BITS Projects

Value Delivered to the client across Projects

Scope of Delivery

Our Interactions

We know where they interact with us

- Track customer Acquisition Channel

We have our customer's details

- Convergent view
- Socio-demographic
- Firmo-graphic
- Customer Profiles
- Agreements/ Contracts

Our Customers

We know how many customers we have

- Opening base
- Closing base
- Connections / disconnections
- Migrations

We can analyse our customers

<u>Analyse by</u>
- Revenue
- Usage

Segmentation by
- Socio-demographic
- Firmo-graphic
- Behaviour
- Acquisition channel

Churn Prediction

Our Finances

We know how much revenue they generate

- Billed & Subscription fees
- Usage revenue

Customers

Our Products

We know how they use our products

- Usage behaviour
- Number of SMS / MMS / calls
- Number of minutes / kb
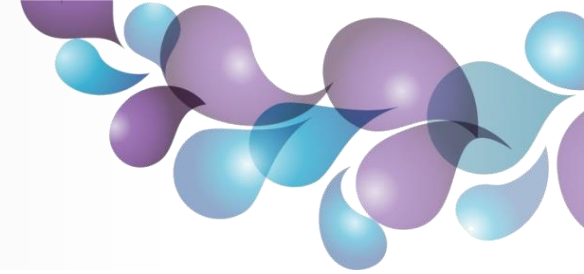- Service revenues
- Off-peak / on-peak usage

We know what products they have bought

- Product/Service- subscribed/used
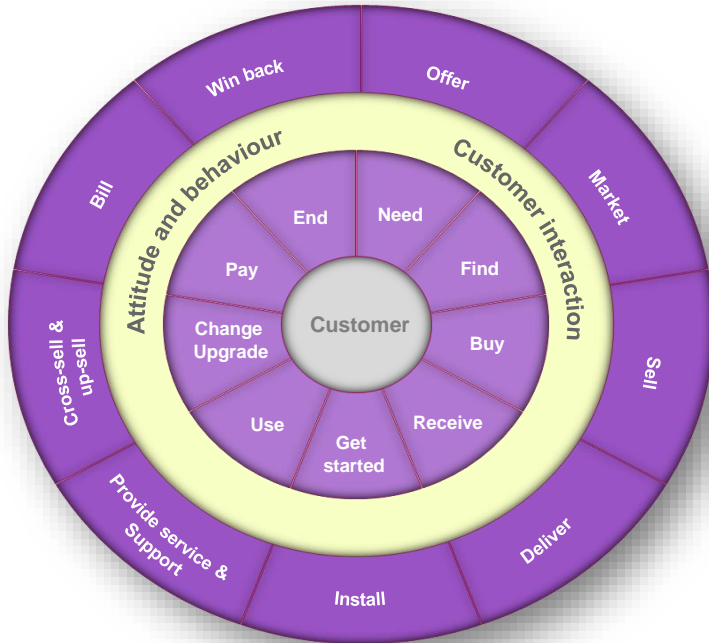- Devices Used
- Tariff information

Functional Landscape- Business Objectives

"What we want our customers to say about us when we have reached World Class Customer Experience" - **TeliaSonera**

BUSINESS FUNCTION SUPPORTED	BI-X	NETBASE	EDWM	CVD2	Blue ICE	BOSS	TBB
Order Management					X		
New Orders/ Sales		X			X	X	X
Corporate Sales				X		X	
Billing, Invoicing & Financials	X	X	X	X		X	X
Revenue			X	X			
Customer Information			X			X	X
Business Stakeholders Info			X				X
Customer efficiency		X	X				
Product Management				X			X
Usage Data & CDRs			X		X	X	X
Traffic Monitoring			X			X	X
Customer Service	X			X		X	
Trouble Tickets volume			X				
Precision calculation		X					
Lead times		X					
Dealer / Contractor Mgmt - Follow-up, Price penalty		X		X		X	
Reconciliation - Telia, External contractor data		X					
Network, Infrastructure	X	X					
Inventory management		X					
Agreements & Subscriptions			X			X	X
Security							X
Quality	X		X				

Provide TeliaSonera with timely data support and help maintain data integrity and system availability for Reports on Financials (Billing & Invoices) & Revenue points. This can assist the business in analyzing various aspects affecting the company financially.

Extensive support for over 3000 Reports and 1000 interfaces & workflows, for TeliaSonera. Providing analytical support for better strategic decision making in areas like Sales & Order Management, Customer/Stakeholder Information, Product management

Perspective Business Value

This chart gives a indicative view of the business area coverage in BI-X post release of 1.2.3

Application	Lines of Businesses		Business Areas													
	Broadband	Mobility	Financial analysis	Customer	Product	Carrier Analysis	Sales	Billing	Traffic (Mediated CDRs)	Stock	Marketing	Service delivery	Service Assurance	Resource (Network)	Contractor
SAIDA	X	X		X	X						X				
BOSS		X		X	X		X	X	X	X					
Netbase	X			X	X			X	X				X	X	X	X
SMART	X			X	X	X		X							
TBB	X	X		X	X		X	X	X					X	
BlueIce - Datacom	X			X	X		X		X				X	X	X
BlueIce - Wholesale	X			X	X		X	X							
EDWM	X	X	X	X	X		X	X	X	X	X	X			
BI-X	X	X	X	X	X		X	X	X		X				

* Consumer & business services as lines of businesses have not been captured due to lack of time
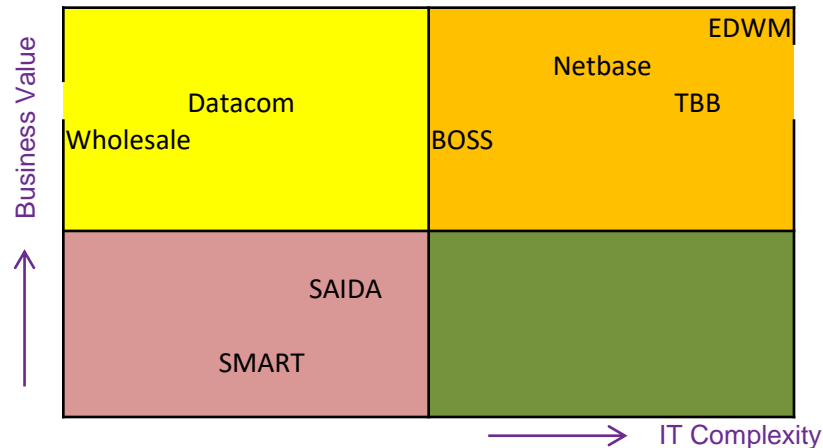
SFDC BI-X Integration
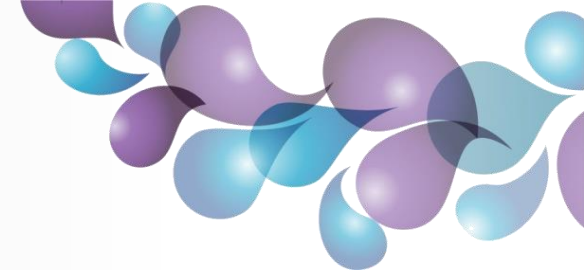
Brief Scope :

The project was established as a consequence of the Cloud Autonomy project, where the operational system Simbase was replaced with the cloud solution Salesforce.com for the business processes Order Management, CRM and Service Assurance.That project had impact on the data warehouse and business intelligence area and the current data warehouse SMART. The changes to SMART would be significant and SMART is a system planned to be decommissioned, hence a new BI solution is to be developed on Business Intelligence goal platform BI-X, and as a project within the strategic BI-X program

Functionality :

The purpose of the project is to enable Business Intelligence reporting, follow-up and analysis for TS International Carrier.The source will be SalesForce (SFDC) and it shall deliver the data pertaining to CRM, Order Management & Service Assurance (Trouble ticketing) to BI-X.A pre-study had been conducted for Assessment of TSIC information requirements. Analysis of source & core systems involved. Propose a high level solution plan & design the implementation plan Following are the activities that will be done during the implementation. Extract data from Landing Area that will act as a source system to feed Teradata. Load the extracted data in the Teradata cLDM Data Warehouse. Build Semantic Layer on top of Teradata, which in turn will serve as a base for reporting infrastructure. Build reports - TOM, TTT and TWD reporting capabilities will be made available under one umbrella of common interlinked universe for all three areas. Testing – Unit Testing, SIT & UAT Support. The solution will be based on the current reporting as well as the business rules, product structure etc in the source Salesforce.com

Value to Business:

The vision of TSIC or TeliaSonera International Carrier is for better customer experience. Under this initiative, TeliaSonera plans to revise its existing CRM system by incorporating SalesForce.com (SFDC) into their system. TeliaSonera is implementing Enterprise Data Warehouse using Teradata technology, which will act as the integrated target data store for SFDC system for reporting & analytical purpose.

Value to End customer

Better analytics & reporting help TSIC cater to the needs and provide better customer experience. Better assessment of Trouble tickets ensures improvements in customer service processes
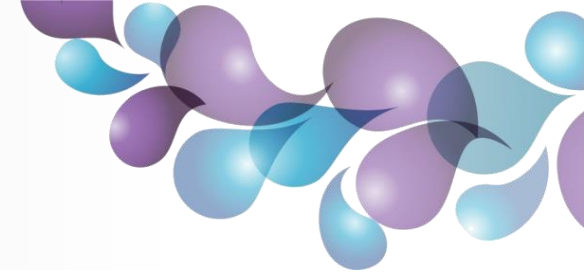
Sergel

Background & Objective :

In Dec 2012-Feb 2013 Capgemini Consulting has supported Sergel Group in developing a BI Strategy and Roadmap

The as-is situation for BI varies significantly between the countries in Sergel Group. Even if Sweden has the most developed BI in the group, it is far from leading edge compared to more advanced BI data warehouse solutions. There is no BI data warehouse in the Sergel group (PUND is not a BI-DW). The information is stored in the various legacy systems, limiting the business value of the BI.

Scope :

The design phase 1 is to prepare and enable an implementation of the BI situations in scope (see attachment) for three countries – Sweden, Norway & Finland (this solution will be a single integrated view of all data for all three countries – the legal aspects will direct what data is available for what group of users)

The prioritized 10 BI situations and countries have been selected by Buyer from a strategic point of view. The prioritization is made not only to enable development of additional reports and models, but also in regards to:

- benefits related to clusters and countries in the Business case | client focus | infrastructure needs

Value Delivered (to-be):

From Sweden standpoint:

- Get a Sergel group common definition
- Compare processes in the group for Business development
- Get stringency in our analyses
- To get more insight to transactions

From Norway standpoint:

- Scoring model from Sweden could be leveraged on our DP
- Common definition would enable us to leverage knowledge in Sergel Group
- We regularly buy data instead of having a system to store data – which is costly and a great opportunity to save money
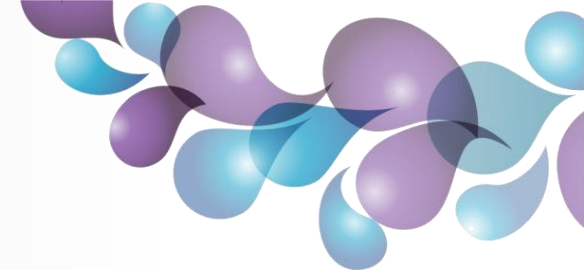
From Finland standpoint:

- Scoring model from Sweden could be leveraged on our DP
- We need To-be able to read and access data directly from SINCOS
- Real time data could help us To-better serve our customers

From a holistic standpoint:

- The total Net Present Value (NPV) is over 250 MSEK without IT project costs – this will undergo a change as the project has been de-scoped from 112 BI situations to 10 BI situations. The new business case for this is currently under development by CC, which should be in decent shape around end of this month.

BOSS Decommissioning

Background & Objective :

• BOSS Decommissioning is one of the 9 projects on BI-X decommissioning roadmap for legacy BI systems

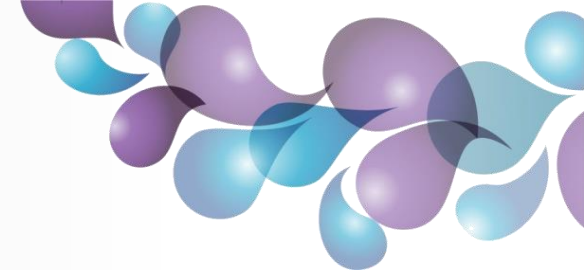•Decommissioning of the Legacy system by simplification of data flow and consolidation in BI-X Platform

Scope :

• Phase 1 – Exports to business customers and systems

• Phase 2 – Exports to internal systems

• Phase 3 – Reports, Tjänsteservern and Special Use Cases

Value Delivered:

• Cost savings due to a decrease in number overlapping systems – from 9 to 1!

• Increased efficiency of information handling and analysis

• Common cross functional definitions

• Common cross functional analytical processes

• In addition improved TTM thanks to faster analyses may result in increased revenues

BI-X Portal

Scope :

- Ability to integrate and display business objects 4.0 reports and dash boards containing business intelligence information for business unit users.
- Ability to display data quality reports, load statistics and dash boards currently being developed externally to this assignment and can be displayed only on portal once they are developed.
- Be able to display and provide maintenance possibilities to a business glossary being developed externally to this assignment.
- Be able to display and link to presentations, newsletters and documents relevant to the BI-X program.
- To seamlessly integrate with the current TeliaSonera share point installation.
- To provide a direct link to our current business objects portal.
- Contain a page support and maintenance.
- Integration with the current TeliaSonera ticketing system. (INIT)
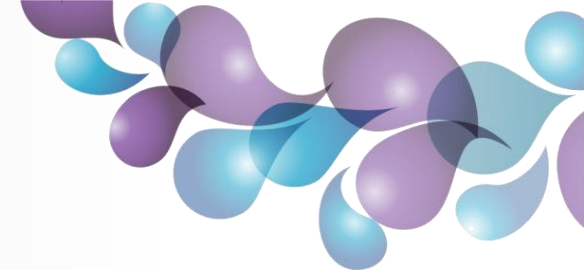- To provide access to BO reports on Mobiles/iPAD

Value add to BIDW (IT):

- Efficient way of communicating to Business.
- Reduction in cost by reducing manual intervention by publishing the necessary information,FAQ's,access to different systems etc.
- Automate certain processes.

Value add to Business & End customer :

- SPOC to get the information and help needed.
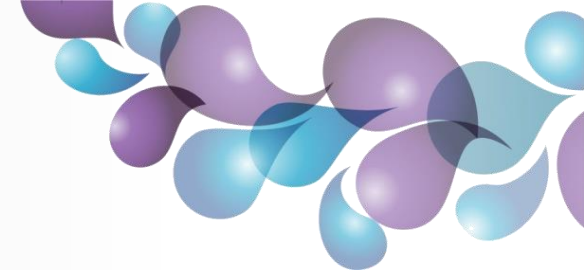- Easy access to reports/dashboards.
- Seamless integration and access.

BI-X

Scope & Overview

BI-X will implement the cross-functional requirements captured during the Business Discovery for TeliaSonera Sweden. BI-X will become TeliaSonera Sweden's primary system for decision support, business intelligence, and analytics as legacy systems are decommissioned.

The development of the solution architecture is aligned with the objective of BI-X as a business enabler tasked with delivering a single source of the truth to drive a world class customer experience for TeliaSonera customers. BI-X will deliver a 360 degree of the customer such that decisions can be made operationally, tactically, and strategically.

Value Add to Client

• CG as "single" maintenance partner for all applications under BI-X platform.

• Less maintenance cost due to single platform and common technologies.

• Single version of truth since same data resides in multiple source systems.

Netbase

Scope

NetBase is a Data Warehouse supporting decisions within BA Broadband Services responsibility. Decision-makers on different levels in the organization are using the information, detailed or aggregated, as a tool for

- Improving customer relations by having a broad perspective of the unique customer's situation related to deliveries and fault handling

- Create efficient and qualitative information to be used by the business within TeliaSonera for steering, follow-up, reporting internally and externally

Value Add to Client

- Legal reporting to EAB and PTS as well as a base for external auditing and internal control

- Streamlining processes from customer, network and contractor perspectives. Input to analysis tools e.g. Six Sigma

Thank You