



Real-Time Data Powers High Performance Analytics

ABOUT QUALCOMM

Next-generation wireless communications is emerging as the most important technology of this millennium. To inspire the wireless industry to continue to evolve, innovate and experience success, Qualcomm develops its technologies and solutions for the purpose of enabling key participants in the wireless value chain.

By partnering with and acting as an enabler to the business activities of these participants, Qualcomm ultimately enables consumers, professionals and government entities — the end users who benefit from the success of the wireless industry today and into tomorrow.

CASE STUDY BACKGROUND

Staying close to customer needs is a very important principle driving the Qualcomm QES sales organization. To help in this regard, they selected Salesforce.com to capture customer information to assist the field organization in addressing the immediate and ongoing needs of customers.

Qualcomm's QES division used Cognos for business intelligence reporting. As the Salesforce application was being implemented, it was extremely important to link the Cognos and Salesforce applications. This link was expected to enable robust reporting to drive operational efficiency and on-going improvement while paving the way for additional reporting and analytics.

The objective of initial reports is to permit business users to obtain details such as call information, messaging details, forecasts, etc. in real-time, especially in support of customer and prospect visits.

THE PROBLEM

Qualcomm had a very experienced, disciplined and robust BI/DW department. Given the years of success as a large Cognos shop, the implementation team was, at first, more comfortable working within the Cognos environment than within the Composite environment. However, this approach did not afford the most optimal use of both tools working together.

"Our Business Intelligence team is very pleased with the highperformance results we have gained by joining the powerful Cognos reporting and analytics engine with the flexibility and optimization capabilities of the Composite Software data virtualization tools in delivering key Salesforce.com information to the business."

Greg Muir,
Senior Manager, IT,
Qualcomm

AT-A-GLANCE

Industry

Telecom

Business Problem Solved

Improve performance of Cognos sales management analytics based on Salesforce.com source data.

Data Integration Patterns

Implement Composite Applications Data Services for Salesforce.com along with the ability to tune queries for optimal performance.

Composite Software Products

- Composite Information Server 4.0.1
- Composite Application Data Services for Salesforce.com 2.0

Data Sources

Salesforce.com

Data Consumers

Cognos Business Intelligence users

Platform

Windows

THE PROBLEM CONT.

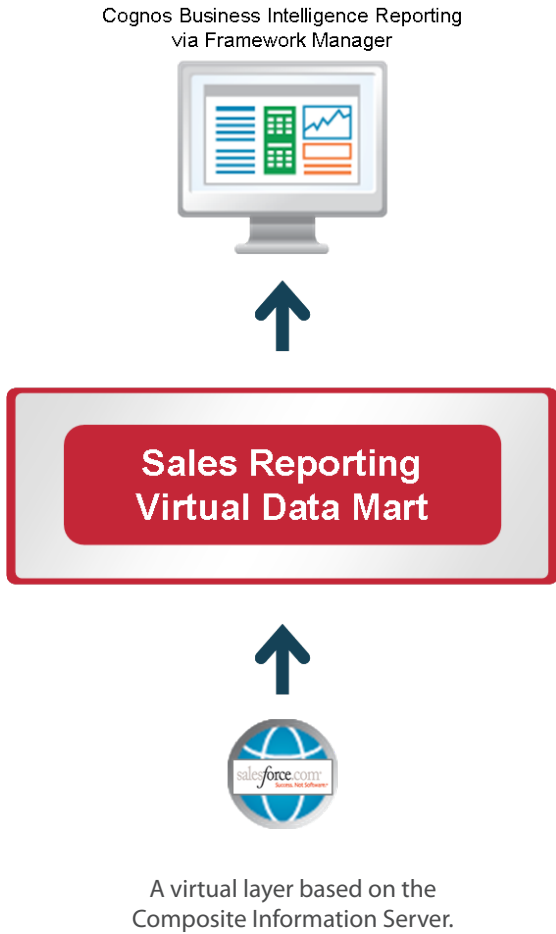
The data integration specialists pulled the necessary tables from Salesforce.com using Composite Application Data Services for Salesforce.com 2.0 and then input them into the Cognos tool Framework Manager where the joins were declared. Additional views were created at this stage. The team created two reports, each about 6 pages long containing 14 – 17 queries. The reports took about 4 minutes to run which was not acceptable for the Qualcomm IT team.

But these queries pulled all records from all tables and then filtered down to only the records needed. The early lack of knowledge of Composite capabilities with respect to Cognos and Salesforce was impeding the team’s success.

THE SOLUTION

The QES team reached out to Composite Professional Services to get a better understanding of the Composite Information Server and the Composite Application Data Services for Salesforce.com. QES learned to use Composite, not merely as a pass through tool, but to design the business solution views in these tools to pass these through Framework Manager, and finally to create the reports. Working with Composite, the team started with the queries and then ran the SQL, combining the multiple tables to create the necessary business solution views. Using Composite, the team applied the optimization tools to run queries more efficiently, gaining the necessary performance.

Now, using original views from Salesforce.com, custom views, and the Composite data services layer, critical business reports are readily available. Based on the dramatic success of the pilot, the QES BI team will continue to look to work with Composite Professional Services for Salesforce.com and other BI application deployments. In addition, the team expects to expand its services to meet requirements in other divisions as well.



THE RESULT

- Reports that formerly ran in 4 minutes now run in only 30 seconds or less
- Reduced cost of development and ownership in building and maintaining Cognos reports due to reusable views and services