

big IDENTITY



BICG IDENTITY

- INCREASE USER ADOPTION**
Getting buy-in from the user base can make or break a new tool. Ensuring that end users are comfortable and confident can make the difference.
- MAINTAIN CORPORATE BRAND**
Enables an organization to preserve what they have worked so hard to establish in the marketplace... identity.
- DIFFERENTIATE ENVIRONMENTS**
Avoid costly and time consuming development mistakes by distinguishing between production and development environments.

A POWERFUL BRANDING AND CUSTOMIZATION SERVICE TO INCREASE USER ADOPTION

IDENTITY is the name of the branding and customization service from BI Consulting Group available for Oracle Business Intelligence Enterprise Edition (OBIEE) deployments.

With the use of an internally developed web-based tool called the IDENTITY Stylizer, changes to the visual look and feel of the OBIEE interface can be altered to reflect your organizational branding.

BI Consulting Group offers two levels of customization. The IDENTITY Basic package, which is included with professional services engagements, includes the customization of the login screen, page banner, and the dashboard page tabs. The IDENTITY Advanced package provides customization to every element of OBIEE, including Answers, Delivers, admin menus, PDF printouts, chart colors, report views, and more.



IDENTITY

FEATURED
CUSTOMIZATIONS

- Login Box Image
- Login Box Color
- Main Dashboard Banner
- Embedded Logos
- Page Tabs
- Section Headers
- Title Bars
- Page Links
- Report Links
- Table Colors
- Pivot Table Colors
- Answers Banner
- Answers Logo
- Answers Page Tabs
- Page Picker Colors
- Results Table Color
- Delivers Banner
- Delivers Logo



Medtronic, a global leader in medical technology, has successfully implemented BICG's IDENTITY branding and customization service.

THE IDENTITY PROCESS

Through a well defined 4 phase process, IDENTITY can take your OBIEE interface from boring to sexy in just a few weeks. During the Requirements Phase, a branding survey is delivered to assist in the definition of details and identification of an inspiration source. The Design Phase includes an IDENTITY consultant working through the creation of a 6-tier color scheme for application to charts, tables, graphs, and more. During the Build Phase, iterative development is conducted in a separate virtual environment to create custom dashboards, style sheets, and image elements before the final design package is delivered in the Delivery Phase.

