

Data Warehouse Model for Telecommunications

Poslovna Inteligencija Telecommunications Data Warehouse Data Model (PI Telco DWH Model) is a standard industry data warehouse model applicable for fixed and mobile telecommunications operators, covering both traditional Business Intelligence requirements and Big Data Analytics.

Logic of the model follows **TM Forum's Information Framework Shared Information Data Model (SID)**, as a common reference model that service providers, software providers, and integrators use to describe enterprise management information.

Based on data represented, it allows delivery of all standard Telecommunication reporting and analysis Data Marts. The ones already in regular usage are pre-defined as **model Subject areas**.

PI Telco DWH Model Benefits for Operators

- Delivers **competitive advantage** by enabling clean data consolidation across multiple systems
- Supports **rapid implementation of warehousing solutions** with meaningful data
- Facilitates a **structured approach** to subsequent customization and extension of the data warehouse
- Enables business users to more **effectively control and reduce time** taken to scope their requirements
- Provides a solid basis for **statutory reporting and relationship management** supporting decision making and executive information applications
- **Minimizes development costs**
- **Reduces the risk of failure** by facilitating an incremental approach to delivering integrated data warehouse solution
- Currently **used by several operators**, large and small, around the world
- Fosters **collaboration between business and IT** to turn business requirements into actionable solutions
- **Comprehensive** – collecting content from multiple client engagements and turning it into a suite of related Subject Areas - with a proven methodology and models that require minimal customization.

PI Telco DWH Model is also addressing new Big Data Analytics requirements, related to data from sensors, Machine to Machine data and Internet of Things. Model supports location based analytics, deep packet inspection functionalities and provides foundation for integration of structured and non-structured data for unified analytical layer.

PI Telco DWH Model Highlights

- Based on **industry best practices** developed during data warehouse system implementations in Southeast Europe - **it is open for all necessary modifications** to adjust to individual telecom customer needs
- Based on a **strong Primary Key – Foreign Key relationships that assure consistency** in the model itself, and in the content of the implemented Data Warehouse System
- **Developed with CA ERWin** - requiring ERWin license to view or change, but **exportable** to any other standard database modeling tool formats
- The current version 2.1 of the model consists of **more than 340 Entities (Tables) grouped in 29 Subject areas**, which are grouped in 5 functional groups:



COMMON BUSINESS

- Business Items and KPI's Subject Area
- Party Subject Area
- Product Subject Area
- Location Subject Area
- ETL Process Execution Audit Subject Area

CUSTOMER, ACCOUNT & SUBSCRIBER

- Customer Subject Area
- Rate Plan Subject Area
- Sales Subject Area
- Number of Subscribers Subject Area
- Loyalty Program Subject Area
- Contact Center Subject Area
- DM - Churn Prediction
- Marketing Campaign Subject Area

REVENUE & USAGE

- Recharge Subject Area
- Revenue and Collection Subject Area
- Dunning Subject Area
- Traffic Subject Area
- Traffic Aggregations Subject Area
- Interconnection Subject Area
- Subscriber Location Subject Area

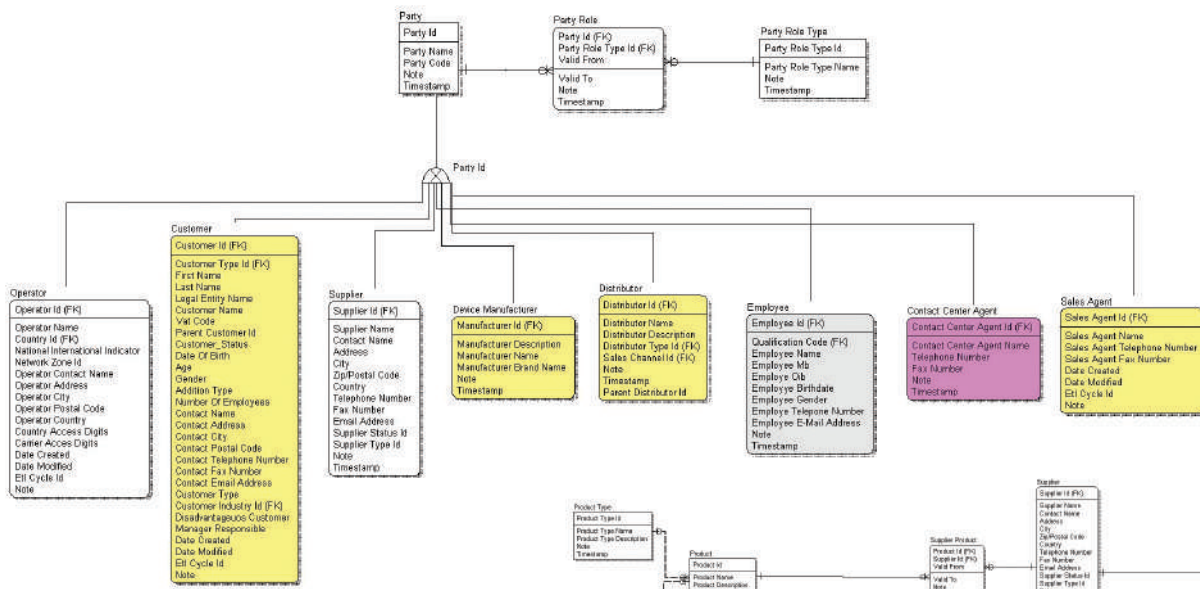
FINANCE & HR

- CAPEX Subject Area
- OPEX Subject Area
- Procurement Subject Area
- Human Resources Subject Area

INFRASTRUCTURE, WORKFLOW & INVENTORY

- Inventory Management Subject Area
- Project Subject Area
- Quality of Service Subject Area
- Resource Capacity Management Subject Area
- Service Provisioning Management Subject Area

PI Telco DWH Model Party Subject Area



Visually representing Party Subject Area containing definitions of Party entities and subtypes, and also relationships definitions.

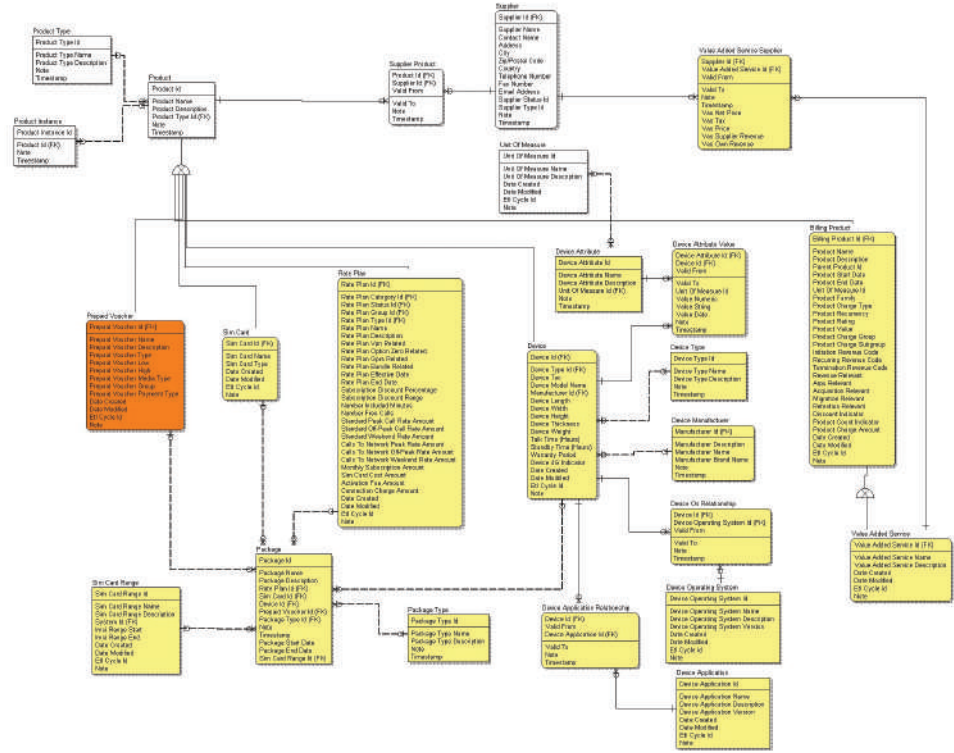
PI Telco DWH Model Product Subject Area

Visually representing Product Subject Area including information about logical organization of Product related entities and types of products, including packages and detailed attributes of devices.

INTELLECTUAL PROPERTY

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Poslovna inteligencija offers not only the best market available ICT models and solutions, but simultaneously provides implementation services using the leading global technologies and methodologies in combination with its years long accumulated knowledge and expertise.

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Poslovna inteligencija is a regional leader in Southern and Eastern Europe in implementation of intelligent information systems for decision support with over 70 corporate customers in 20 countries and over 160 successfully completed projects. Bird Consulting (Business Intelligence Research and Development) is a UK branch office of Poslovna inteligencija.

The company is focused on areas of strategic ICT consulting, implementation of Big Data analytics, business intelligence and data warehousing systems, data integration and data quality management systems, performance management systems, systems for planning and budgeting, risk management systems (Basel III, Solvency II), Balanced

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In offices in Zagreb, Ljubljana, Belgrade, Sarajevo and Podgorica, the company employs more than 80 certified professionals skilled in implementation of these systems.

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