

Enhanced Intelligence for Telecommunications Business-to-Business Sales

Better Decision Making

BUSINESS INTELLIGENCE

Overview

The client needed a solution to create clear performance measures, sources, business rules and sustainable solution architecture. Hitachi Consulting provided this through a new business intelligence solution which they helped define, design, develop, deploy, and transition to the client.

Business Challenge

Required real-time, accessible, segmented KPIs to drive growth initiatives and support profitability decisions:

- Lack of storage or automated solutions caused long lead times for reporting, which lead to uninformed decisions
- Lack of consistent business rules, and portal meant multiple competing versions of similar reports, which lead decisions without insight
- Little subscriber-level information available, which lead to unclear accountability, double counts and missing counts

The Solution

Hitachi Consulting hired to:

- Gather business/functional requirements, create technical requirements

- Design the solution architecture, data model, and reporting:
 - Execute the development
 - ETL, DB, cube, reporting dashboard, and security
- Testing (including scripts, bug fixes, enhancements)
- Transition to employee owners, including training employees, solution documentation, data dictionary and playbook

Business Benefits

- Consistent numbers delivered to leadership for shared decision making across sales, marketing and finance:
 - How did we acquire this customer?
 - Who owns this account now?
 - Which customers are churning?
- Created a scalable BI environment to meet immediate reporting needs:
 - Enable the company with the training, processes, and technology to continue expanding the solution

Learn More

Hitachi Consulting
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"I wanted to take a brief moment to express to you the gratitude I have for the Hitachi team...I must say that I'm very proud of the work we've accomplished. In my mind, the credit rests with the quality of people Hitachi brought to the table. Without exception, the level of professionalism, intelligence and dedication from every member of the Hitachi team has been exemplary. I've seen them working long hours, making thoughtful decisions and showing care and concern over the quality of their product. I've been impressed with the way each of them has taken ownership and responsibility to deliver and then take the extra step of providing clarity into their work."

T-Mobile

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Hitachi Consulting is a leading global professional services company and business integrator for the IoT era. We engage with clients to solve complex business challenges with innovative and integrated solutions across industries in the spirit of our parent, Hitachi, Ltd., a global leader in technology and social innovation.

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