



Virtual Data Layer Turbocharges Productivity

ABOUT TELUS

TELUS is a leading national telecommunications company in Canada with \$9.8 billion of annual revenue and 12.3 million customer connections including 7 million wireless subscribers, 3.7 million wireline network access lines, 1.2 million Internet subscribers, and more than 300,000 TELUS TV customers. TELUS provides a wide range of communications products and services including data, Internet protocol (IP), voice, entertainment and video.

CASE STUDY BACKGROUND

TELUS needed to find a faster way to deliver subscriber data to numerous business units and business partners who depend on it for day-to-day operations. Faster data drives more effective operations. They wanted to track selected TELUS subscribers, based on the services they use, to improve marketing campaigns, accelerate service provisioning, and more. The information needed could be found in two, very unique, environments. So obtaining the correct data and distributing it to the various business units and partners in a timely manner proved to be extremely difficult.

THE PROBLEM

Data from diverse sources, including on-premise SAP as well as cloud-based Salesforce.com, made reporting and analytics a challenge. TELUS needed a solution that unified disparate data into a single location and swiftly delivered the information to the various consumers. Essentially, the requirement was to flexibly integrate and publish cloud and on-premise data.

ALTERNATIVES CONSIDERED

TELUS' solution architects completed thorough research on data virtualization. Comparisons were then made between ETL to extract data, database links with Oracle sources, and Composite Software's Information Server for its data virtualization capabilities. TELUS ran a proof of concept for nine different use cases and found the Composite solution to be the superior option.

"The biggest benefit of using Composite has been our reduction in time to market up to 50%. We now have the information available to quickly increase revenue and improve productivity for the business."

Shaun de Souza,
 Manager of Information Services,
 Systems for Business Intelligence,
 Marketing Intelligence,
 TELUS

AT-A-GLANCE

Industry

Telecommunications

Business Problem Solved

Business units and partners needed subscriber data delivered more quickly to improve their operations.

Data Integration Patterns

- Data Virtualization
- Data Federation

Composite Software Products

Composite Information Server 5.1

Data Sources

SAP, Salesforce.com

Data Consumers

Business units and business partners

Platform

Linux

THE SOLUTION

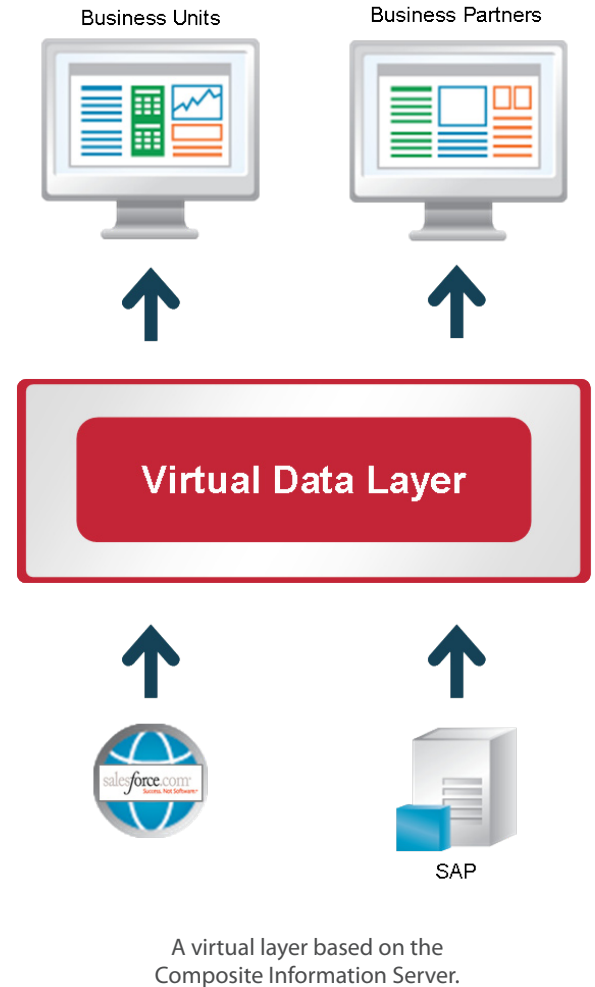
Composite Software's data virtualization approach to data integration enabled TELUS to more efficiently and effectively leverage valuable data that was scattered throughout the organization. Composite is able to integrate data from multiple, disparate sources across the extended enterprise in a unified, logically virtualized manner for consumption by nearly any front-end business solution, including portals, reports, applications, search, and more.

With Composite, TELUS overcame data complexity and disparate silos to provide the business with timely information it needed to meet today's ever-changing business requirements. The data virtualization and federation capabilities allowed abstraction of data from multiple, different sources in many locations to produce a single view for customers.

While providing a common data publication and delivery mechanism, this layer hid data complexity from reporting and other data-consuming applications via a consistent, shared set of abstracted data services. This technology resulted in faster and easier new application development, significantly lowers data management costs, and helped to meet growth objectives. Composite offered TELUS the power to rapidly prototype and to quickly drive development and implementation times. Projects that took 3-6 months can now be developed in 2-3 weeks with the Composite solution.

The Data Virtualization Layer simplified data integration, thereby making the team more responsive and productive in meeting requests as they arrive. Composite's data virtualization enabled TELUS to modify views of data within the system without affecting the end-users' experience. For example, adding new attributes to a row can be done easily, allowing TELUS to be much more agile.

The ability to provide a single data access point, versus many, to any front-end application (e.g. Cognos, Microstrategy, etc.) is invaluable to IT in its effort to accelerate development cycles. With this increased agility, TELUS improved business performance by responding faster to new and rapidly changing information demands. Information to increase revenue and improve productivity is now easily available.



THE RESULT

- 50% reduction in solution time to market
- 25% efficiency improvement
- Increased revenue