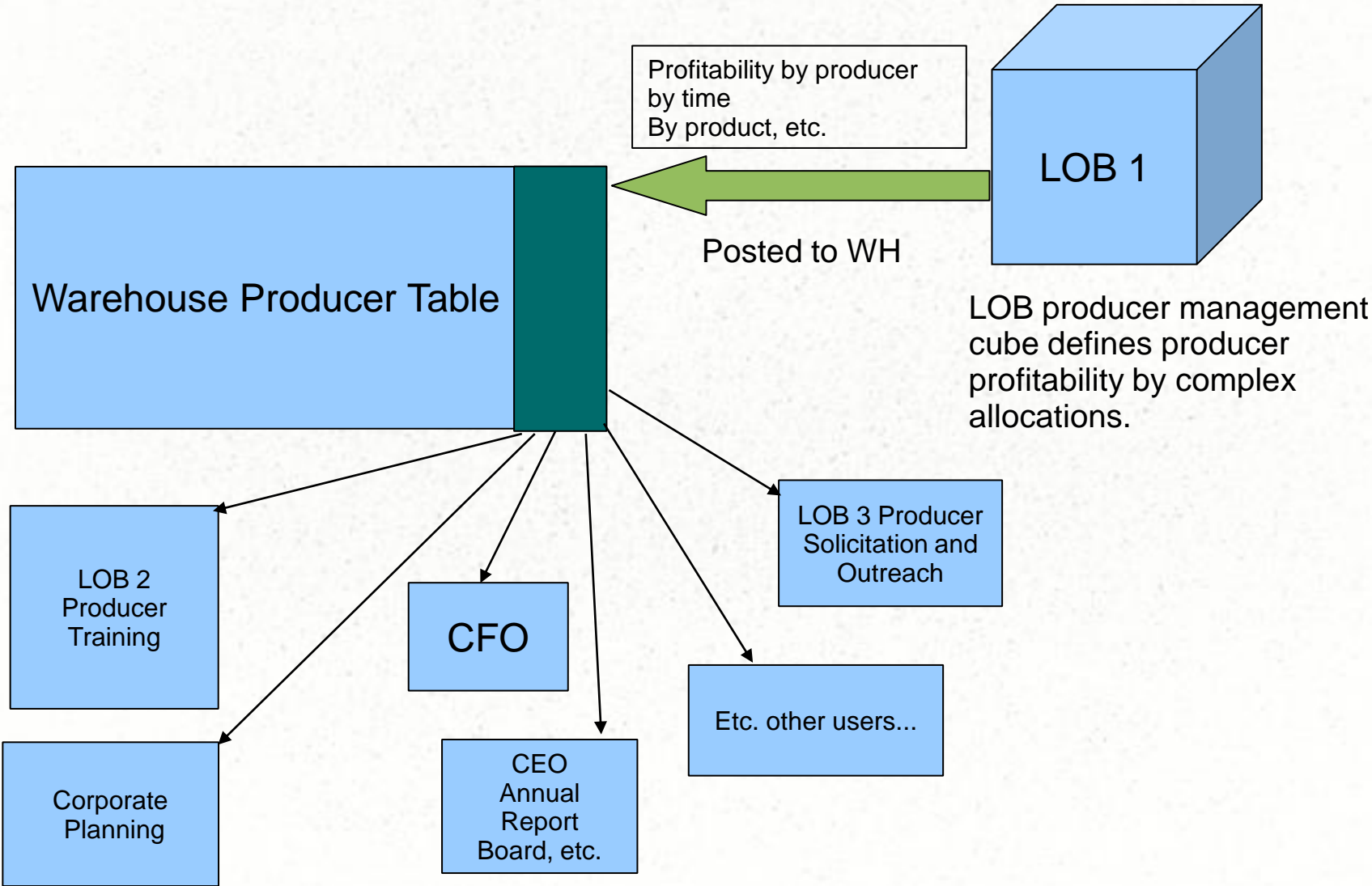


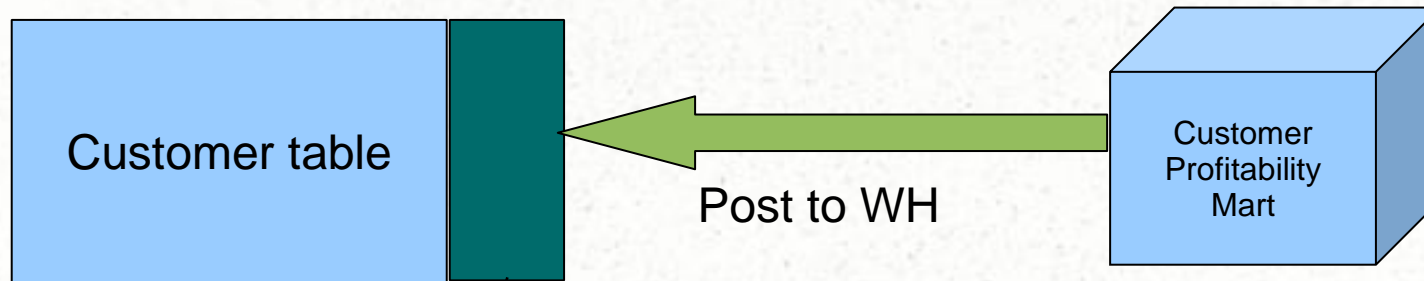
Industry Examples

Pointing the way to developing Unified Business Intelligence in several different industries

Insurance



Banking



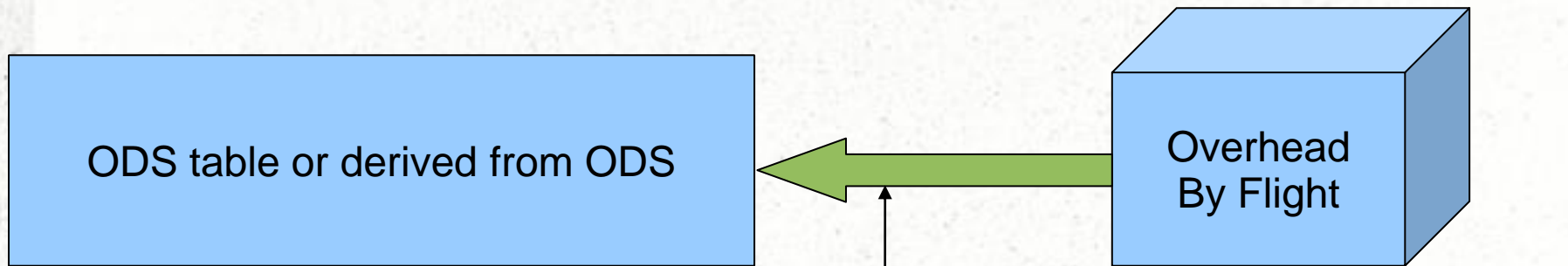
Customer planning LOB profitability cube determines family / group /company entity profitability by analysis of total products per aggregate entity, with allocated overhead, etc.

Call Center:

Call Center uses key profitability information aggregated by entity for more appropriate entity relationship interactions, new sales initiatives, etc.

NOTE: No requirement to use cube data access tools! Standard SQL call center reporting tools apply.

Airlines



This table derived from the Operational Data Store [<link glossary>](#) has instantaneously changing information such as actual fuel costs by city, actual flight crew salaries, actual revenue per flight, etc.

A planning cube allocates indirect overhead expenses to each flight according to some algorithm taking into account perhaps segment distance, emerging markets, etc.

For a more detailed discussion of this example see [<link: Merging Metrics>](#)

With overhead posted to the table, we can compute an actual P&L for each flight in nearly real time.