

Data Model for Telecommunication Companies

The process of creating a data model is typically done to solve essential business enterprise needs. Telecommunication companies have specific requirements for their data model design that derive from the industry's unique business conduct. This usually involves analysis, definition and creation of a wide variety of components including; business areas, entities, relationships, tables and fields, attributes, connectivity and cardinality, directions, types, existence and more...certainly a time and resource consuming project.

What if you could significantly reduce the time and effort involved in developing your telecommunication company's data model, while ensuring the best possible result?

At **BI Insight** we have successfully developed data models for many telecommunication companies and invested hundreds of man-years in this specific area of business. Now we can offer our customers a proven methodology for rapid and quality development of enterprise data model with guaranteed success.

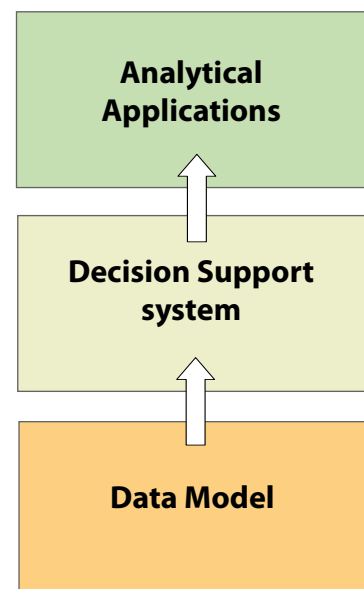
Working with Experts

Working with BI Insight provides you with the following benefits:

- **Comprehensive business insight & understanding**
- **Quick deployment of business needs**
- **Shorter development time**
- **Minimum risks**
- **Worldwide best practices**
- **Experienced consultants**
- **Guaranteed success**

Out-of-the-box Solution

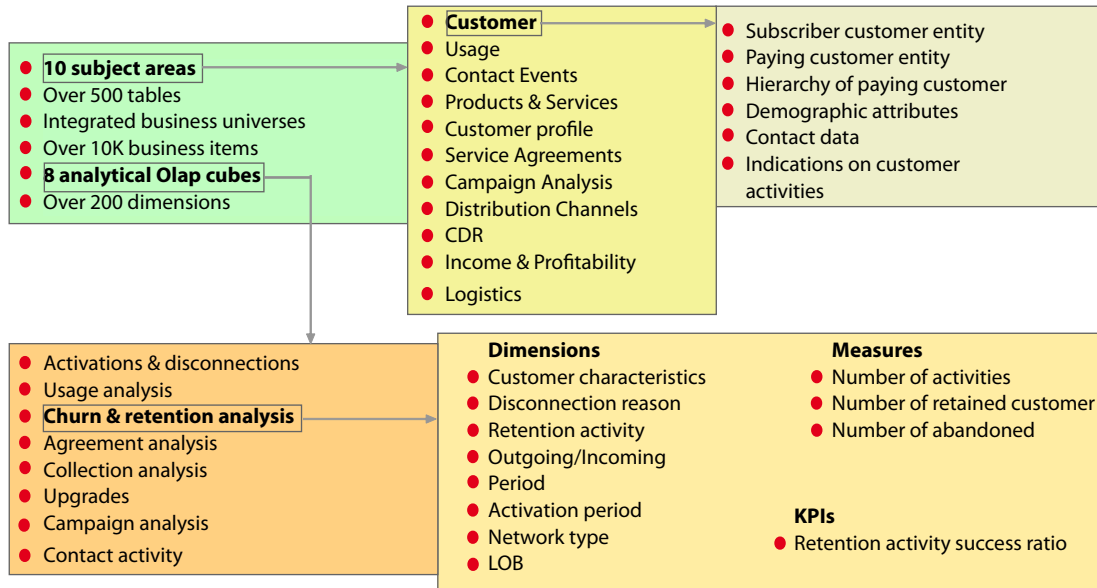
- **Proven multi dimensional analytical models**
- **Complete decision support infrastructure**
- **Predefined views and reports**
- **Established methodology for gap analysis**
- **Fast, friendly and logically data model format**



Data model is the basis for the entire Enterprise Information Management

Extensive Business Model

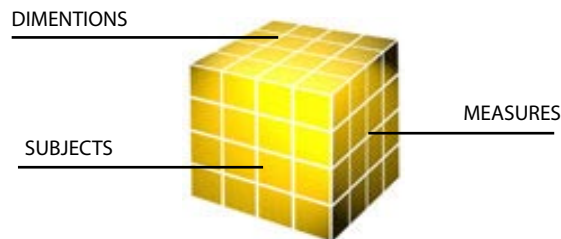
The following diagram illustrates some drill-down examples of BI Insight's Telco-specific business model components:



Supporting Business Decisions

Following are some examples of business decision-support analyses provided by the BI Insight's analytical cubes:

- Disconnection reasons analysis
- New subscribers trends analysis
- Revenue and profitability Analysis
- Activity analysis across call types
- Retention activity effectiveness
- Retention trends analysis
- Response rate analysis
- Campaign's success rate analysis
- Campaign effectiveness and ROI



BI Insight experience comes from cooperation with our clients and many implementation processes in their companies. Finance, insurance, telecom, industry, public and healthcare - companies from these sectors were provided with fully functional and effective BI systems by company.

BI Insight is Gilon's partner and distributes Gilon's solutions in Poland.