


**Core Services Newsletter**
**Core Services**
**Leaders in Oracle Applications Solutions**
**Core Services Announces Peter Rollins as Vice President of Finance and Administration**

Core Services is delighted to announce that Peter Rollins has joined its management team as Vice President of Finance and Administration. Peter will direct Core Services' daily financial and business operations and guide its growth strategy.

With more than 20 years of experience, Peter brings a wealth of knowledge and a wide array of skills to this pivotal position. Peter spearheaded financial operations at Capgemini for ten years and, prior to that, held several managerial positions of increasing responsibility serving as Corporate Controller.

"Core Services is extremely pleased to welcome as accomplished a finance professional as Peter," says Jim Bistis, President and CEO of Core Services. "Peter's extensive financial management background coupled with his innovative ideas makes him a strong addition to our company."

Bistis continues, "Peter will play an extremely important role as we take our [Oracle Hosting](#) and [Oracle Consulting](#) practices to the next level driving a new phase of Core Services' growth. His wide-ranging experience will be a critical component in guiding us through this exciting evolution of our service offerings, including Cloud Services."

According to Bistis, "Peter will be intimately involved in developing and executing our strategic plan which will ensure that Core Services maintains its reputation as a leading Oracle solutions provider."

Peter's management experience is enhanced by his educational background. He received his B.S. in Accounting from Rutgers University and, additionally, he is a CPA. He resides in Manalapan, New Jersey with his wife and two children.

**Core Services Announces Chris Bird as Director of its Oracle Consulting Services Division**

Core Services is pleased to announce that Chris Bird has joined its management team as Director of Consulting Services. Chris will be a key player in building, managing, and delivering Oracle Consulting Services to Core Services' clients.

"As an acknowledged Oracle authority, and a big six-trained Senior Program Manager, Chris brings more than 20 years of experience to Core Services," says Barry Brown, Core Services Vice President of Consulting. "Chris has extensive knowledge and "hands-on" experience in implementing [Oracle E-Business Suite](#) ERP software across an international blue chip client base covering multiple market sectors. With that impressive background, we know Chris will be successful in building high performance project teams and continuing his exceptional track record of delivering profitable projects on time and within budget."

Chris will work closely with the Core Services Consulting sales team to design innovative solutions that have significant industry-wide impact. Brown continues, "With his considerable breadth and depth of knowledge and understanding of solutions, including industry best practices, Chris will be instrumental in driving Core Services' sales."

Brown concludes, "Not only will Chris be an invaluable asset to our clients, but he will also spearhead Core Services' presentations at Oracle Application User Group ("OAug") events and at the upcoming Oracle OpenWorld in San Francisco. At Oracle OpenWorld, Chris will be presenting on [Oracle R12 Upgrades](#) at Core Services' booth #1633 at the Moscone Center." Chris' management experience is enhanced by his educational background. He received his Bachelor of Science from West Herts University in the United Kingdom. He currently resides in Winsted, Connecticut with his wife and two children.

**Core Services Corporation Case Study:**
**Decision Factors to Consider for Installing Oracle Business Intelligence During an E-Business Suite Implementation**

Recognizing that today's fast-paced business environment demands a high frequency of critical decision-making at all levels of an organization, [Oracle Business Intelligence](#) ("BI") provides business leaders real-time access to enterprise information residing in different data silos. The Oracle BI Analytics tool provides business leaders with the competitive edge needed to make rapid, well-informed decisions.

**Introduction:**

Oracle Business Intelligence drives the decision in many organizations to upgrade. When implementing or upgrading to EBS R12, the top challenge most companies face is how to generate reports needed to get the job done effectively and efficiently. In a recent conference room pilot, Core Services and its client explored the following key discussion areas to arrive at a successful implementation strategy:

**Key Questions to Consider Prior to an ERP Upgrade or Implementation:**

- 1) Migrating legacy data to a new E-Business Suite ("EBS") implementation is hard, time-consuming and expensive. In some cases, data is needed but may be relevant for a short time only and then never looked at again. Should the company spend the next couple of months cleansing and migrating this short-lived data to EBS or is there an alternative more effective strategy?
- 2) In this case, when reviewing the list of potential EBS users, Core Services discovered that 30% of them were infrequent users who required "read-only" access. Can BI help to mitigate licensing costs in the event a user only needs to retrieve data for a report?
- 3) The company needed a reporting environment to be extremely agile and flexible. New reporting hierarchies and customized calculations were required for management KPI and Dashboard based reporting. Should additional customizations be made in the ERP system or in the Data Warehouse?
- 4) The company was on an aggressive growth plan, and Management wanted to know how quickly the Data Warehouse could scale to meet the company's thirst for additional data?
- 5) Some reports generated out of EBS were unformatted (Notepad) or required extensive massaging to make them ready for management. How will BI save time that was previously wasted on generating these reports?

**Factors that Influenced Management's Decision:**

- 1) Costs: A key driver was Management's desire to minimize costs while maximizing their return on investment. Management and Core Services determined that the cost of cleansing/scrubbing all the legacy historical data could not be justified. The Data Warehouse seemed the more appropriate location to "house" historical legacy data and merge it with the new data extracted out of EBS.
- 2) Manual vs. Strategic: Management knew that manual reports consumed far too much company time and resources. The Data Warehouse solution empowered employees to quickly and easily generate the reports, thus freeing time for data analysis.
- 3) Limiting the Simultaneous Changes: Keeping in mind that employees were being completely retrained as they migrated from an old Legacy ERP to EBS, Management wanted to minimize the amount of change. Can the reports/calculations operate in the same way as before? Can there be consistency in utilizing the same acronyms and company definitions/terminology to minimize the learning curve?
- 4) Scalability: Because Management saw acquisitions as an integral part of the growth strategy, the Data Warehouse solution had to enable a rapid deployment and minimize the transfer of large excel files via email.

**Results:**

- o Core Services created 3 reporting schemas (legacy, EBS, and a merged schema of legacy and EBS data) concurrently as the EBS modules were being developed, tested, and implemented.
- o The project was successfully completed in 6 months with canned reports built for Finance, Marketing, Customer Service, and Operations. Advanced users utilized Data Cubes for ad-hoc reporting.
- o The company saved money by eliminating unnecessary user licenses. For the occasional "read only access" user a number of canned and cube based reports were developed.
- o After vetting and validation, the Data Warehouse was proven to be a tremendous success. After driving a high comfort level to the users, Core Services further extended the Data Warehouse by developing customized applications. For example, Core Services built an advanced forecasting modeling application that utilized data from within the Data Warehouse.
- o With the expectation of acquisitions, Master Data Management became a key component of the Data Warehouse. Changing the data in a centralized system was easier and more cost effective than managing change at multiple locations all over the world.

Today, the Data Warehouse is integrated into the very fiber of the company's operations and has proven to save a material amount of time and money while providing the optimal "tool" to help users get their jobs done more effectively.

**How Can Core Services Improve Your Business Effectiveness?** Core Services is dedicated to its clients' success. Oracle BI Analytics provides companies with the right information at the right time, allowing strategic business decisions to help you stay ahead of the competition. Gain access to solutions that deliver intuitive, role-based intelligence for everyone in your organization with Core Services' Oracle BI Analytics Proof of Concept (POC) program, hosted at Core Services' secure, SAS 70 Type II certified data centers.

**Core Services Extends Leadership at Oracle OpenWorld for Twelfth Consecutive Year**

As part of its steadfast dedication to delivering superior client experiences and enhancing the value of its global support, Core Services pleased to announce its continued commitment, Core Services OpenWorld in 2012, the world's leading conference for Oracle technologists, business users, and partners.

"Oracle OpenWorld is the largest and most important technology conference in which we participate," says Keith Inouye, Core Services' Vice President of Sales and Marketing. "Only the Oracle OpenWorld conference offers the breadth and depth of sessions, demos, and exhibitions created by and for Oracle business and technology users. For the Core Services team, no other Oracle event brings together as many clients, partners, industry leaders and experts for education and networking purposes." Inouye continues, "Oracle OpenWorld provides us with the perfect platform to enhance our visibility while learning from industry experts, innovators, and our clients."

At this year's Oracle OpenWorld, Core Services will be exhibiting at the Moscone South Hall in Booth #1633, featuring live in-booth presentations on Core Services Hosting Solutions and its [Consulting Road Map to R12](#). In addition, using multiple demonstration kiosks, Core Services will highlight how it employs Oracle Business Analytics and Business Intelligence solutions to effectively meet its clients' needs.

"Time and time again we have found that these conferences offer the perfect venue to build relationships through face-to-face contact," concludes Jennifer Lasida, Core Services' Director of Marketing and Events. "During Oracle OpenWorld we are able to thank our clients and to meet with prospects. Our team is given a terrific opportunity to enhance the visibility of Core Services' brand and to showcase our hosting and consulting solutions."

Make sure to visit Core Services at:  
Booth #1633 at Oracle  
[OpenWorld October 2-6, 2011](#)  
Moscone Center San Francisco, CA

• **Want to test drive R12?** Let us know and you can get access to the Core Services R12 sandbox. [info@coreservices.com](mailto:info@coreservices.com)

• **Importing Data?** Do you import data to the EBS from outside systems. If you are then you should also be performing maintenance on the interface tables. Make sure you purge imported data and cleanup related error and log tables.

• **Visit Core Services in the Moscone South Hall at Booth #1633 during Oracle OpenWorld 2011!**

Oracle OpenWorld—October 2-6, 2011 is the most important educational and networking event of the year for Oracle technologists, customers, and partners.

ORACLE OPENWORLD 2011

October 2-6, 2011

San Francisco

Moscone Center

[Learn More](#)

• **Core Services Partner Lead Registration.** Core Services embraces and rewards its partners, who are a key component of our continued success. Prospective corporate or individual partners, who will be compensated up to a 5% referral fee, can register new hosting and consulting opportunities for Core Services [HERE](#)

• **Core Services Continues to Offer Fixed Price Oracle R12 Upgrades.** To take advantage of this attractive offer, please contact us at [+1 877-267-3797](tel:+18772673797) for a complimentary R12 upgrade evaluation.