



World IT Consulting provides services and technology expertise that help our customers improve business performance. Our broad range of partnerships allows us to meet the distinctive needs of our customers in deploying and servicing their business intelligence and performance management solutions. We support all the software suites offered by Cognos from planning and budgeting, to measuring and monitoring performance, to reporting and analysis. We help our clients maximize their technology investments through our industry expertise and specialized knowledge.

Our Vision is “partnering” with clients to deliver value. We are, therefore, willing to go the “long haul” with them...

A detailed implementation process methodology reinforced with our experience across diverse engagements. Our strong Project Management and Risk Management capabilities focusing on an assurance-based deployment approach.

World IT Consulting has global presence, with offices worldwide including: USA, UAE and Japan.

Rosy Blue

- ▶ Rosy Blue (RB) is one of the largest diamond and jewellery companies in the world
 - Turnover of about USD 2 billion
 - Operations cover
 - Diamond trading
 - Certificated diamond trading
 - Diamond manufacturing
 - Jewellery manufacturing
 - Jewellery retailing
 - The company was spread across the globe with:
 - Diamond trading offices in India, Belgium, USA, UAE, Hong Kong, Japan and Russia
 - Diamond factories in India, Thailand, Sri Lanka, China, Armenia, South Africa
 - Jewellery retail/trading/manufacturing in India, US, China/HK and Japan
- ▶ **COGNOS Work Done**
 - Integration of COGNOS 7 and 8 BI with Oracle JD Edwards
 - About 180 reports and 50 Cubes are developed including migration from COGNOS 7 to COGNOS 8
 - About 30 alerts and 10 dashboards have been developed
 - Integration of COGNOS 8 BI with Microsoft Office for monthly management presentation
 - RB has outsourced development, help desk support and maintenance of system
- ▶ **Benefits**
 - Manufacturing
 - KPIs has assisted manufacturing locations
 - Reduce turnaround time
 - Reduce inventory at each stage and across the factory
 - Assisted in improving margin of goods manufactured at factory due to better tracking of yields at various stages
 - Improved customer service
 - Track customer purchase trends
 - Identify usual customer requirements regardless of location
 - Manage sales across different customer segments
 - Profitability
 - Track profitability by polished and rough as daily P&L



Rosy Blue KPIs

Reviewed by COO

Transaction Date	Company	GL Class	Shape	Size	Colour	Clarity	Cut	MEASURES
Company ABC								
2005/10/05	Purchase Value	43,813.12						
	Sales Value	305,982.44						
2005/10/06	Purchase Value	950,469.88						
	Sales Value	1,237,439.93						
2005/10/07	Purchase Value	0.00						
	Sales Value	235,973.31						
2005/10/08	Purchase Value	1,020,901.97						
	Sales Value	894,280.53						
Total	Purchase Value	2,015,184.97						
	Sales Value	2,673,676.21						

Trading Company
 Sales and Purchase over the last 4 days
 Can drill down if required

Alerts received by Sales Team

From: jde.cognos@rosyblue.com
Date: Monday, November 26, 2007 4:04 PM
To: arun@worlditconsulting.com
 dinesh@worlditconsulting.com
Subject: Event On Sales Cube (Actual-Target-Target Value)

Location	Year	Month	Actual Sales	Target Sales
I	2007	11	1.02	1.12
A	2007	11	1.09	3.40
B	2007	11	0.64	6.36
C	2007	11	0.26	0.53
CHENNAI	2007	11	0.33	0.68
D	2007	11	0.32	0.59
F	2007	11	0.00	0.01
HA	2007	11	2.31	2.89
P	2007	11	2.54	6.06
PL	2007	11	0.32	0.32
Q	2007	11	4.02	6.99
R	2007	11	0.04	0.91
S	2007	11	3.04	3.98
X	2007	11	1.07	2.26

Trading Company
 Sales team is divided by locations or desk. Each desk has a sales target in USD million.
 Alerts is sent when actual is less than target for the month

Alerts received by Manufacturing Locations

From: jde.cognos@rosyblue.com
To: keshav.pl@rosyblue.com ; nimal.karunathilaka@rosyblue.com
Cc: deepaks@rosyblue.com ; shriram@worlditconsulting.com
Sent: Sunday, November 25, 2007 7:26 AM
Subject: Report: Expected Margin < 0% And > 5% For Colombo

Expected Margin <0% or >5% for Lots

Section	Parent Lot	Expected Margin
B D L 2 GRAINER DEPARTMENT	F02933.01	7.41
B D L 2 GRAINER DEPARTMENT	F02982.05	-3.14
B D L 2 GRAINER DEPARTMENT	F03011.01	-2.89
B D L 2 GRAINER DEPARTMENT	F03012.02	-2.99
B D L 2 GRAINER DEPARTMENT	F03017.01	6.85
B D L 3 TO 6 GRAINER DEPT	F02977.01	13.19
B D L 3 TO 6 GRAINER DEPT	PSR0711C01	-1.14
B D L MAKEABLE DEPARTMENT	F02947.02	34.24
B D L MAKEABLE DEPARTMENT	F307C09A1	16.89
B D L MAKEABLE DEPARTMENT	PSR0710D01	49.83

Manufacturing of Polished Diamond
 If the expected margin for a rough diamond lot is less than 0% or more than 5% then an email alerts is sent

Alerts received by Manufacturing Locations

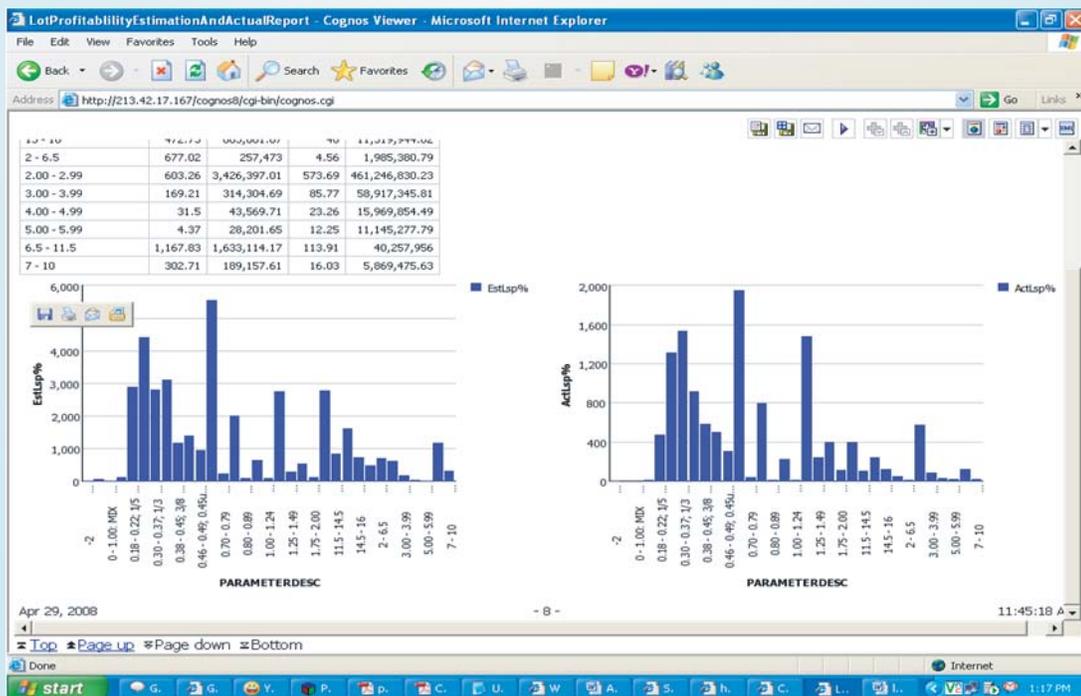
To: keshav.pl@rosyblue.com ; nimal.karunathilaka@rosyblue.com ; ranil.femando@rosyblue.com
Cc: deepaks@rosyblue.com ; shriram@worlditconsulting.com
Sent: Monday, November 26, 2007 2:38 AM
Subject: Report: SectionWise Non Moving Stock

SectionWise Non Moving Stock

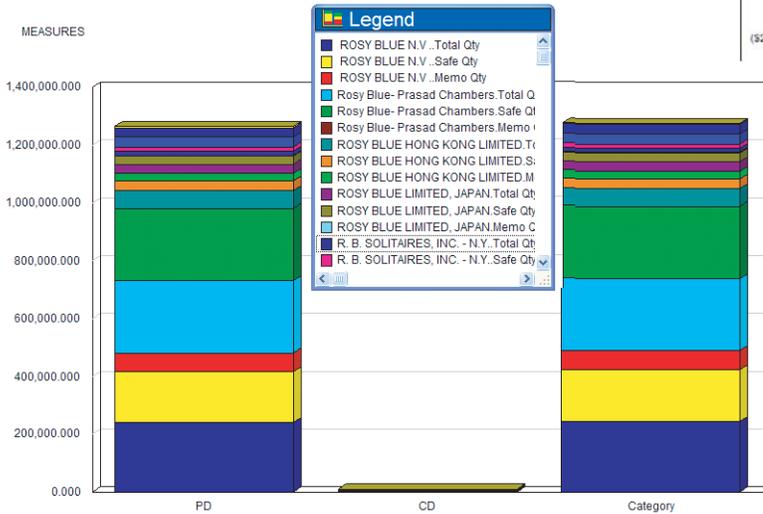
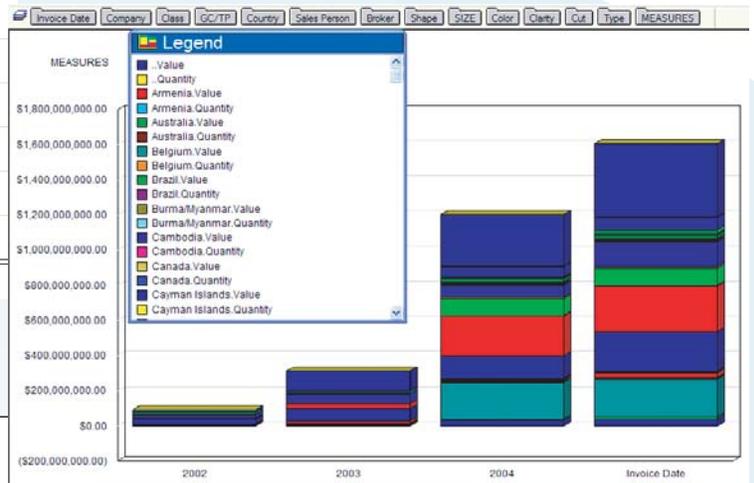
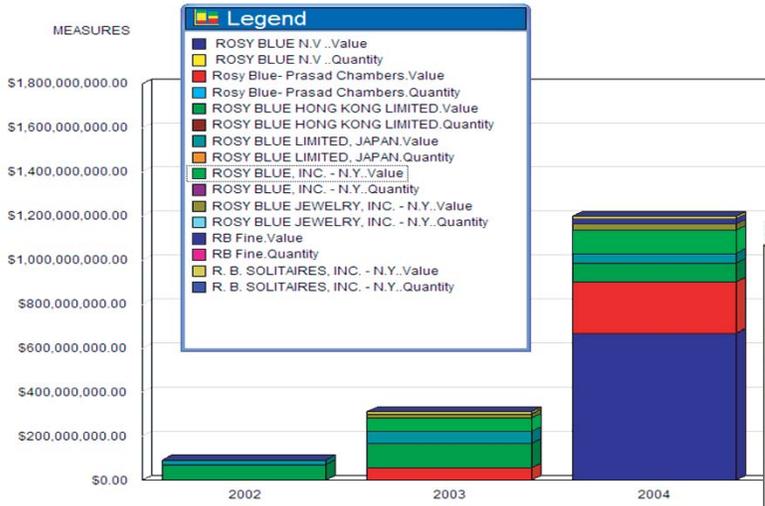
Section	Main Lot	SubLot	GLClass	Stage	Carats	...
B D L C3/2 DEPARTMENT	F5E0711B01	F5E0711B01S269	MD	POL	0.47	1
		F5E0711B01S74	MD	POL	0.816	2
	F5E0711B01				1.286	3
B D L C3/2 DEPARTMENT					1.286	3
B D L 3 TO 6 GRAINER DEPT	F03059.01	F03059.01	RD	SORT	782.86	1,008
	F03059.01				782.86	1,008
	F03059.02	F03059.02	RD	SORT	656.38	628
	F03059.02				656.38	628
	F03059.03	F03059.03	RD	SORT	665.01	455
	F03059.03				665.01	455
B D L 3 TO 6 GRAINER DEPT					2,104.25	2,091
B D L AGS000 DEPARTMENT	SSE0708.01	SSE0708.01S66	MD	BRU	0.745	1
	SSE0708.01				0.745	1
B D L AGS000 DEPARTMENT					0.745	1

If lots do not move from one work center to another work center for more than 3 days then alert is sent

Rosy Blue Manufacturing Dashboard



Cognos BI Example of Work Done



Global Amount

