

SPICE COMMUNICATIONS INDIA CONNECTS WITH BUSINESS OBJECTS



"Everything is at the right place, in whatever way we want. We are in a better position to handle competition, and retain and increase market share."

Mukul K. Khanna, Vice President, Marketing, Spice Telecommunications Limited



Industry
Telecom

Business Process
Operations,
marketing,
customer service

Challenge
Rapid growth and an increasingly complex business led Spice to look for increased efficiency, improved customer service, and greater insight into product and customer profitability.

Why Business Objects?
Proven technology, including a complete business intelligence solution that requires fewer resources to implement and maintain at an attractive price point. Ease of use, interactive dashboards, and best-in-class reporting are also key factors.

Business Objects Products and Services
BusinessObjects XI Release 2

Crystal Reports

BusinessObjects Web Intelligence

BusinessObjects Dashboard Builder

BusinessObjects Data Integrator

BusinessObjects Data Quality Management

CHALLENGE

Spice Communications Limited operates GSM Cellular Services under the brand name of Spice Telecom, in the states of Punjab and Karnataka, India. Spice has ambitious growth plans and will soon provide cellular services in Andhra Pradesh, Maharashtra, Delhi, and Haryana. With intense competition and ongoing price wars in the telecommunications industry, Spice realized that in order to keep pace with the growing market, it must rapidly adapt to change and deliver services quickly and cost-effectively. For example, to be able to respond to newly launched competitive offers, the marketing department needs updated information before and after product launches. However, considerable time was spent in preparing text reports; consequently, end users had to wait for information to take action.

In addition to meeting the challenges of increased competition, changing regulations, a changing marketplace, and increasing market share, Spice must be prepared to manage upcoming mergers and acquisitions, adapt to a changing workforce and changing technology, and meet revenue targets. The company realized it was important to have a single comprehensive business intelligence (BI) platform for visibility across the organization. Spice decided to implement an ambitious BI project, and looked to leading BI technology provider Business Objects, an SAP company, for a solution.

APPROACH

As part of its BI initiative, Spice selected BusinessObjects™ XI Release 2 software as its standard enterprise BI platform. BusinessObjects XI offers a range of features, including data integration, performance management, Web-based query and analysis, reporting, end-user functionality, and ease of use. "The solution from Business Objects was an obvious choice. It is a widely used and preferred reporting solution because of its features and flexibility," says Varundeep Kaur, manager IT, Spice Communications. The BusinessObjects XI solutions used by Spice include Crystal Reports® software, BusinessObjects Web Intelligence™ software, BusinessObjects Dashboard Builder software, BusinessObjects Data Integrator software, and BusinessObjects Data Quality Management software.

The BusinessObjects BI platform gives Spice a scalable infrastructure that delivers accurate, timely, and actionable insight. With enhanced reporting and analysis capabilities, it enables every user in the organization to quickly access and easily analyze data. The BI solution enables rapid integration of key processes and business information across Spice, including sales, service provisioning, and network reporting.

RESULTS

"All departments in our organization are users of BI information," says Kaur. "The marketing and finance functions are actually dependent on the information coming from BI. There are around 20 to 50 users, ranging from operational users to power users to the strategic level. The marketing department generates product launch reports, post launch analysis, usage-related analysis, and customer analysis. Almost all analyses are done on information available through data warehouse." The company uses BusinessObjects Data Integrator to extract information from its diverse data sources and move it in a single data warehouse. Kaur notes

that users have ad hoc capability. Power users can drill down and drill up on data, and perform micro-level analyses.

Deploying the solution has had positive effects on the workflow and the decision-making process. The integration of business functions also means that the users now enjoy increased visibility of information across the organization. With the availability of instant, complete, and accurate information, users can navigate through a complete set of business data to get the information they need instantly, resulting in improved operational efficiency.

End users in the company can manipulate data and look at reports from new perspectives. The solution has enhanced the ability to understand the data better and in different ways than what was done in the past. Moreover, data is available in the required format. "Everything is at the right place, in whatever way we want. We are in a better position to handle competition, and retain and increase market share," says Mukul K. Khanna, vice president, marketing at Spice Communications.

Management has access to actionable information at all times, leading to enhanced monitoring and control. With everyone having access to the right information at the right time with an easy user interface, the company is able to optimize its performance in ways that once seemed impossible. For example, customer service is more flexible. Earlier, customers received separate reports for each area of their account, including faults, orders, and network status. Now, customers receive single reports providing a consolidated view of key performance indicators.

The company has focused on improving service to its customers. Today, thanks to ease of reporting from Business Objects, the sales division and sales teams can access each customer's turnover figures automatically and in real-time. These fully automated charts provide information both at an extremely detailed level and as a summarized overview.

Spice now has a single source of reliable performance data that it can easily analyze and report on internally. Further, early warning of deadlines that could potentially be missed due to non-completion of interim tasks enables reallocation of work to ensure deadlines are achieved. As a result, customer service is proactive and consistent, leading to greater levels of customer satisfaction.

Spice sees reduced cost of ownership with Business Objects. By standardizing on one end-to-end BI solution, the company expects to significantly reduce levels of user maintenance, training, and administration costs. This frees up time and budget for the BI personnel to focus on new developments. For Spice, the platform provides a full spectrum of BI capabilities – including reporting, query and analysis, dashboards and visualization, intuitive discovery, and advanced predictive analytics capabilities. The combination of scalability, performance, and technology has made it the right choice for the company and for its customers.

Spice benefits from an integrated platform that is flexible enough to support its BI needs today, and evolve as the company grows. "On various fronts, usually business and technology have different viewpoints. However, in the selection and execution of BI for advancement of both business and technology in Spice, we shared similar views with business," says Sanjay Srivastava, general manager IT, Spice Communications. "We want to see business intelligence as one epicenter of information, where the user is able to view information, play with it, create dashboards out of it, and add or remove the information; where even without having much technical know-how, the user is able to visualize the information, do what-if analysis, and much more."

Srivastava and Khanna agree: "Like a magic wand, everything will be delivered to your desk, within no time. Business Objects and BI are a winning combination."

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