

Enhanced intelligence for telecommunications business-to-business sales

Better decision making

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

About Hitachi Consulting

Hitachi Consulting is the global solutions and professional services organization within Hitachi Ltd., a global innovation leader in industrial and information technology solutions and an early pioneer of the Internet of Things. Hitachi Consulting is a business integrator for the IoT era and a catalyst for digital transformation. Using our deep domain knowledge, we collaborate with clients to help them innovate faster, maximize operational efficiency and realize measurable, sustainable business and societal value. As a consulting-led

solutions company, we can help you leverage data as a strategic asset to drive competitive differentiation, customer loyalty and growth. To learn more, visit www.hitachiconsulting.com.

“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.”

Major telecommunications client