

Case Study

Major Telecommunications Company

Business Intelligence

The Customer

Our Customer is a major telecommunications company that provides full service telecommunications across the entire spectrum of electronic communications throughout Australia.



The Challenge

As part of the Customer's transformation, Senetas was engaged to deliver a new revenue and physicals (volume) reporting system for their 9 million consumer customers. This application provides the Customer with an online reporting and analytical tool to underpin their new market-based management strategy.

The Solution

The solution takes data from several diverse systems including the Customer's largest billing systems and provides the financial, management, marketing and sales departments with deeper and more meaningful information about its customers. This includes reporting and drill-down of revenue and associated volume measures that provides details on customer usage of products and services. The data can be looked at according to a range of attributes including segment, product, pricing plans, location, etc.

The solution is developed in an Oracle RAC environment and leverages Microsoft's Analysis Services OLAP technology and uses AlphaBlox as the front-end.

Senetas had an "end-to-end" development role. The 15 month project commenced with the scoping, detailing and helping to finalise the business requirements with the Customer's team through to the design, build and implementation.

Services Delivered

The services provided during the project were:

- **Project Management** – working with the Customer's PM to develop project plans and monitor and report on progress;
- **Requirements Definition** – to create an agreed definition of the business and technical requirements to feed into the solution design;
- **Solution Design** – define, size and document the components of the solution;
- **Solution Build** – in conjunction with the Customer's staff supply the specialist technical resources to build the solution;
- **Oversee Testing of Solution** – in conjunction with Customer's staff, test the solution against the test plan to ensure requirements are met; and



- **Assist Rollout** – assist the Customer's staff to roll the solution into production.
- **Provide the ongoing Production Support & Maintenance (PS&M)** to the solution.

The Benefits

The solution provides the Customer with comprehensive reporting capabilities resulting from the needs-based segmentation completed across all product lines among retail consumers and small businesses.

The business benefits of the solution include the following:

- Centralised business rules for revenue and volume reporting;
- It is a key component of the Customer's segment-based reporting and ensures consistency between financial and marketing reports;

ORACLE PARTNER

Microsoft
GOLD CERTIFIED
Partner

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- Reporting in a new segmentation based on the “value categories”;
- Robust reporting system providing the business canned and ad-hoc reports;
- Designed for a dynamic environment able to cater for immediate changes each month without impacting production cycles;
- It has become the long term blueprint data mart for volume and revenue reporting and analytics;
- A high level of acceptance in the Customer’s user community.

The solution moved into production in February 2007.

The solution has been described by the Customer’s Deputy Chief Financial Officer as,

“A simply brilliant breakthrough delivering on the transformation promise. The application, rolling out from today, breaks new ground by providing an online reporting and analytical tool to underpin our Market-Based Management strategy. This means we know more and are better positioned to give customers what they need.”

The Future

As part of Customer’s ongoing transformation, Senetas has been recently re-endorsed as both a Production Support & Maintenance (PS&M) supplier and approved application developer. The Business Intelligence team is continuing to deliver a quality PS&M service in a very dynamic environment. The Revenue and Volume Reporting systems developed for the Customer have been ratified as the tools of choice for several business divisions.

Future programmes of work are scheduled to broaden the revenue base that is reported through the solution to encompass all of the Customer’s billing systems.



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