



# TELECOM CORPORATE DASHBOARD

## Case study

Client



**SAP** Quality Awards  
Bronze Winner 2011  
Middle East & North Africa

## KEY BUSINESS IMPERATIVE

The objective of this project is to develop a new Dashboard using the **SAP Xcelsius Dashboard Capabilities** for presenting the key CIO KPIs related to Customer base and Network Activities through presenting Daily, Weekly, Monthly Dashboards on Different Aggregation Levels.

## PROJECT DESCRIPTION

Implementation of Corporate Dashboards

BBI supporting Etisalat Misr to deliver a set of integrated, dynamic and interactive visual dashboards comprising Traffic and Subscription KPIs targeting top management audience to allow them to have instantaneous overall view of business performance with the ability to drill down into rate plans groups to understand the commercial drivers behind performance.

## THE CHALLENGE

- Risk of not meeting business expectations
- Risk of Large Data size
- Risk of low data Quality

## BBI ADVANTAGE

- Strong knowledge & expertise in BusinessObjects Business Intelligence platform especially Universe design, Web Intelligence and Xcelsius Dashboards.
- Strong experience in telecom Data
- Warehouse data analysis and profiling with special query optimization skills for handling large size of data extending to up to multiple terabytes.
- documentation skills covering business requirements and technical design.
- Project management & communication skills at to management level.

**"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."

**"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."

## SAP XCELSIUS

Despite numerous changes to the technological landscape, SAP Dashboards (formerly known as Xcelsius) continues to be the preferred dashboarding tool of choice for many enterprises.

Visual BI brings in-depth expertise in servicing customers of various types:

- Small and medium enterprises consuming data from Excel
- Legacy SAP BO customers consuming data from BO Universes
- SAP BI (BW + BO) customers looking to leverage the best of all features and connectivity
- Enterprises with a huge inventory of Xcelsius dashboards needing continued support assurance

## RESULTS/BENEFITS

- Excellent collaboration & team spirit between BBI and Etisalat Misr resources
- Detailed documentation of design and development to ensure alignment on all specification
- Effective project management and clarity in requirement analysis
- Full hand over and elaborate training to Etisalat DWH and Business users ensuring on-going value from implemented dashboards
- Managing of customer expectations through detailed documentation of requirements and practical prototypes