- Powerful facility to slice and dice the information
- Ad-hoc analysis and information drill-down is now easily accessible via excel

The Benefits

- Intra-day updates performed in under one minute
- No manual intervention is required
- Data integrity and validation is achieved in a fraction of time
- Reports produced in seconds rather than minutes
- Trend analysis in-situ
- More time for value added analysis
- Multiple users can work simultaneously
- Ability to respond more quickly to management requests for different information

Project management	✓
Model definition	✓
Design	✓
Infrastructure specification	✓
Build	✓
Data migration	✓
Mentoring	✓
Application support	✓

“PureApps were extremely flexible and adapted to our busy work schedules. They had the skill and experience to optimise the performance of the solution and deliver ahead of time”

Darren Clark

Project Manager, BlueBay

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