

Client:

Grameenphone

**Industry:**

Communications

Project:

Development of Data Warehouse application with built in Business Intelligence and Data Mining engine.

Project Duration:

6 Months

Oracle Products & Services:

Oracle Database 10g
Oracle Real Application Clusters 10g
Oracle Partitioning
Oracle OLAP
Oracle Data Mining
Oracle Diagnostics Pack
Oracle Tuning Pack
Oracle Enterprise Manager
Oracle Application Server 10g
Oracle Warehouse Builder
Oracle Discoverer
Oracle Internet Developer Suite

The Requirement:

The requirement was the development and implementation of a Data Warehouse application to Store and Manage Millions of Records with built in Business Intelligence and Data Mining engine.

Grameenphone Ltd is the largest GSM telecommunications provider in Bangladesh and manages millions of customer and network-related data records every day. The business employs 6,000 people to service more than 10 million subscribers. It has been a leader in introducing a range of telecommunications services to Bangladesh, including SMS, fax and data transmission, and a 24-hour call center.

Challenges:

- Consolidate disparate data formats into a single Data Warehouse.
- Leverage the data to better understand and service customers.
- Provide a robust platform that delivers high availability and minimises data loss in the event of a disaster.
- Deliver regular and customised management reports, including 'what if' scenarios and customer churn analysis.
- Secure acceptance from staff and train them to use all features of the new system.

Development Solution:

- Engaged Oracle Certified Advantage Partner MagenTys Software to build a data warehouse based on Oracle Database 10g with a built-in business intelligence solution, the first such solution developed in Bangladesh.
- Gained a high performing and scalable solution that improved the management of large data volumes.
- Incorporated a data mining engine that enables the development of 'what if' scenarios to determine customer churn and the revenue impact of new services, and which allows staff to undertake historical and trend analysis.
- Configured database for cold failover to ensure availability should system resources encounter problems.
- Ensured users can access individual customer records during online transactional processing without affecting the online analytical processing of the data warehouse itself.
- Delivered reports customized to the individual requirements of staff and senior managers.
- Simplified management by adopting Oracle Enterprise Manager to oversee data warehouse environment.

Client Testimonial:

"Oracle's database and business intelligence solution has enabled us to manage our business and services to customers better while helping us set a strategic direction for Grameenphone."

– Syed Zahirul Islam, Manager & Head of DW/BI