MAGNITUDE™ SOFTWARE

Intelsat

Since its creation in 1964, Intelsat has been at the forefront of global communications. With a fleet of 30 geosynchronous satellites and a worldwide terrestrial infrastructure, the organization provides telephony, corporate network, video, government and Internet solutions to its clients around the globe. These include telecommunications carriers, Internet service providers, network integrators and broadcasting companies in more than 200 countries and territories. Intelsat broadcasted the video signals of Neil Armstrong's first steps on the moon and has transmitted the events of every Olympics since 1968 to ever-larger global television audiences.

▶ **PROBLEM**

Since privatization, Intelsat has been undergoing a radical and rapid transformation to become a commercial company that provides network connectivity to businesses by utilizing a global network of satellites, fiber and teleports. The company is moving into new markets and delivering managed services into a challenging telecommunications economy while acquiring new customers and reshaping the way in which it operates.

Ordinarily, a consistently changing business environment would pose a significant hurdle to the IT department, requiring considerable changes in IT architecture, particularly in the data warehouse. This would create a massive backlog of change requests, leading to a significant discrepancy between business reality and the outdated information from which executives made their decisions.

▶ **SOLUTION**

In order to overcome this common dilemma, Intelsat has implemented a company-wide Business Intelligence (BI) Initiative with the change-resilient architecture of Kalido as its backbone.

Global view with granular detail

As the company made the transition to private entity, Intelsat's corporate infrastructure also needed to transition to address details and components that were previously unnecessary.

Pradip Sitaram and his team were chartered with developing a Business Intelligence Initiative to address the newfound need for both high-level and highly detailed analysis of business activities. Adam Levy, senior manager of business intelligence and financial

"Our Business Intelligence Initiative, which affects over two-thirds of our 900- person organization, relied heavily on the business oriented and adaptive architecture of Kalido. With our Kalido enterprise data warehouse, our BI Initiative has increased revenue opportunities and improved overall visibility of key performance metrics."

Joe Kraus
CIO
Intelsat

systems, drove the identification and implementation of the BI solution, with Kalido at its heart.

The Kalido enterprise data warehouse provides Intelsat with a global view of the business with granular detail. It enables business users to obtain top-level views of key performance indicators (KPIs) across multiple systems. Customer segmentation can now be achieved more rapidly while using fewer resources than were previously required and the engine also reduces the time taken to generate sales forecasts. In the future, Intelsat plan to use the BI system to track supplier information and to monitor performance and spending.

The Kalido-powered BI Initiative has reduced by 50% the time required to report monthly revenues. Intelsat now has a 98%+ monthly accuracy of transponder capacity used compared to revenue generated, an advantage which helps focus attention on revenue assurance for the remaining 1- 2% of revenue each month.

As well as global views of information, the Kalido enterprise data warehouse provides highly detailed views of data, such as transponder capacity and profitability. It can show the revenue generated by each individual satellite or subsection of a satellite, and enables sales to be broken down by business unit, sales department and sales person. Future sales and capacity projections can be viewed in full detail, and order statuses can be tracked more easily and accurately. This includes generating consolidated views of key business information, such as available network capacity, network profitability, sales, customers, service and suppliers across all internal systems.

Information in the hands of business users

Meeting the needs and priorities of the business users has been the focus of the project from its inception. In order to ensure that the project would align with business goals, Intelsat assembled a cross functional project team, led by Adam Levy, which consisted of a mix of business managers, IT personnel and outside consultants from systems integrator Axis Group, all equally involved in the development of the project and committed to its success. In addition, the company set up a steering committee that represented each of the key functional areas that the data warehouse was required to support. Data stewards were also appointed for each of the strategic business units.

By directly involving business users in project development, Intelsat could be sure that the BI Initiative satisfied its corporate need for information and analysis. With its lifecycle management approach to data warehousing minor modifications and incremental enhancements could be made on a monthly basis to the Kalido warehouse– a schedule that would be impossible with traditional solutions.

Kalido is comprised of a range of easy-to-use components that remove many of the management issues of data warehousing. Business users can generate timely and comprehensive business intelligence reporting from data held in the warehouse, using various tools, including Actuate, BusinessObjects and Excel. In addition, Intelsat used BusinessObjects Data Integrator for extracting data from 11 source systems, including Siebel.

Intelsat

The ability of Kalido to work with any source and BI systems allows Intelsat business users the flexibility to work with the applications that suit their needs best. Kalido rapidly generates BusinessObjects Universes, which facilitated Intelsat in rapidly analyzing their business information.

Customized content is available to a variety of user groups through several means of access. Users can also create or modify business models and hierarchies with ease.

Kalido controls access to data and automatically tracks all changes made to the warehouse, ensuring that valuable corporate information is safeguarded at all times. These functions remove the need for complex programming. As a result of reduced maintenance needs, the delivery time of numerous other strategic, high-value initiatives has been significantly moved up due to increased personnel availability, increasing value to the organization as a whole.

Adam Levy, Senior Manager of Business Intelligence and Financial Systems says: "Normally, it takes months of work and expenditure for business change to be reflected in a warehouse and in reporting, so IT is always playing catch-up. Our Kalido enterprise data warehouse adapts seamlessly to our rapid change without intensive IT resource as would be required with the traditional approach to data warehousing."

Intelsat engaged Axis Group, a strategic business reporting and information management specialist, to scope a solution able to integrate data from multiple sources and provide immunity to change. Axis Group recommended a solution based upon Kalido, the enterprise data warehouse automation solution designed specifically to manage business change.

The IT department was chartered with implementing the first release within just three months. Working together, Pradip, Adam and the rest of the IT department, and Axis Group and Kalido consultants successfully installed the first implementation, providing business users with actionable reports within just 30 days. Pradip, Adam and Intelsat's development team estimate that a conventional data warehouse environment would have taken 60 days for a mere prototype. The ability to not only meet, but to exceed, the seemingly unreachable three month deadline enabled the IT department to directly increase Intelsat's corporate agility, delivering commercial business intelligence capabilities across the entire corporation almost immediately.

▶ RESULT

The flexible solution has enabled business users to quickly and easily generate their own reports from data held in the warehouse, thereby obtaining detailed business intelligence for performance management throughout change. Kalido has allowed Intelsat to integrate disparate information, and the application provides sophisticated business modeling and data mart management capabilities for improved management information and reporting.

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Intelsat personnel are now able to correlate and scrutinize data company-wide, providing greatly improved information regarding the capacity of the Intelsat fleet. This enhanced knowledge has been a critical component in enabling the company to more efficiently plan for future capacity needs.

Facing the future

Intelsat is committed to adapting its business to the needs of its customers. However, with Kalido, Intelsat can be sure that it will be able to react quickly and cost-effectively to whatever challenges the market presents.

At Intelsat, business and IT users are actively working in tandem to achieve the collective corporate goal of greater profitability. The iterative and automated environment created by the Kalido enterprise data warehouse has enabled this commitment to flourish and succeed.

Moving forward, the business model continues to provide a common language for both the IT staff and the business users. It has provided the company with the flexibility to analyze issues and opportunities, by having complete, flexible views into data within the organization.

Kalido provides not only a fast view of changing business performance, but also the ability to amend business models as rapidly as required. This combination of clarity and flexibility will help Intelsat react more quickly to new opportunities than its competitors can.