

PluralSoft has built a team of professionals with a cross section of relevant experiences who are qualified to deliver unparalleled end-to-end solutions for our customers.

A Large Wireless Telecommunications Company

Business Problem

A large US wireless telecommunications company had an aggressive merger and acquisition driven growth strategy requiring large systems and business process integration. This company more than doubled its customer base through a mega merger with a large competitor and planned yet another sizable merger within a year.

The company launched an enterprise wide initiative to provide a seamless customer experience, integrate the combined sales channels, and consolidate executive information system capabilities. Further, the company wanted enhance customer segmentation to drive specific promotions and campaigns to acquire and retain customers through channel partners. Stemming out of this requirement was the need to manage each business line and channel as an autonomous division yet deliver an enterprise wide set of performance measures.

Executive management determined that the existing Enterprise Datawarehouse and Business Intelligence platforms should be consolidated to create an integrated Financial Performance Management system. The project's objectives include:

- Providing a single view of customer, product, channel partners and financial (revenue and cost) information across business lines in the merged company
- Defining a common set of business rules to segment customers and channel partners
- Implementing segmentation logic that minimizes the impact to existing operational systems such billing, customer care and ERP, and existing data marts
- Achieve a "single version of the truth" in reporting
- Transparency of data on reports back to the system of record; and
- Enhance the online analytic processing capabilities for key business users

PluralSoft delivery methods include:

Onsite

Offsite

Offshore

Globally Integrated Teams

PluralSoft

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Engagement

PluralSoft was engaged to augment the company's existing staff to provide: solution architecture; design; development and overall technical leadership . This included:

- Business process and data analysis
- Current systems analysis of operational and data warehouse environments across merged companies
- Data warehouse and business intelligence architecture
- Iterative enterprise data warehouse consolidation roadmap
- Integrated solution design
- Development of Financial Performance Management reporting subsystem.
- Development of OLAP applications for product segment profitability analysis

Result

PluralSoft worked with the business and IT stakeholders in various lines of business to identify, document and prioritize the universe of business and IT requirements and issues for a unified customer experience. PluralSoft then performed an extensive data life cycle analysis of the operational systems, existing data warehouse, and reporting environments for the major lines of business to determine common information, process and technology infrastructure requirements. This exercise was followed by a recommendation of the required information architecture which included consolidation of specific business subject areas and data warehouse platform which spanned the two companies with minimal modifications to core source systems. Enabling unified OLAP capabilities to business users and positioning the company for integration of future acquisitions.

PluralSoft provided the technical leadership to deliver the first iteration of the solution in record time and augmented client staff to deliver follow-on iterations of the roadmap.

Right Service

The Right People

- Our model is not the same as the large consulting houses – we bring small expert teams to lead projects to successful conclusion, and work with our clients internal teams to ensure knowledge transfer at every step.
- We stand behind our commitments and take ownership of our responsibilities and we deliver what we promise.

The Right Time

- Our business is not to become integral parts of your business. We measure our success by our ability bring initiatives to successful completion quickly, and ensure self sufficiency.

The Right Methods

- Key to our success if our ability to bring proven methodologies

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