



## Rogers Communications: Empowering Self-Service Reporting While Controlling Access

Canada's Rogers Communications Inc. provides wireless voice and data communications services, cable services, and media assets. After migrating to SAP® BusinessObjects™ business intelligence solutions and SAP IQ software, the company **increased self-service access and insight** into network performance and reduced query and report time to support operational decision making.

# Executive overview

## Company

Rogers Communications Inc.

## Headquarters

Toronto, Ontario, Canada

## Industry

Telecommunications

## Products and Services

Wireless voice and data communications services, cable services, and media assets

## Employees

27,970

## Revenue

CAD 12.2 billion  
(US\$12.3 billion)

## Web Site

[www.rogers.com](http://www.rogers.com)



## BUSINESS TRANSFORMATION

### The company's top objectives

- Improve insight into operations support systems (OSS) data to inform decisions
- Enable self-service data access and reports
- Uphold security and clearance policies
- Expand reporting capacity to handle growing data volume more cost-effectively
- Ensure data integrity

### The resolution

- Perform migration to SAP® software
- Set up self-service, ad hoc analysis
- Consolidate multiple databases and business intelligence (BI) software

### The key benefits

- Improved insight into data to inform operational and service-related decisions
- Achieved a unified vision of OSS data for better report accuracy and security
- Realized greater agility in managing and analyzing data
- Reduced licensing fees and IT support requirements

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“SAP BusinessObjects BI solutions provide an environment that empowers our business units to do their own reporting and analysis, and we’re able to control access to uphold our security policies.”

Greg Kohli, Manager, Network Quality and Performance, Rogers Communications Inc.

## TOP BENEFITS ACHIEVED

**3,000%**

Reduction in query time

**0%**

Increase in IT staff after  
20x growth of data

**100%**

End-user reporting  
autonomy

See more metrics ►

Executive overview

**Company objectives**

Resolution

Business transformation

Future plans

# Improving insight into operations data

Rogers Communications Inc. is one of Canada's largest communications companies, serving millions through three primary lines of business: wireless voice and data communications, cable services, and media assets. Responsible for monitoring the company's communications network, Rogers' operations support systems (OSS) group tracks faults, configuration, accounting, performance, and security. Rogers wanted to improve insight into OSS data to inform operational decisions. "We needed a solution that enabled self-service access to data and reports while upholding security policies," says Greg Kohli, Rogers' manager of network quality and performance.

Rogers had two OSS groups that managed data and built reports for executives for monthly trending analysis – using different software. "The wireless

OSS team was using SAP IQ database software and SAP BusinessObjects business intelligence solutions, and the wire line OSS team was using an Oracle database and Cognos business intelligence solutions," says Kohli. Over time, Rogers' volume of data had grown, and more people needed reports. "Many were building reports using spreadsheets, some thousands of fields wide, to perform analyses," Kohli adds.

In time, Rogers' two OSS teams merged. When considering which software to adopt for the new group, the OSS group compared trouble tickets from its separate systems and evaluated failures, pricing models, and the cost of conversion. SAP BusinessObjects™ BI solutions and SAP IQ software came out ahead.

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"SAP offered better pricing, an open and flexible platform, and powerful functionality. Plus, SAP was able to quickly put together a plan for the conversion, which others hadn't been able to do."

Greg Kohli, Manager, Network Quality and Performance, Rogers Communications Inc.



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# Finding the best performance at the best price

Rogers assembled a team to support the implementation of the project. Five people from OSS worked with consultants from the SAP Services organization and devised a plan to convert all data cubes and reports and perform acceptance testing in four separate phases. Rogers notes key success factors as following proven SAP project management methodology and practices. Also, using offshore developers helped keep the momentum going while controlling costs.

“The project manager assigned by SAP was a god-send,” Kohli says. “In four months we had converted 300 reports and 25 data cubes.” Rogers ran multiple training sessions for key personnel, power users, and limited users to quickly get the new reporting platform into practice for a total of 600 users.



# 600

Users of the software



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# Analyzing more data more effectively

Rogers has achieved a unified vision of its data and has provided employees with increased data access, autonomy, and visibility. “Our people can now build their own reports and pinpoint the exact information they want to see,” Kohli adds. Permission to access data is controlled based on the user’s role. Query times have been reduced by 10 to 40 times, and the time spent building reports has decreased considerably. Decision makers can now spend more time analyzing data to support operational and service-related decisions.

An open platform yields additional benefits. “We can overlay our SAP BusinessObjects universes on any database,” Kohli says, “so we can manage more data more efficiently.” In fact, Rogers’ data volume has increased by 20 times, yet the company’s full-time equivalent OSS staff has remained the same.

## KEY BENEFITS

# 3,000%

Reduction in query time

# 0%

Increase in IT staff after  
20x growth of data

# 100%

End-user reporting  
autonomy

# 100%

Ability to perform  
event reporting



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## Meeting future business needs

With its new software solutions, the company's ability to report on events has grown. "We used to look at broad categories, like voice calls. We can now drill down and see how many calls were dropped, the location, the time of day, and so on," Kohli says. "Now we can look at the unique subscribers, since data usage habits are very different."

With the expanding nature of its business, Rogers' need to report on events will only continue to grow – a challenge it is fully prepared to meet. "Our customers' usage habits continue to change, and there are more data types that need to be analyzed," Kohli explains. "With our SAP BusinessObjects BI solutions, we can now do that."



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