

Bringing Business Intelligence Technology to the Telecommunications Industry

Data reliability and visibility leads to successful infrastructure upgrades

Overview

Experiencing data in disparate forms from disconnected systems is a common frustration across many industries. With modern expectations of real-time analytics and data driven decision making, the shortcomings of data reliability and availability are becoming increasingly important to a company's success in the marketplace.

Harnessing data governance and centralized reporting positions companies for success in having accurate and reliable data readily available. In addition to access to accurate and timely data, it is also necessary to empower the business with the skills to access and manipulate their own data. Utilizing new Business Intelligence technology, empowering non-technical business resources with these skills is becoming commonplace.

The Challenge

Raven Bay was invited to partner with a telecommunications firm to provide visual analytics aimed at analyzing, tracking and evaluating the operational performance of a significant infrastructure change over time. Significant hurdles existed in achieving the desired end state:

- Fragmented data, coupled with inefficiencies within the existing reporting systems, gave end-users little visibility to the necessary data
- Reports that were being generated were often manual mash-ups of spreadsheets and provided high-level, segmented views with an inability to drill into further detail
- Data governance and standardization varied by department owner, requiring additional effort to regulate and monitor data sources as a whole

Industry: Telecommunication

Location: Calgary, AB (headquartered Vancouver, BC)

Size: 53,000

Company Bio

One of the three largest Canadian national telecommunication companies, the company offers a wide range of telecommunication products and services.

100% Three fully automated custom interactive dashboards



Created 'self-serve' reporting environment



Consistent data accuracy through strict governance

The Solution

In order to accomplish the business objectives, Raven Bay first had to centralize all sources of data. In creating a centralized reporting hub, Raven Bay enabled the business to:

- Ask and answer questions at a granularity that had previously been unavailable
- Trust their data, knowing that Raven Bay had instituted significant data governance to ensure accuracy and standardization
- Give time back to business analysts and systems analysts as the business was now capable of self-serve data analytics

The Results

Through collaboration with various members of the client team including business analysts, system analysts and members of business strategy, Raven Bay was able to:

- Streamline, and standardize existing business logic as it relates to system data
- Integrate independent data sources into a centralized reporting hub capable of ad hoc querying and reporting
- Create three custom, interactive, and automated dashboards capable of delivering various levels of data granularity not previously accessible in one place
- Improve information delivery process by creating a "self-serve" reporting environment

"In network operations, analytics can help to guide workflows, optimize the allocation of technicians, and provide real-time updates on network performance."

McKinsey & Company¹