

## Bell Helicopter Sets a Comprehensive Business Intelligence Strategy



### THE CLIENT

Bell Helicopter is a division of Textron Inc. (NYSE: TXT), a \$13 billion, global, multi-industry company with market-leading businesses in Aircraft, Automotive, Industrial Products, Fastening Systems, and Finance. Textron has a workforce of over 70,000 employees and major manufacturing facilities in 30 countries. Textron is among Fortune magazine's "Global Most Admired Companies" and Industry Week magazine's "Best Managed Companies."

Bell Helicopter Textron (BHT) is a \$1.4 billion, leading producer of commercial and military helicopters. Globally recognized for customer service, innovation, and superior quality, BHT's global workforce of over 7,500 employees serves customers flying BHT aircraft in over 120 countries. Additional information is available at [www.bellhelicopter.com](http://www.bellhelicopter.com).

### THE CHALLENGE

BHT was engaged in a number of major initiatives to replace existing legacy applications with "best-of-breed" technology as part of its five-year strategic plan. Paralleling this initiative was a Business Intelligence (BI) effort, where BHT wanted to provide sophisticated analysis capabilities to its end-users.

BHT was looking to engage a firm to help define and validate the strategy to successfully design and develop high value BI applications for various user groups within the corporation. This effort required in-depth skills and experience with the design of the enterprise-wide Information Architecture and management of designing and rolling-out an Implementation Plan for that Architecture.

## THE SOLUTION

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BHT engaged Praxinet to provide a high-level assessment of its enterprisewide approach to designing and implementing a business intelligence strategy over the next three to five years. Praxinet's proven strategy methodology included the following:

- High-level business needs analysis focused on Information Management, Collaborative Management, and Business Process Enhancement;
- Competitive analysis and survey of best practices;
- Technical architecture analysis defined in terms of Foundation Infrastructure, Information Infrastructure, and Knowledge Management and how each fits into an enterprise-wide business intelligence architecture; and
- Analysis and ranking of targeted BI opportunities based on scope, cost, and resources.

Following its methodology, Praxinet recommended a staged rollout of a specific BI architecture. Phase One would include developing the BI Infrastructure by implementing one or more high-value project(s) that offer substantial value to multiple audiences by leveraging synchronized/integrated data in the data warehouse drawn from a few limited legacy systems.

The initial projects recommended include:

- Providing the Marketing Department with a comprehensive view of all customer aircraft holdings and interactions with BHT by consolidating the more than 22 independent customer databases that currently existed
- Developing a data analysis and reporting tool for the Materiel Division to optimize its management of production inputs and achieve its cost management goals
- Providing Program Management with a BI tool to analyze and manage its various P&L responsibilities

Subsequent Phases would include expanding the number of audiences/data marts by using the data warehouse as a point of leverage, building many highvalue data marts using the fewest number of source systems, and deploying sophisticated analytical capabilities using the same BI architecture.

## THE TECHNOLOGY

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The types of technologies associated with the projects defined in this strategy included:

- Data Warehouse
- On Line Analytical Processing
- Enterprise Application Integration (EAI) Software

## THE BENEFITS

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Lacking the required BI expertise in-house, BHT derived significant value from Praxinet's assessment and recommendations. The strategic assessment and plan that Praxinet developed gave Bell Helicopter Textron a clear pathway to meet their business intelligence needs. As well, the comprehensive nature of the exercise itself provided Bell Helicopter with a unique understanding of the integration of those needs.

Praxinet considered all BHT variables and priorities when designing the plan. Separating the strategic plan into several manageable phases has made choosing the next actions an easier and more painless task for BHT.

### About Us...

Praxinet, Inc. provides consulting and software solutions that improve business performance across government and private enterprise. Praxinet leverages its core competencies in strategic consulting, Internet technologies, and business intelligence to enable its clients to manage their operations more efficiently and intelligently. Praxinet has designed and developed mission-critical solutions for major clients such as Avaya, Swiss Re, Pitney Bowes, GE, Star Gas Partners, Deloitte & Touche, PricewaterhouseCoopers, Citibank, Pfizer, Verizon, UPS, IRS, NH Dept. of Health & Human Services, and Tishman Speyer Properties.

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