



Data Integration and Data Service Development

Case study

Client



Technology used

- INFORMATICA Real-Time Edition
- PWX CDC
- PWX Webservices
- Unstructured Data transformation Option

Scope

Provide comprehensive data integration capabilities for developing and delivering sophisticated data services to support Real Time business needs with Operational Data Stores suited to enhance the value of service-oriented architectures and application integration approaches

Challenge

- ETISALAT-Egypt launched a new CRM Project in 2011 and hence the need for real time integration with all existing IT source systems
- Customer Data needed by CRM is currently managed across multiple systems including Mediation, other E systems. Hence the need for a unified, efficient and real time data layer facilitation the access to such data by CRM and other applications

BBI Advantage

- In-depth hand-on expertise in ODS build with Real time option
- In-depth expertise with DWH Modelling, Teradata, Informatica, Oracle.
- Experience with data quality auditing process
- Strong ETL Optimization and Data Warehouse Architecture Success Track Record
- Over 200 years of combined experience in Data Warehouse
- Concert experience with dealing with complex file format "ANSI" and binary

Results / Benefits

- Defined Online ODS end-to-end solution strategy.
- Accomplished POC for ODS using INFORMATICA real time to easily capture the business/IT requirements for up-to-the-minute data
- Designed and Implemented complete consolidated ODS in real time using INFORMATICA PC across multiple sources
- Scope covering real time process for different sources as well as network generated unstructured records "ANSI" and "Binary" formats during phase 1 and full integration with Etisalat Portal "Web Service CDC and Messages and message queues for phase II.
- Enabling Enterprise application integration via SAP Query as web service access to the ODS

Etisalat Misr 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."

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