



# Making Business Intelligence Easy

## Group Case Study Telecommunications Industry

### Summary

Yellowfin has empowered telecommunications clients to:

- Implement self-service BI from 50 to 600,000 users
- Tackle and leverage the emergence of new industry technologies
- Compete and prosper in a constantly changing and competitive industry

### Yellowfin BI in Telecommunications

Yellowfin's Business Intelligence (BI) solution is utilized by a range of telecommunications organizations worldwide.

Yellowfin's customers within the telecommunications industry include: Telstra, Celcom, TRUE, AT&T, Sensis, Telecom Malaysia, Vodaphone, Telecom New Zealand, Optus SingTel and more.

Implementations vary in size, type and complexity; ranging from just 50 users to over 600,000.

### Challenges

The telecommunication industry is a highly competitive and constantly shifting business landscape – an environment continuously affected by the unremitting emergence of new technologies and competitors, changing economic conditions and government regulation, privatization, mergers and acquisitions, a proliferation of global cellular phone service subscribers, as well as shifting consumer sentiments and demands.

Telecommunications organizations now deliver both households and businesses more traditional products and services – such as landline, cellular and Internet packages – in conjunction with emergent offerings such as Internet TV, VOIP and Wi-Fi.

And, new fibre-optic cabling initiatives and 4G networks are producing ultra-high-speed Internet and new possibilities for online services and entertainment –at home, at work and on-the-go.

With new and bundled products and services, disruptive technologies and business environments, in conjunction with the trend towards super-competitive pricing, telecommunications organizations and service providers are in need of cost-effective and highly scalable BI to control and analyze spending and investment.



## Summary

Yellowfin has empowered telecommunications clients to:

- Easily manage processes, operations and outcomes relevant to the health and productivity of their infrastructure, networks, workforce, services, products and customers
- Segment and analyze customers to realize enhanced profitability
- Align, monitor and track business strategy with action



## Solution

Yellowfin clients utilize Yellowfin's personalized dashboards and intuitive reporting and analytics capabilities – to maintain competitive advantage in a tough and evolving industry – to monitor, track, analyze and manage:

### Customer relationship management

- Customer profitability
- Customer lifetime value
- Customer attrition and churn rates
- Customer affinity
- Multi-channel customer engagement
- Up-to-the minute call trends and dynamics

### Human resources management

- Performance and benchmarking
- Attrition and absenteeism
- Training and manpower allocation

### Finance and asset management

- Product profitability analysis
- Services profitability analysis
- Asset liability management
- Billing reporting
- Budgeting
- Actual and forecast performance
- Statutory reporting

### Operations and budgets

- Develop a unified view of revenues and expenses
- Performance and budget analysis by department, project, channel, retail outlet or region
- Network performance
- Revenue assurance
- Loss prevention

### Marketing

- Customer segmentation
- Campaign analysis
- Cross-sell opportunity identification
- Marketing effectiveness and revenue

### Product development

- Service design and delivery
- Service usage and charging
- Service fulfillment

## Conclusion

The volatile nature of the global telecommunications industry dictates the need to effectively and efficiently measure and analyze key metrics to improve business operations, engage with customers, and minimize wastage.

The ability to segment and analyze customers – to better align products and services, and foster longer lasting, more profitable relationships – is particularly important.

Yellowfin's easy-to-use BI solution empowers the senior executive team, managers, employees and even customers with personalized views (dashboards) of the data relevant to them. Dashboards empower you and your customers to centrally monitor information from multiple business applications, devices, accounts, systems and operations.

Easily manage processes, operations and outcomes relevant to the health and productivity of your infrastructure, networks, workforce, services, products and customers.

Yellowfin is making Business Intelligence for the telecommunications industry easy.

## Find out more

Contact Yellowfin at [www.yellowfinbi.com](http://www.yellowfinbi.com) and ask for our proven roadmap to assist you to successfully implement Yellowfin into your organization.