

# INTELLIGENT BUSINESS SOLUTIONS

ClearPeaks is a provider of Business Intelligence solutions and services, with significant experience in the EMEA region. We hear from Gianluca Nacci, Partner and General Manager (MEA), about the firms activities in the Middle East

## How long has your business provided services for the oil & gas sector?

As a consulting firm providing Business Intelligence services to customers in 15 vertical industries and across several countries in Europe and Middle East, ClearPeaks has been providing award-winning services for the oil and gas sector for the past six years.

## Where are you located within the Middle East / GCC region – How important is this part of the world to your overall business?



We have been active in the region from 2008 and with office presence since 2011. We have recently expanded our Dubai office and have opened a new office located in Abu Dhabi in order to provide the level of presence needed to support the growing demand in the region. This ensures we are fully enabled in the Middle East to provide top quality services and solutions to our customers. Despite having our base in Europe and many active customers there, the Middle East is of strategic importance for us, as data insight is now a must for all companies given the changing economic landscape in the region and the shift away from an oil and gas only economy. And we are perfectly positioned to support our customers in this journey.

## What is the competitive advantage your business has over others providing similar services to the oil & gas industry?

- Without doubt, our outstanding customer references in the sector.
- Our commitment to BI innovation, delivering leading edge solutions. Our most recent project has been awarded the Finalist Award at Oracle OpenWorld 2015 in the Big Data and Analytics category and the Energy Development of the Year at the ICT Innovation Awards 2015.
- Our functional knowledge, from Gas Production to Shipping and the other relevant

business processes. We speak business to the business users and technical to the IT staff, bringing with us the oil and gas BI best practices as added value.

## Have you got any major launches coming up in the next year?

From an offering perspective, we are very excited to announce our latest service line, Mobile BI Services, offering our customers both Native and Hybrid customised BI applications, specifically focused at Executive Management users. When it comes to Mobile BI applications, simplicity and small details go a long way in ensuring absolute management satisfaction.

With our new Mobile BI Services, we are addressing the increasing demand in the market to have access to real-time Business Intelligence data on mobile devices in order for top management to make business critical decisions anytime and anywhere, a key factor to success in any Business Intelligence Strategy.

From a project perspective, we will deliver two major Enterprise Business Analytics platforms in the UAE within the next six months, both for semi-governmental entities, and we expect more for next year.

## What are you most excited about for the coming year, in terms of your business outlook?

Besides expanding our business in the Middle East region, we always like to go beyond established consultancy practice standards and guide our existing and new customers all the way through exciting innovation projects with the focus on Mobile BI, Predictive Analytics and Big Data. 