



Business Intelligence Case Study



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Background:

Our Client is one of the world's largest companies and provides a full range of mobile telecommunications services, including voice and data communications. It has a customer base of over 100 million and interests in network operators across 28 countries. 1 in every 100 people in the world owns a mobile phone provided by the company. The business services 50 million voice calls and ten million text messages per day. In the UK alone, our customer has over 12 million customers.

The Business Challenge:

This rapid growth has created a number of challenges for the organisation in the provision and maintenance of Business Intelligence (BI). As with many organisations of its standing, Vodafone has a complex suite of legacy BI systems which have been developed incrementally over time. Consequently, there was no single source of information to allow comparisons to be made across product groups.

The Product Management team is responsible for the profitability of products throughout their whole lifecycle and BI is a key enabler to this activity in such a rapidly changing market.

A complex requirements gathering process attempted to address the information needs for the whole product lifecycle and had produced over engineered BI solutions. As a result of these factors, BI reporting was typically considered to be expensive and often delivered late.

The Solution:

Clarity Integration worked directly with the team of Product Managers to define their requirements. Through a process of rationalisation, a standard set of Key Performance Indicators (KPI's) was derived.

Paul Conway, Head of Business Intelligence explained, “Clarity Integration was extremely successful at engaging the key stakeholders in the process and gained important support and commitment for change.”

Clarity Integration's approach allowed the product managers to work collaboratively with a small team of technical experts to develop a flexible and generic reporting solution. By producing prototypes as part of an iterative build process, business users were able to refine the presentation of information to ensure that a high quality and usable framework was delivered which allowed them to quickly and easily view trends in usage and revenue by product.

The highly skilled team created for this project was critical to the success and allowed the effective knowledge transfer to Vodafone staff, so the team could continue the delivery and cement the process changes for the future.

The application of Star Schema modelling techniques provided the necessary reporting dimensionality. This was augmented with a rules-based mechanism for the allocation of products within a hierarchical structure that enabled the users to drill through from broad product groupings into individual products.

Business Objects was used to present the reports which were accessed via Web Intelligence. The extract, transform and load (ETL) processing was deployed in Ab Initio and the data stored in Teradata. This solution is successfully processing around 60 million records each day and reports are typically available to the business in three days.

Business Value:

Paul Conway explained that “the pragmatic approach taken has provided a solution that can maximise the cost benefit balance for critical new products and services introduced by Vodafone into a highly competitive marketplace.

The solution accelerates product reporting delivery through configuration rather than bespoke build.

As part of the delivery, the Clarity Integration approach and solution has allowed us to clear the backlog of BI requirements that we had accrued. We have reduced the delivery time to meet reporting requirements for New Product in the analysis as well as the development.”

Clarity Integration:

Clarity Integration is an Information Management Consultancy and Systems Integrator that helps organisations increase the value they are getting from their existing data and by utilising our experience and capabilities in Data Migration Business Intelligence and Information Delivery.

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