

Telco

NTT DATA implemented a visual data reporting system to provide actionable insights that help management make faster decisions

Challenge

Delayed reports and difficult data interpretation led management to investigate a better reporting platform

Keeping pace in today's digital world demands rapid responses. So, when a communications systems provider found itself waiting more than five days for its Business Intelligence (BI) function to fulfil report requests, it decided it needed faster access to the data. The company also recognised the need for new reporting capabilities that could be adapted by different parts of the business to meet diverse needs.

NTT DATA was asked to help select a suitable data visualisation tool to provide reports that:

- Are easy for management to develop independently
- Provide real-time updates
- Are visually engaging with actionable insights
- Use data sourced from the company's data warehouse
- Are accessible by mobile and self-serve channels for staff and external clients.

About the client

The company provides a range of data connectivity products and services, from simple broadband access to complex managed networks. It operates in 28 countries, provides metropolitan area networks in 49 cities, and fibre into more than 24,000 buildings. Its voice portfolio offers traditional and IP-based services to enterprises and service providers.

About NTT DATA

NTT DATA (Tokyo: 9613) is your Innovation Partner anywhere around the world. Headquartered in Tokyo, with business operations in 42 countries, we put emphasis on long-term commitment and combine global reach and local intimacy to provide premier professional services from consulting and system development to business IT outsourcing.

Solution

A three-phase project identifies the right reporting tool, trains teams in its use and creates a wide range of uses

NTT DATA's engagement was split into three project phases:

Phase 1: Tool selection

A two-week assessment of five leading data visualisation products and the current reporting provider led to an agreed set of selection criteria for capabilities, pricing, maturity and infrastructure requirements. Using a rigorous scoring system, NTT DATA recommended Qlik.

Phase 2: Proof of concept

NTT DATA worked with the company to develop five proof of concept dashboard reports using its Discover Visualise Optimise (DVO) methodology. The dashboards enabled self-serve reporting for:

- Service delivery
- Service operations
- Sales support
- Performance management
- Order fulfilment

NTT DATA used its Qlik expertise to train the company's workforce to use the platform and build reports. The training ensured its teams were proficient in Qlik and understood how to customise the reporting dashboards.

Phase 3: Production and expansion

Having seen the benefits of the new reports, the company decided to expand the use cases and asked NTT DATA to develop the concepts into production-grade reports. Over a six-week period, the team created refined versions of the previous reports and new use cases for Net Promotor Score (NPS) and capital expenditure monitoring.

NTT DATA also set up the infrastructure to expand Qlik to a wider range of users, including licences, administrator tools and automated data extraction from the data warehouse.

Results

Eliminating unwieldy paper-based reports has vastly improved management's ability to spot important issues quickly and easily

The client's management were impressed with these new reporting capabilities. They were instantly beneficial to the client's ability to drill into data sets to identify insights without having to request and wait for a second report to understand anomalies.

The new tool also simplifies management meetings, which previously relied on cumbersome paper-based reports. Often produced at different times, these packs were difficult to navigate, making it hard to compare results and creating doubts about the data's validity.

With the new system, management can navigate easily through dynamic reports to find the detail that matters and make rapid comparisons. Furthermore, because the data is updated in real time, the dashboards are trusted as a single source of truth.

Management now has 24/7 access to the right data without unnecessary delays, helping to accelerate decision-making and business growth.

