Informatica in Telecommunications

BENEFITS

Achieve Greater Business Value

- Reduce IT infrastructure cost & complexity by unlocking data from its original applications and promoting reuse across the enterprise

- Identify new services opportunities and bundled customer offerings

- Increase customer retention by improving customer service and identifying new customer sectors and preferences based on reliable, high-quality data

- Improve cross-sell and up-sell rates

- Enhance operational efficiency by streamlining and automating processes

Key Informatica Capabilities

- Broad access to all enterprise data, regardless of type, structure or source

- An open, platform-neutral architecture to minimize risk and vendor lock-in

- Powerful data cleansing, matching, and reporting and monitoring capabilities in a single solution

- Enterprise-class security, scalability, reliability and availability

- A shared services approach based on metadata and open standards for transparency, interoperability and flexibility

"Telemar relies on the Informatica enterprise data integration platform to provide a 360-degree of our customer data. As a result, we've successfully streamlined our operations, improved customer service, and—perhaps most importantly—won more customers. The effectiveness of our sales campaigns has jumped from a 1 percent return to a 4 percent return on investment."

— Sergio Teixeira Balaj, Data Warehouse Coordinator, Telemar

Informatica is helping leading telecommunications companies worldwide to integrate data in a timely, cost-effective manner across multiple systems, unlocking the full business potential of enterprise data and accelerating its impact on the bottom line.

When it Comes to Market Share, Knowledge is Power

Most telecommunications companies face three significant challenges:

1. Increasing responsiveness to industry convergence and consolidation

2. Improving customer acquisition and retention

3. Effectively managing within the regulatory environment

Addressing these challenges requires clean, consistent and accurate data integrated from disparate sources across the enterprise, including network, product, ordering, provisioning, equipment, customer, financial and billing systems.

Convergence, Consolidation and Competition

Numerous industry challenges are forcing telecom companies to streamline operations and increase competitive agility. These challenges include:

- Convergence of services. Telecom companies are bundling broadband, voice, wireless, video and other emerging technologies together, as well as a variety of value-added content, in an effort to remain competitive, offer seamless services and attract more customers.

- Industry consolidation. Ongoing mergers and acquisitions have resulted in duplicate systems and applications across the organization, which have made it difficult to integrate data, realize cost benefits and capitalize on new revenue opportunities.

- Increased competition and diminishing revenue streams. Deregulation has enabled telecommunications companies to compete and sell products and services beyond their core offerings, resulting in less revenue from traditional sources, more pressure on profit margins and an urgency to find new revenue streams by investing in new technologies such as VoIP or fixed/mobile convergence.

XO COMMUNICATIONS

XO Communications is a full-service provider of communications services for small and growing businesses, larger enterprises and carriers. When the company implemented a call-detail data warehouse to monitor traffic flow through its own and other carriers' telecom networks, XO Communications relied on Informatica PowerCenter as its enterprise data integration platform. PowerCenter enabled XO Communications to replace previously hand¬coded routines, achieve sharable business metadata and integrate data across two duplicated business data warehouses.

The new data warehouse provides mission-critical reporting, resulting in:

- Exceptional ROI, including $5.5 million in cost savings by recognizing inaccurate billing on a single invoice

- Quick handling of legal obligations (such as phone-record requests) and regulatory compliance reporting to the PUC

- Enhanced decision support

- Winning the 2004 ADT Innovator Award for Data Warehousing/Business Intelligence

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To combat these challenges and improve operational efficiency, telecom organizations are investing in new applications that support product and service bundles, enhancing or replacing their existing operational support systems (OSS) and business support systems (BSS), consolidating redundant systems, implementing automated service provisioning and customer self-service, and more. All of these initiatives require clean, consistent and integrated data from multiple sources, such as customer information, network management, ordering and provisioning. However, industry consolidation has spurred more data fragmentation, increasing IT complexity and slowing responsiveness to new market needs

Customer-Centricity

Because of deregulation, customers have more choices in selecting providers, products and services. With lower switching costs, better access to information and more pricing options and bundled services available, telecom customers have become increasingly sophisticated. Since there is little differentiation among traditional voice products, customers focus on price and customer service, forcing telecom companies to explore ways to increase customer satisfaction, improve customer acquisition and loyalty, and sell new services tailored to customer needs.

Telecommunications companies recognize that becoming customer-centric is key to their long-term competitive advantage. Customer-centricity depends on having a single view of customer data that gives clear insight into customer behavior, purchasing patterns and segmentation. However, in many telecom companies, customer data remains locked in individual information silos and key information is often inconsistent or incomplete. Telecom organizations need access to data that is accurate, reusable and productive, so that they can create a holistic, real-time view of their customers. Transforming raw data into a strategic asset enables telecommunications providers to improve the customer experience, increase cross-sell rates and provide differentiated service.
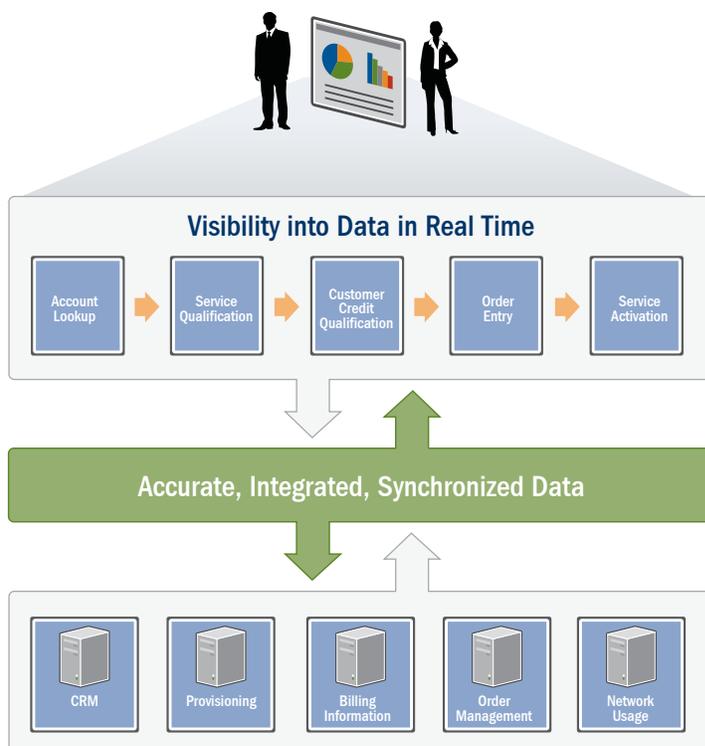
Operational Efficiency Example: Provisioning With cost pressures from deregulation, expensive network infrastructure and new competitors, telecommunications companies have focused on improving operational efficiency. The provisioning process can be streamlined by integrating and synchronizing data from disparate sources, which accelerates activation for customers and revenue recognition for telecom companies.

Visibility into Data in Real Time

| Account Lookup | Service Qualification | Customer Credit Qualification | Order Entry | Service Activation |

Accurate, Integrated, Synchronized Data

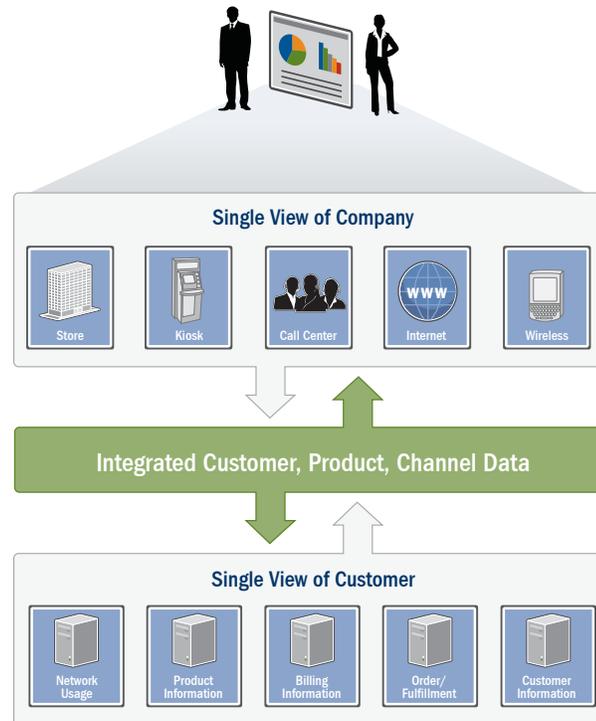| CRM | Provisioning | Billing Information | Order Management | Network Usage |

Regulatory Compliance

The merger and acquisition activity resulting from deregulation in the United States has made regulatory compliance—especially with the Sarbanes-Oxley Act—an operational nightmare. Data is stored in multiple data formats across a myriad of disparate systems. While deregulation eliminated competitive barriers to entry, telecommunications companies still must follow numerous guidelines and regulations as mandated by government agencies such as the Federal Communications Commission (FCC) and state public utilities commissions (PUCs) in the United States. Telecom organizations must find a way to provide consistent, reliable and auditable corporate information pulled from many disparate sources to simplify regulatory compliance and provide accurate reports.

Informatica Gives You a Competitive Edge

Telecommunications corporations are rich in information—the question is whether they can realize the full business potential of their enterprise data. In many cases, IT must cleanse and integrate data that come in multiple formats, with multiple data definitions and varying degrees of data quality. Informatica offers telecommunications companies a complete set of solutions to align and integrate data across all systems and applications, as well as the ability to improve the accuracy and integrity of all information assets.

Making Data Flexible, Reusable and Productive

In a rapidly changing and highly competitive environment, telecommunications companies must be flexible and react quickly to change. The IT divisions are under constant pressure to deliver new projects and capabilities faster. However, the complexity and difficulty of these IT tasks can increase exponentially, especially as telecommunications companies expand globally and share data both within and outside of the enterprise. To reduce complexity and increase productivity, organizations need a flexible solution that allows them to access, reconcile and transform data into a strategic, reusable asset.

Single View of Company

Store | Kiosk | Call Center | Internet | Wireless

Integrated Customer, Product, Channel Data

Single View of Customer

Network Usage | Product Information | Billing Information | Order/ Fulfillment | Customer Information

Customer-Centricity

Competitive threats, pressure on traditional revenue sources and an increasingly sophisticated customer base have prompted telecommunications providers to orient their business around their customers. To provide superior, differentiated service, telecom companies need a single view of their customer to enhance loyalty, provide a consistent customer experience across multiple channels and offer new services and bundles tailored to customer needs.

To meet this need, Informatica provides a single, unified enterprise data integration platform designed to deliver data integration services that enable organizations to realize the full business value of their enterprise data assets. As part of a service-oriented architecture (SOA), Informatica enables organizations to leverage data services to access, discover, cleanse and integrate data, wherever and in whatever form it resides, to ensure that the organization receives data that is consistent, accurate and timely. Offering unparalleled ease of use, Informatica can decouple data from underlying applications, promoting reuse and flexibility, while ensuring the consistency, accuracy and overall quality of the data. This in turn reduces time to results and enables telecommunications providers to deliver on a broad range of business imperatives or IT initiatives.

Delivering Data Confidence

our data, you have faith in that data. But with data becoming increasingly fragmented due to the proliferation of applications and systems, the quality of data becomes an issue, especially as organizations continuously generate increasing volumes of data. Users need to be able to trust the quality of their data, so they can be confident that the business decisions, IT initiatives, or reporting underway are based upon data that is complete, consistent and accurate.

Informatica has the most comprehensive data quality solution available on the market, designed to put the control of data quality processes in the hands of business. By providing a complete process for measuring, monitoring, tracking and improving data quality at multiple points across the organization over time, Informatica empowers business information owners to implement and manage effective and lasting data quality processes across the entire enterprise. With

Informatica data quality solutions, companies can profile multiple data sources; cleanse, enrich and validate all enterprise data; monitor and scorecard data quality over time and against targets; and control and manage ongoing data quality across the enterprise.

In addition to Informatica's powerful data quality capabilities, Informatica's metadata-driven architecture documents the lineage of the data as it is accessed, altered, or moved, providing an audit trail and ensuring end-to-end data integrity throughout the life cycle. By delivering valid data, capturing data definitions and documenting relationships, Informatica offers telecommunications organizations a strong foundation for making smart business decisions, improving customer relationships, and superior auditing and reporting capabilities for regulatory compliance.

Informatica: The Telecom Industry's Most Trusted Source for Data Integration

Informatica works with top telecommunications companies around the world to accelerate time to results for their data integration initiatives, delivering high quality, holistic information with the broadest data access available on the market. With Informatica, organizations can access and integrate data from virtually any business system, in any format, and deliver that data throughout the enterprise at any speed. Informatica's robust partner ecosystem includes leading technology and consulting firms that can deliver solutions specific to the needs of the telecommunications industry.

ABOUT INFORMATICA

Informatica Corporation is a leading provider of enterprise data integration software and services. With Informatica, companies can gain greater business value by integrating all their information assets from across the enterprise. More than 2,700 companies worldwide rely on Informatica to reduce the cost and expedite the time to address data integration needs of any complexity and scale.

TELEMAR

Brazil-based Telemar is the largest provider of telecommunication services in South America. To continue to provide the most modern telecommunications technology and services to its growing 7 million customer base, Telemar needed an effective data integration solution to create a centralized data warehouse for easy access to complete, up-to-date, high-quality customer data to increase operational efficiency and sales campaign effectiveness.

Telemar relied on Informatica PowerCenter to perform complex transformations and ensure easy management of massive data volumes and PowerExchange for Adabas to provide seamless data access from the mainframe to gain a holistic view of their customers. As a result, Telemar:

- Increased sales campaign effectiveness from a 1 percent return to a 4 percent return on investment

- Reduced mainframe extraction time from 50 hours to 2 hours

- Improved resource utilization and operational efficiency

- Enhanced customer service and loyalty

INFORMATICA
The Data Integration Company™

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