

Leading Wireless Communications Service Provider Improves Customer Services and Sales

Business Challenge	Solution	Results
<p>Technology</p> <ul style="list-style-type: none"> • Outdated system versions • Redundant data • Too many user security roles • Insufficient data exchange and collaboration • Unstable enterprise data warehouse <p>Business</p> <ul style="list-style-type: none"> • Lack of visibility and reporting in finance, logistics, and point of sales • Low customer service • Inability to track and capture e-commerce and tele-sales supply and demand variations • Inability to align and report effectively during entity reorganization 	<ul style="list-style-type: none"> • Upgraded to SAP Netweaver Business Warehouse BW 7.0 • Migrated to Business Objects XI 3.1 and adopt new functionality • Built federated data warehouse • Optimized data models/universes • Redesigned security • SAP Process Integrator to connect to point of sale BW and 3rd-party tools • Provided a structured and well defined testing methodology for EDW environment • Enhanced and enriched the data to get the appropriate level of data for SAP-BPC • Integrated information from all functional areas • Created self-service ad-hoc analysis • Captured real-time data to generate accurate service usage charge reports to subscribers and enterprise wide sales reports 	<p>Technology</p> <ul style="list-style-type: none"> • Reduced data models by 35% • Reduced user roles by 70% • Reduced data redundancy • Created single version of the truth • Optimized BI standardization and security • Stabilized EDW environment • Created high quality testing center <p>Business</p> <ul style="list-style-type: none"> • Improved customer service and satisfaction • Increased tele- and e-commerce sales by 21% annually • Reduced online order system tracking effort by 85% • Enabled store/article analytics, event analytics, cashier analytics • Enhanced reporting adjusted and aligned with new entity re-org

Technology Landscape: SAP NetWeaver Business Warehouse, SAP Business Objects, Teradata, Informatica, SAP Business Planning & Consolidation