



COLT Telecom Uses Oracle Business Intelligence to Reduce Risk Involved in Decision Making Processes

Key Benefits

- Identify most profitable customers and products
- Reduce IT and administrative costs
- Support cross-selling and other marketing initiatives
- Correlate transactions from multiple sources for improved analysis and a more harmonized view of the "customer"

Oracle Products & Services

- Oracle Database
- Oracle Warehouse Builder
- Oracle9iAS Discoverer
- Oracle9iAS Portal
- DBA Studio

Implementation Partners

Pangea Development AG
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Project One AG
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Corporate Profile

COLT Telecom, AG
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COLT is one of the new competitive telecommunications

Consolidated Business Data Increases Information Accuracy

COLT Telecom develops and operates fibre optic cable networks and hosting centres. The service portfolio includes IP/Internet, data and voice services aimed at business customers and carriers. COLT generates several million Call Data Records (CDRs) per month. Services such as IP services generate CDRs on each Voice or IP Data traffic event. The invoicing of established connections for customers (Retail Billing) and other carriers (Carrier Billing) are based on CDRs. The base of generated CDRs and the billed CDRs can be evaluated with regard to various aspects such as Traffic Measurement, Invoice Controlling, Fraud Detection, etc.

The Project

In order to substantially reduce the increasing effort for Analysis of the current file-based CDR data and to improve the analysis speed of the invoicing data from the different Billing Systems, COLT Telecom AG, Switzerland planned to introduce a centralized Datawarehouse.

Consultants of PANGEA Development AG and ProjectOne GmbH, both located in Zurich (Switzerland), designed and developed the entire architecture and functionalities of COLT's data warehouse named COLTstar

The single, consolidated data warehouse COLTstar is the information hub that collects all the data from the various operational organizations. With a consolidated data warehouse, groups within COLT can rely on an accurate history of transactions when conducting analyses. Given the huge amounts of transactional data that is recorded daily, the data volumes are tremendous - the data warehouse will contain over 3TB of raw data (after finishing the ongoing roll-out to COLT Telecom Germany) - but the business benefits of having an accurate central record of all relevant business data are equally tremendous. In order to support a very large data warehouse cost-effectively, reliably and securely, COLT selected Oracle technologies.

High-Level Project Goals

- Consolidate business data from multiple sources into a single consolidated data warehouse
- Store detail-level data to be able to support any type of analysis
- Provide end-users with self-service access to any data

Why Oracle?

- Performance
- Scalability and Reliability
- Low Cost, Integrated Business Intelligence Tools
- Tools leverage the capabilities of Oracle database

companies operating in Europe. Founded in 1992, COLT operates an integrated IP based pan European network linking the financial and business centres of Europe, providing the full range of telecommunications services to high value corporate and carrier customers. COLT operates in 31 European cities in 13 countries and plans to provide service up to 32 European cities by the end of 2001.

Industry:
Telecommunications

Geography:
EMEA

Annual Revenue:
900 million £

Employees:
4,700

Centralized Information Portal For Business Users

Today the users perform various analyses such as invoice controlling, traffic and trend analysis. The open structure of the data warehouse designed by PANGEA and ProjectOne gives COLT advanced data analysis, capabilities not realized in the beginning of the project. COLT's data warehouse supports many key business processes; for example, a risky marketing decision to provide a new flat rate service to the SME market was taken based on the decision-base information in the Data Warehouse.

The entire warehouse structure and the loader process were developed and generated with the Oracle Warehouse Builder. Oracle Warehouse Builder, part of Internet Developer Suite, is an extensible framework for designing and deploying Enterprise Data Warehouses, Data Marts, e-business Intelligence Applications, Interfaces and Data Movement solutions. It is based on the OMG CWM industry standard for warehouse Metadata.

Business personnel access all Discoverer Workbooks for business analysis directly through the Web. Oracle Discoverer, part of the Application Server Suite, is a tool for power users, data analysts and report builders. Discoverer enables users to create ad-hoc queries, reports and graphs in a 100%Java client or through pure HTML. Analysts drill up and down on their result set, pivot data, and change the layout to find answers to questions. Report Builders create their own calculations, conditions, and totals to generate custom reports.

Further involved companies

architects-at-work AG, CH-5000 Aarau, involved in System Management

get IT services GmbH, CH-8050 Zurich involved in Technical Project Management