



Performance Management Dashboards

Case study

Client



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| KEY BUSINESS IMPERATIVE | Provide a set of integrated, interactive and dynamic performance management dashboards in an effective, scalable and well managed interface consolidating KPIs summaries, analytics and detailed drill down features. |
| IT INITIATIVE | Performance Management Dashboards |
| Project Description | Implementation Of Enterprise –Wide Integrated Performance Management Dashboards |

The Challenge

- With Growth of business challenges in face of competition, ETISALAT required integrated, visual and dynamic performance management dashboards. To deliver summarized single view of KPIs across the business initiative together with the interactivity to track down detailed analysis and breakdown of each KPIs across business categories and time granularity.

BBI Advantage

- Powerful expertise and success stories demonstrated by BBI in the track of KPI management, Analytics and strategic reporting
- Hands-on expertise with Presentational Layers with Xcelsius Business Objects in-addition to Universes and Reporting Layers at an advanced level of proficiency
- Over 200 years of combined experience in telecom DWH

Results / Benefits

- Define scope, definitions and design of effective performance management dashboard within the scope of subscribers tracking as well as summarized and detailed traffic over multiple dimensions and providing interactive interface supporting root cause drilldown and toggling between multiple business scenarios
- Provide a strategic road-map for dashboards implementation covering Technical, Marketing, Financial, Operational and Human Resource Initiatives

“**Etisalat Egypt** is a subsidiary of Etisalat group one of the first telecom operators in the world to launch the 4G with total presence in 16 countries across Africa, Middle East and Asia. Etisalat group entered the Egyptian market in May 2007. Etisalat Misr achieved technology leadership by introducing for the first time to the Egyptian market a host of 3.5G services, such as video calling, mobile TV, mobile broadband internet and data services and launched the 4G on 19th September 2017. Today, Etisalat Misr’s product and service portfolio is covered by high quality 2G and 3G network covering and serving 99% of the population in Egypt.”

“**BBI**. Founded in 2009, BBI is a global information technology consultancy firm serving enterprise businesses in a diverse range of industries. From digital strategies to applications services to big data management and analytics, we’ve worked with our clients to survive today’s business disruptions by providing them data driven digital transformation solutions that really make the change happen.”

