



# Real-Time Data Supercharges BI

## BUSINESS BACKGROUND

"The Firm," is a multinational European mobile telecom provider. In the mobile telecom industry, customer needs and product offerings are continuously evolving. Each encounter with a customer is an opportunity to up-sell to learn about market place trends. To be successful during these encounters, management and individuals in the sales organization needed quick access high quality customer information to spot trends and add value.

## CASE STUDY BACKGROUND

The Firm's commercial line of business is very large and daily activity levels are extremely high with approximately 4 million customers executing over 1 million business transactions each day.

In order to continue to build, capitalize on, and sustain its dominant commercial market share, The Firm implemented the Siebel customer relationship management application along with Cognos business intelligence reporting. However, the implementation faced several challenges.

## THE PROBLEM

While necessary to achieve company objectives, it was not easy to standardize Corporate Sales reporting solutions across multiple lines of businesses. The solution, a warehouse of historical data was not fast and flexible for everyone who needed to access the information. For example, the sales team needed accurate, up-to-date data while management required highly visual reports. The desired results were not achieved.

In the past, the Firm used a report creation process. However, this process proved to be too time-consuming because the source systems had highly complex data models. The Firm needed extremely low report execution times in order for the solution to be adopted by demanding users. With limited time to complete the project, a solution was needed quickly.

*"The Composite Information Server not only delivers high volume, complex data to BI users fast, it also provides a rapid application development platform, which means we create value to the business more quickly."*

Project Manager,  
Third Largest Mobile Telecom Company in Europe

## AT-A-GLANCE

### Industry

Wireless Communications

### Business Problem Solved

Management and Sales needed easy access to BI reporting in an environment of millions of commercial customer cell phone transactions daily. However, gathering and aggregating data took too long and affected application performance.

### Data Integration Patterns

Build a high performance data mart for Siebel CRM and Cognos BI data to improve reporting and source application performance via periodic caching.

### Composite Software Products

Composite Information Server 4.5

### Data Sources

Siebel CRM System; Solaris; Data Warehouse; Excel files; etc.

### Data Consumers

Management and sales reporting

### Platform

Windows

## ALTERNATIVES CONSIDERED

One alternative was to build a customized reporting solution in-house that is based on the Abinitio ETL (data mart) tool set. This tool was already in use in-house by a number of skilled developers, covering over 15 terabytes of warehouse data. However, this was a very expensive implementation effort with a time consuming development process.

Another alternative was to use the out-of-the-box Siebel Analytics reporting solution to run on top of the Siebel CRM. This tool was ready to use, but required The Firm to migrate away from its BI roadmap of Abinitio and Cognos toward Informatica and Siebel. The high license cost, different ETL tools, and contrasting report interfaces proved to be a direction The Firm chose not to go,

## THE SOLUTION

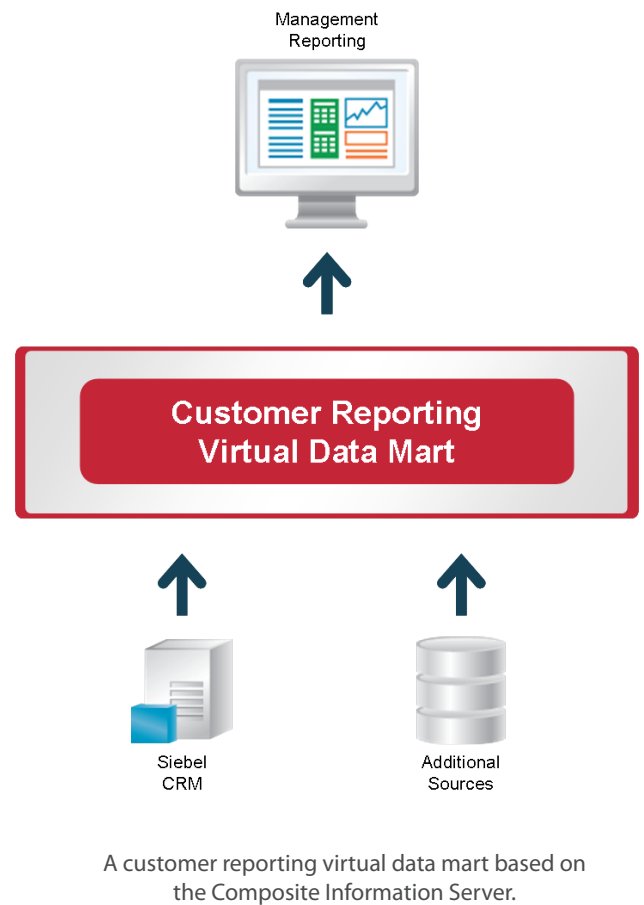
The Composite Information Server solution was chosen to solve the problem. Composite Software's data virtualization approach to data integration enables The Firm to more efficiently and effectively leverage valuable data that was scattered throughout its organization. Composite integrates data from multiple, 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

The Composite Information Server virtualizes (eliminates concern about disparate data sources) and abstracts (normalizes the business objects to remove complexity) the 20 major Siebel business objects, including: Customers, Locations, third-party resellers and others. In this way, Cognos is fully exploited for its role in reporting, while the Composite Information Server integration toolset provides the data services from the various sources. This approach drives the following results:

- Run-time benefits such as meeting necessary performance requirements
- Design-time benefits such as delivering rapid applications development

Additionally, the business avoids overcomplicating the architecture with heavy a ETL infrastructure by using the Composite Information Server as an "ETL Lite" solution for archiving data in the data mart.

The Operational BI solution is now providing a "single view of the Customer", facilitated in a large part by Composite Software's data virtualization approach to data integration.



## THE RESULT

- 75% of all complex BI reports rendered in less than 15 seconds
- Increased sales through faster problem resolution