



*Service and solutions that provide better data and better information for better business.*

## Services

### Data Warehouse and Business Intelligence

- Management
- Consulting & Planning
- Architecture
- Building and Supporting Applications

### Information Management

- Consulting & Planning
- Architecture
- Data Quality



## Principles that Set Us Apart

- Data and information Specialists
- Experienced professionals averaging over 12 years of I.T. and over 8 years of DW/BI experience
- Adhering to sound methods – such as PMBok®
- Dedicated to professionalism, integrity, honest and a fun work environment.

## Linking People to Information

Business in the 21st century is strongly supported by the usage of information. Without it many organizations struggle to achieve their goals and some even fail to survive. The challenge organizations face is how to get the most out of the data and information they have at hand. Most have invested significant time and money in technology and business infrastructure to capture and store massive amounts of data. However little effective reporting is performed off this data 'gold mine'. This lack of data exploitation is not due to the desire to use information, but rather due to the difficulties with accessing, trusting and applying data. In today's automated information age the amount and complexity of data and information produced is massive compared to that 10 or 15 years ago. Organizations are virtually drowning in an ocean of information. XCURA is about linking people to information and providing a cost effective means of navigating the corporate data ocean. No data or information problem is too large or too small.

## Who we are

Simply put we are specialists in data warehousing, business intelligence and information management. Established in 1993 as Maxfield, Roberts & Assoc. we have been providing expertise in the field of data and information throughout the Edmonton area. Our clientele includes the Alberta Government and major corporations.

XCURA is all about data and information - Data quality, information dissemination, information analytics, management of information, application of information for business benefit and more.

XCURA boasts a team of professionals that is deep in data warehousing, business intelligence and information management skills and experience – spanning the major ETL, DBMS, OLAP, and Meta Data technologies and cutting edge methodologies.

## Solving Business Issues and Meeting Business Challenges

### Improved Customer Relations

Build and improve customer relationships through profiling customers and predicting customer behaviors.

### Streamline Business Operations

Reduce business operation costs, improve operations and manage business performance through performance statistics.

### Effective Marketing and Sales

Improve marketing and sales success through the measurement and management of revenues, volumes and margin data for geography, time, product and other dimensions.

### Accurate Statistical Reporting

Improve information reporting by increasing data quality and usability.

### Business Trend Analysis

Incorporate customer and product information with industry data and demographic statistics to predict business trends and opportunity hot spots.

### Respond Quickly to Changes in the Business Environment

Be it supply chain management, deregulation or legislation, respond quickly to business changes through timely information and information management frameworks.

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