

Case Study

Major Telecommunications Company

Business Intelligence

The Customer

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



The Challenge

The Customer realised that it needed to overcome the issues with its old and outdated customer reporting systems to stay ahead of the competition. No longer was it good enough to have a multitude of systems for various customer groups, reports that were outdated, or views of the data that were disjointed. The need for a consolidated, single view, on-line reporting System that would deliver value to the business users was identified.

The Solution

The solution for the Customer was to engage Senetas to build a single system, initially to resolve the revenue side of the business. The System which has been in production since 2001/02, gives the Customer the ability to measure and analyse General Ledger reconcilable revenue at a product and customer level. It enables the Customer to see accurate customer and segment numbers reflecting both the structure of their business and the General Ledger which raises the level of confidence in the integrity of their revenue figures.

Following the widespread acceptance and use of The System, Senetas was engaged to undertake enhancements to the System and add customer volume data to the revenue data. The benefit of this extra layer of data is to identify the root causes of changes in revenue, assist users to develop strategies to address them and make major capital investment decisions based on actual and forecast usages. The enhanced System represents a ten-fold increase in the data being processed; and a multi-fold increase in the information being made available and presented.

The technology involved is based on the Customer's desire to make a viable large-scale data warehouse from commodity technology building blocks.

The application uses a cluster of standard 4-CPU Intel servers, with NetApps NAS filer disk array, Red Hat Linux, Oracle 9i RAC software, and GbE redundant cabling.

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 and allow for skills transfer;
- 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.

Case Study

Major Telecommunications Company

Business Intelligence

The Benefit

The solution provides the Customer with the capability to report on the whole of the customer revenue and volume information so that a detailed understanding of usage patterns and per-unit-revenue, and thus an ability to conduct root cause and predictive analysis of revenue changes, can be determined.

The business benefits of the solution include the following:

- Business information reporting for management, particularly sales, in the form of structured reporting of General Ledger reconcilable company revenue;
- Identification of the root causes of changes in revenue assisting the business users to develop strategies to address them;
- Ability to make major capital investment decisions based on actual and forecast usages;
- Single View provision of data sourced from multiple billing and financial systems;
- Access to data of 6.5 million customers through detailed reports on 400,000 customers and summaries of the balance;
- The ability to store data as it occurs, recasts history for comparable reporting and planning;
- Business user friendly - dynamic web based reporting and query tool for 1,500 users with seamless access to OLAP cubes;
- Access to Holding Billings, Earnings, Accruals, Disputes, One off charges, Journals and other Adjustments;
- A high level of acceptance in the Customer's user community.

A small-dedicated group manage the System. Whilst not developers per se, the application team are technology savvy and business wise. In addition, they are intimately involved in the development from the start and at every point along the development path.

The Future

Of prime importance in Business Intelligence applications of this nature is the ability to have ongoing management by hands-on and widely skilled people.

To enable the Customer's internal team to support the application and maximise the business benefits, Senetas has developed an integrated management tool.

This management tool provides state of the art job scheduling and job control specifically designed for the Customer's run time environment. It includes metadata management for either tailored or once off hierarchy creation and manipulation, along with a detailed and secure reporting capability beyond that available anywhere else.

