



Corporate Backgrounder

Company

Formed in 1988 by three IT industry veterans, DBI is one of the region's oldest, most experienced and trusted business technology consulting firms. DBI specializes in integrating internal business operations by breaking down informational silos between internal systems and departments to establish corporate-level information relationships critical to effective executive decision-making. The firm's business-enabling approach addresses systemic, core business problems, as opposed to merely masking symptoms with an IT-only approach.

Market

Many executives are frustrated with how their company's technology infrastructure restricts their ability to monitor and manage the business and build competitive advantages. Believing the problem is information, they often look to information technology for the solution.

This technology-driven approach creates a cart-before-the-horse scenario—applying technology to solve problems without first understanding the informational relationships required. It addresses symptoms (“we need better and more integrated information”) rather than solving underlying problems (“we need to better integrate our operations”). In addition, this approach often promotes IT solutions that are not well-suited for the company's people and operations—brittle, inflexible IT infrastructures that hold the business hostage to technology imperatives.

Executives seeking data for solid decision-making need a balanced, business-driven approach that breaks down informational silos and integrates business operations. This type of an approach addresses business problems more directly and provides the methodology for deriving technology solutions from the existing business model—instead of forcing change in the way a company does business to fit a particular technology's parameters.

Services

DBI takes a business-driven approach to solving clients' problems, leveraging technology to integrate business operations, create informational relationships and share meaningful information that helps executives improve productivity through more efficient operations, better customer experiences, increased revenue and larger market share. DBI's service offerings include:

- Business intelligence
- Project management
- Business integration and architecture
- Custom development
- Staffing

People/Process

DBI consultants have on average more than a decade of experience, and over 75 percent of DBI's project consultants are certified by the Project Management Institute (PMI).

DBI consultants also leverage the appropriate technology and architecture best practices to fix core operational integration problems, including methodologies from the Zachman Framework, The Open Group Architecture Framework (TOGAF) and Model-Driven Architecture (MDA).



Clients

DBI clients include many Fortune 1,000 organizations in financial services, food processing, manufacturing, government and other industries. DBI enjoys consistent, positive client feedback and a 90-percent client retention rate. Its client relationships average more than three years, and some clients have been with the firm for more than 15 years.

Key Affiliations

DBI has been heavily involved in Project Management Institute (PMI). In addition to serving on PMI's board of directors, advisory council and special interest groups, DBI earned the Outstanding Chapter Support Award in Minnesota for 2000, 2001 and 2002 and the Premier Corporate Partner Award for 2001 and 2002.

As a member of the Cutter Consortium, DBI's Principle Architecture Consultant is a contributor to Cutter's Enterprise Architecture Advisory Services, and also offers consulting services through Cutter's comprehensive range of business and IT consulting, training and content that helps companies leverage IT for competitive advantage and business success.

DBI's membership in the National Association of Computer Consultant Businesses (NACCB) signifies its commitment to high professional standards in the computer consulting industry and its dedication to understanding current trends and issues in the technology marketplace.

As a member of the Rational Unified Partner Program, DBI provides IT consulting services for Rational products. Through this partnership, DBI and Rational Software work together to provide companies with software engineering tools, services and best practices solutions.