

# Nice Software Solutions

## BUSINESS INTELLIGENCE SOLUTIONS FOR TELECOM SERVICES

NSS implements reporting for a leading telecom company to meet their complex and varied needs of marketing, network performance, customer revenue, new subscriber activations, customer churning, network traffic analysis, human resources analysis, call center analysis and POS volumes.

*An Automation  
Project, powered by  
'Nice' on  
MicroStrategy  
technology.*

## Business Challenge

As the business volume grows there is need to have an effective single reporting tool that would help business users and CxO's take quicker and smarter decisions. The challenge here is that every department has its own approach and tool to fulfill its reporting requirement. Any new request for a Dashboard, Report or a Scorecard has to necessarily go through a certain time window thereby delaying decision making process. There was an urgent need to deal with disordered situation; hence the management went in for MicroStrategy.

## The "Nice" Approach

Before implementing the solution, a thorough and comprehensive training was given to the IT team and the business users to make them comfortable with MicroStrategy. Training is essential to ensure that all the stake holders are on the same page. The success of software depends on the users and at Nice we take success seriously. The training infused the required enthusiasm for a new product amongst the users. A detailed logical data model was made.

## Our Solution

NSS customized an end-to-end solution to help the telecom company achieve its key objectives through the following deployment:

### 1. Enterprise Data Warehouse :

- a. Warehouse data in Teradata with huge volume.
- b. There were many challenges for Data Modeling of key subject areas for the following reasons
  - i. Backward compatibility with other applications
  - ii. Huge volume of data

However with imaginative and experienced approach, NSS resolved issues. Changes were made at the Application level rather than at the warehouse level. Flexible approach helped the management ensure that existing environment would work as per expectations.

### 2. MicroStrategy Deployment

#### a. Installation:

With a perfect well planned installation of Development and Production servers, NSS makes sure that the implementation is perfect from the word go. The key features of the installations were

- i. Adequate capacity planning for the server
- ii. Security Servers for Mobile Devices
- iii. Right balance and mix of Users and User Groups
- iv. Multiple projects with group level permissions

b. Architect :

Application level definitions were made to make sure that data warehouse was untouched.

## Business Benefits

1. With better user participation immediate acceptability of the dashboards and scorecards was achieved.
2. Detailed Report Analysis done to eliminate redundancies.
3. The client now has a more efficient environment that fits all requirements.
4. Old, Unused and Inoperative reports were identified with user participations
5. OLAP Services was used to speed up reporting and make ad-hoc reporting fast.
6. Our customized array of dashboard designs leveraging MicroStrategy's intuitive point-and-click interface has enabled business users with powerful data exploration, faster business insight generation and quicker sharing of insights with a wider audience.

## Our Role

1. Project Management
2. Architecture design, Installation and technology solution
3. Requirement gathering, data analysis and data modeling
4. BI application designing and development
5. End user training

## The "Nice" USP

Our customized end-to-end BI solutions empower our customers to explore many more opportunities for benefits by exploiting their investment in any BI platform. We understand and foresee that our BI solutions will be an extension to their current reporting capabilities. Our USP lies in our personalized approach to provide solutions to client's technical, function and non-functional needs. To learn more about our innovative functional and technical workshops, prototype designing activities, customized onsite and online trainings, educative handholding sessions and end user specific interactive videos and courses, please visit us at [www.nicesoftwaresolutions.com](http://www.nicesoftwaresolutions.com) or email us at [info@nicesoftwaresolutions.com](mailto:info@nicesoftwaresolutions.com).