Helping a Wireless Communications Provider Strengthen its Strategic Business Intelligence

COGENT
DATA SOLUTIONS

Situation Background

A wireless communications provider company wanted to make substantial improvements to its business intelligence reporting and information management capabilities. The specific focus of improvement is to provide the right insights available and accessible to the decision-makers at the right time. The organization's sales, marketing and finance departments handled reports independently of each other, which led to poor data quality, inconsistent information and lack of transparency in the system.

Moreover, a manual reporting was also responsible for a lack of efficiency and increased costs. Top management executives lacked a 360-degree report for decision-making with complete confidence. For tracking sales and the performance of individuals, offline dashboards were used by Area Managers. Third-party data was used by the sales department for the purpose of business analysis and real-time reports were required by first-line Sales Managers for performance tracking.

The Challenges

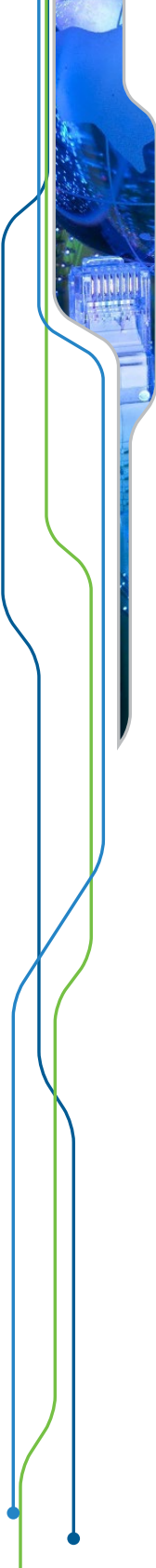In order to meet the needs of our client, the following challenges were presented:

- An extremely tight schedule for the development phase of the project.

- Inconsistency in master data, poor data quality and multiple scattered data sources.

- Design and development of the enterprise data warehouse needed to run in parallel with the build of two of its main data sources.

- The client was also concerned related to the performance of the system due to the large number of users and huge volume of data.

- The need for a flexible and agile system that could adapt to the dynamic business rules and complex business logic.

Solution

We responded to these needs of our client by setting up an on-site project management team and providing our best resources. The team comprised of senior business analysts, database architects, senior ETL developers, Cognos developers and a project manager who led the entire team and was responsible for interacting with the clients and vendors. To provide additional support to this on-site team, another off-shore team comprising of developers, professional testers and a delivery manager was set in place.

The business analysts and architects worked with the client's business team on clarifying user requirements and also developing functional requirement specifications. System architects and ETL developers worked together to come up with a data warehouse design. The

ETL developers worked closely with the client on data verification while loading the data into the executive information system.

Moreover, the Cognos team developed dashboards, cubes and online reports. Then there was a testing team that was responsible for developing test plans, test cases and conducting system integration testing for all reports. Our delivery managers ensured that the on-site and off-shore teams were well synchronized to complete the tasks within the time frame.

The technology we used for this project delivery included:

- Oracle 10g
- SQL Server 2005
- Informatica Power Center 9.1
- Cognos 8m TM1

Benefits to the Organization

The implementation of our DW and BI solution led to several different benefits for our client such as:

- Elimination of manual report generation with the implementation

of Business Intelligence system that resulted in time and cost savings.

- Rapidly deliver accurate, consistent and relevant information plus analytics to decision-makers in the organization.

- Ability to measure the effectiveness of call planning and activity against actual sales for a given market.

- Ability to generate reports to deliver insights regarding organization's market share, sales performance, quarter to quarter performance and promotional analysis.

- Establishment of an Enterprise Data Warehouse that could be used as the single, consolidated and error-free source of data across the entire organization for all external data feeds.

- Robust process to generate BI solution with changing sales team structure and changes in external data feeds for different types of information.

- Blow away the cobwebs with respect to data quality and availability, with a perfect picture of the improvement areas with respect to data procurement in the organization.

cogent
DATA SOLUTIONS

Global HeadQuarters:
2500 W Higgins Road
Suite # 1165
Hoffman Estates, IL 60169 USA

Phone : +1 847 238 6262
Fax : +1 866 650 4883
TollFree : +1 866 666 1877
Email : info@cogentdatasolutions.com

New York, NY • Los Angeles, CA • Austin, TX • Hyderabad, INDIA