

A hand in a blue shirt sleeve is shown interacting with a smartphone. The background is a vibrant blue with various floating icons: a shopping cart, a gear, a power button, a smartphone, a CD, a film strip, and binary code. The text 'Global Telecom Company Gets Unified View of Fragmented Customer Data' is overlaid on this image.

Global Telecom Company Gets Unified View of Fragmented Customer Data

Background

The client is a global telecommunications company **focused on wireless, cable, and enterprise networks. Its business units offer global connectivity solutions**, network solutions, and professional services. They service all types of networks through a combination of equipment, solutions and services.

Client Pain Points

The client needed a single, unified view of its customer data. Currently, its data resided in various disparate and dis-integrated systems which made it very cumbersome to retrieve customer information. They had to resort to tedious manual processes just to extract and match customer information from these different sources.

Nsight Solutions

Nsight was invited in the early stages of the implementation and worked closely with the client's business team to evaluate several tools and assess various strategies for alleviating the client's pain points.

Nsight implemented the following solutions to give the client a unified view of their customer data:



- Built a single Global reporting system using SAP BW 3.5 in the areas of Campaign Analysis, Activity Analysis, Opportunity Reporting, Sales Reporting, Business Partner, Installed Base, Product Analysis.
- Enhanced BW content and data sources to meet complex reporting needs in product configuration and Installed bases.
- Used SAP Portal to publish BW views.
- Migrated various legacy CRM reporting systems into one integrated analytical platform.
- Replaced and transitioned legacy data warehouses and reporting tools including SQL Server, MS Access into SAP BW.
- Enabled a 360 degree view of customers using SAP CRM, current OLTP SAP R/3 and other disparate sources.

Business Benefits

Nsight's "Single Customer View" solution gave the client the following business benefits:

- Improved business performance through synergy and integration of customer data
- Incremental gains in profitability
- Increased clientele and improved long-term customer relationships

