

Airtel Vodafone

INDUSTRY

- Telecommunications

KEY BENEFITS

- Fast, flexible data warehouse solution delivers integrated customer analysis and enhances workflow and business processes
- Improved performance enhances position as a major player in European telecommunications
- Reduces waiting time for query responses from several hours to seconds

SYBASE TECHNOLOGY

- Sybase IQ

Airtel Vodafone, one of Spain's largest mobile phone companies, needed a powerful, high-capacity customer database. Using Sybase® technology, it now has a powerful business intelligence tool at the core of its customer data warehouse that harmonizes and standardizes the use of business information throughout the company.

RINGING THE CHANGES

As a first step toward strategic growth since the breakup of the Spanish telephone network monopoly, Airtel Vodafone invested \$1.9 billion in its own transport and access networks, allowing it to meet the demands of a rapidly growing operation. With more than seven million customers, the company also recognized it needed to invest in a database to manage customer data and provide high-level marketing information.

A data warehouse, the Almacén Integrado de Datos (Aida), was constructed. The purpose was to provide Airtel Vodafone staff with all the quality information required for dealing with business processes quickly, simply and efficiently. This was difficult given the huge volumes of data. In order to convert the mass of basic data into usable business intelligence, Airtel Vodafone needed a powerful data warehouse that was fast, flexible, scalable and easy to use.

The integrity and consistency of information had to be maintained, even though the data was generated from disparate departments. It was essential that any solution could ensure a high degree of information integration throughout the company. Airtel Vodafone selected Sybase IQ.

GETTING THE BEST


A fundamental problem of using Aida was the sheer volume of information handled on a daily basis. Waiting for all the complex data-processing algorithms to be resolved caused unacceptable delays. However, storage technology and advances in processing capability means that an enormous volume of data can now be processed at relatively low cost. Sybase IQ cut the waiting time for query responses down to just seconds. This compares very favorably with other tools that can take hours.

Airtel Vodafone recognized that achieving this kind of result meant selecting the best possible database management solution. It was particularly important that data from disparate sources could be fully integrated in order to provide high-quality analysis that was fast and reliable.

SINGLE DATA, MULTIPLE USES

The Airtel Vodafone data warehouse organizes information according to the company's business map. Even though many different departments use the same data, the consistency and integrity of the information is maintained. The data warehouse converts data into knowledge?turning real-world facts, via an interface, into valuable business intelligence. The ability to accurately analyze and predict customer activity is crucial to Airtel Vodafone's overall business strategy.

A thousand employees use the data warehouse for multidimensional analysis, making more intensive use of the system. With multidimensional analysis using specifically designed information structures, data concerning customers, infrastructures and company processes can be extracted and users are able to create modeling and simulation processes including techniques that complement analysis.



Data mining techniques are also used to extract information on customer behavior patterns. Airtel Vodafone's customer-facing personnel are able to input the information they collect on a daily basis, so that it is integrated with data already stored in the warehouse. This data is subsequently combined and converted into information structures for inquiries.

TOTAL INTEGRATION

The data warehouse enables information access according to workflow needs rather than the hierarchical structure of the organization, increasing employee productivity and effectiveness. This means that users in marketing, for example, are using the same information as those in finance, albeit coming at it from different angles and using it for different analyses. The data warehouse environment comprises marketing databases, call systems, customer service, GSM network statistical data, invoicing systems, collections and retrievals and all logistics information.

Using Sybase IQ, Airtel Vodafone now has an ideal environment to suit all its needs, enabling rapid low-cost integration of data stored in various operational surroundings. It can therefore provide either detailed or summarized information of the company's activities direct from the data warehouse environment. Sybase IQ has enabled Airtel Vodafone to gain market share and become a major player in the European telecommunications sector.