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 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 of the model consists of **over 300 Entities (Tables)** grouped in **28 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

### 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
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 15 countries and over 150 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 Scorecard (BSC) and Master Data Management (MDM) systems, based on all world leading technologies.

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