

DEVELOPMENT OF ANALYTICS AND PERFORMANCE MANAGEMENT SOLUTION FOR A LEADING BUSINESS INFORMATION PROVIDER FOR A TELECOMMUNICATION LEADER IN THE USA



Industry: Telecommunication

Customer Profile

The customer is the leading provider of business information for force planning in the telecom industry. The Analysis reports are used by decision makers to plan work force based on the captured historical information of individual call agents and customers for a large Telecom major in the USA.

Client Situation

- Leverage the power of SQL Server 2005 Analysis Services
- Empower decision makers with new analytic capabilities by extending new features and optimizing the analytical solution
- Increase market thrust with new product
- Enhance Customer Service by extending upgrades to existing customers

Key Challenges

The 2000 Analysis Services contained 12 base cubes and one big virtual cube with 12 dimensions.

The front end analytical solution was a massive structure with complex dynamic MDX queries and calculations.

Congruent's Solution

- Migrated all the base cubes and migrated the virtual cube as linked measure groups
- Designed Aggregations and Partitions
- Move from DSO and make use of AMO for cube processing
- Create MDX statements called from Analytical Application
- Debug the front end application written on ASP, which made use of VB dll's and bring back the same user and data experience
- Leveraged the power of Analysis Services 2005 in the design of the Analysis Services cubes

Benefits

- Quick and effective way of buying in customer's loyalty
- Optimized use of technology
- Facilitated analysis of force planning immediately
- Automated Warehouse processing and immediate turnaround for reporting systems

Key Metrics

- Operational sources – 12
- Warehouse – 4 TB
- Users – 120
- Load – Daily 2 million records
- History – 3 years

Technology Used

SQL Server Analysis services (2000)
 SQL Server Analysis services (2005)
 Microsoft SQL Server 2005
 Microsoft SQL Server 2000
 Visual Basic, ASP.NET
 Microsoft Visio for Architects

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