

Case Study & POC & Demos Information

Type: Case Study

Name: Data Warehouse Services for Telecommunications at Elisa Corp.

Description:

1. Overview

1.1. The need

Elisa, the Finnish telecom provider, was moving from a traditional subscription-based mobile telecommunications provider to an information and communications technology (ICT) company. Its portfolio grew to include a range of digital services - from broadband Internet, to television, to home security services. But to successfully expand its business, marketing and service staff needed a deeper understanding of its customers - who they were, which products they might buy, and whether they were likely to switch to another provider.

As Elisa Corporation expanded its offerings, it sought a deeper understanding of customer needs. However, its existing information services platform could not support the data-intensive analytics required.

1.2. The solution

Elisa's vision was to offer online experiences and productivity, and world-class customer intimacy and operational excellence are critical. The company had to understand its customers, and this was very hard to accomplish with its previous infrastructure - an Oracle RAC database running on an HP Superdome platform. It was costly and time-consuming to maintain, and inefficient for

The company deployed the IBM Netezza data warehouse appliance, which delivered the flexibility and performance required to gain new business insight.

1.3. The benefit

Provides a platform to drive millions of euros in new revenue; supports 200 to 600 times faster data analysis and 100 times faster load performance; delivers direct yearly cost savings of almost EUR 800,000 (USD1 million).

2. Gaining agility in a fast-paced market

As Elisa evaluated solutions, they focused on flexibility, simplicity and manageability. Typically in the telecommunications environment, the needs of the business are fast-paced, moving subjects. The idea was that the company needed the ability to rapidly respond to

changing needs. To select the right platform for its organization, the company's team launched a Proof of Concept (POC), comparing data warehouse appliances from five major vendors, including Oracle Exadata (Versions 1 and 2), Microsoft SQL Server and Microsoft SQL Server Parallel Data Warehouse, the Netezza® data warehouse appliance (now part of IBM), Greenplum (now part of EMC), and Sybase IQ. For the POC, the team used a third-party extract, transform and load (ETL) tool to load 12 TB of data from its mobile billing data warehouse onto each platform. Queries were run using IBM Cognos® Business Intelligence software, which provides the company with real-time, consolidated views of customer service data so it can identify operational trends that improve customer satisfaction and retention.

As Elisa's staff reviewed the results, they found a clear winner. "*The Netezza data warehouse appliance showed tremendous performance advantages over the others and also led in terms of TCO [total cost of ownership],*" they said. What was also remarkable was the ease of use of the Netezza data warehouse appliance. The company's team reserved two days to load the data and ready the system to run queries, and they actually finished after lunch hour on the first day. It was amazing. Some other vendors were still tuning or partitioning their systems on the third and fourth days."

2.1. Saving costs with IBM Netezza data warehouse appliance

Migration to the IBM Netezza data warehouse appliance was completed in just six months and within budget. Netezza has become a synonym for performance in Elisa - and this is something you very rarely come across when doing BI-related projects. The company has measured improved performance in the range of 200 to 600 times faster for data analysis and 100 times faster for loads, which translates into a potential yearly savings of about 11,000 person-hours. We also require only two hours of DBA support each week, a substantial reduction from our previous system. As we ramp down the old Oracle system, we also expect to see a direct yearly cost savings of almost EUR 800,000 [USD1 million].

2.2. New revenue

Making analytics simpler, faster and more accessible is expected to add millions of euros in revenue to the company's bottom line. For example, the revenue assurance team can now find inconsistencies between mobile and fixed-line mediation and billing systems to confirm that it is collecting all revenue that is due. The corporate sales team now has a 360-degree view of its customers to identify cross-sell and up-sell opportunities. And the company's consumer marketing department plans to analyze social network information to determine which customers are "market influencers" and target its outreach accordingly.

This insight wasn't available with Elisa's previous infrastructure. This new 360-degree view of customers enables its business users to see all the contracts, services and products each customer has, combined with their usage patterns and invoices. This knowledge helps the company better forecast churn probability and buying recommendations to make offering new products and bundles significantly more efficient. It has become possible to micro-segment and analyze customers in a way that was not easily possible before. The next step can be adding customers' social network activities into the picture and other exciting capabilities that seemed quite far away in the old days. Our expectation is that this insight

will help us bank a great deal of new revenue. For example, the potential gain in revenue from social network analysis is EUR3 million to EUR5 million per year alone.”

3. About IBM Netezza data warehouse appliances

IBM Netezza data warehouse appliances revolutionized data warehousing and advanced analytics by integrating database, server and storage into a single, easy-to-manage appliance that requires minimal set-up and ongoing administration while producing faster and more consistent analytic performance.

The IBM Netezza data warehouse appliance family simplifies business analytics dramatically by consolidating all analytic activity in the appliance, right where the data resides, for industry-leading performance. IBM’s family of data warehouse appliances eliminates complexity at every step and helps you drive true business value for your organization.

IBM provides the broadest and most comprehensive portfolio of data warehousing, information management and business analytic software, hardware and solutions to help customers maximize the value of their information assets and discover new insights to make better and faster decisions and optimize their business outcomes.

IBM Netezza appliances are now part of IBM PureSystems - expert integrated systems with built in expertise, integration by design and a simplified user experience. Part of the PureData family, the Netezza appliance is now known as the PureData System for Analytics. It has the same key design tenets of simplicity, speed, scalability and analytics power that was fundamental to Netezza appliances.

With simple deployment, out-of-the-box optimization, no tuning and minimal on-going maintenance, the IBM PureData System for Analytics has the industry’s fastest time-to-value and lowest total-cost-of-ownership.

Organization: IBM

Website:

www.elisa.com/en

www.ibm.com/software/data/netezza

www.thinking.netezza.com

Related products:

Software and Services:

IBM® PureData™ System for Analytics

IBM WebSphere

IBM Cognos Business Intelligence

Vertical Industries:

- Telecommunications
- Information Services
- Business Analytics

- Data Warehousing

Technologies used:

- IBM Netezza
- IBM Cognos® Business Intelligence
- IBM® PureSystems™

Demos:

<http://www-01.ibm.com/software/data/puredata/analytics/index.html>

<http://www-01.ibm.com/software/data/netezza/>

[IBM PureData System for Analytics, powered by Netezza technology]

Related Patents: n/a

Related Standards: n/a