

VERIZON STANDARDIZES REPORTING TOOLS AND CUTS REPORT PRODUCTION TIMES BY 99%

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Tom Balogh, Senior Business Analyst, Verizon Communications



Industry

Communications

Business Process

Project planning, product development, performance management

Challenge

Verizon's disparate data sources and reporting systems were significantly delaying the report production processes, overtaxing IT resources, and slowing the decision-making process.

Why Business Objects?

The data integration capabilities of Business Objects products enabled Verizon to tie seven diverse data sources together so that employees could access and share more data in less time and maximize productivity.

Business Objects Products and Services

BusinessObjects Web Intelligence

CHALLENGE



A Fortune 10 company, Verizon Communications is one of the world's leading providers of communications services. With approximately \$67 billion in annual revenues and 227,000 employees, Verizon's global presence extends to the Americas, Europe, Asia, and the Pacific.

Formed in 2000 from the merger of Bell Atlantic, GTE, and Nynex, Verizon initially faced the task of combining

all of the data sources from the various companies. At the time, Verizon was unable to tap into these diverse data sources with its existing reporting system. This inhibited information sharing and obscured the view of operations across the United States.

What's more, Verizon's existing reporting environment was too complex for everyday business users, causing Verizon to route all data analysis through IT. And as the new entity's reporting needs grew, IT became inundated with report requests. Unfortunately, the department lacked the bandwidth to quickly meet requests, creating a bottleneck that delayed reports. As a result, data delivery was slow and information was kept from the hands of key decision-makers.

APPROACH

What Verizon went looking for was a single, user-friendly reporting tool that could eliminate the IT bottleneck while also empowering business users to meet their own data analysis needs by giving them real-time Web access to the disparate data sources.

More specifically, Verizon sought to enable:

- Construction and engineering to access information on the progress of specific jobs.
- Managers to analyze timesheet information and track productivity for technicians.
- Managers to access productivity reports for various construction units.

After evaluating business intelligence (BI) solutions from Business Objects, an SAP company, and from Oracle and IQ Systems, Verizon selected Business Objects technology for its superior graphical user interface, deployability, and security. By giving employees real-time access to business information, Business Objects is helping Verizon improve decision-making and boost productivity.

RESULTS

Since deploying Business Objects products, Verizon has effectively centralized its disparate databases by creating a data universe that can be accessed via the Web to analyze pivotal business data. By streamlining its reporting process, Verizon has reduced report production cycles from months to days, representing a 99% decrease in report production times. Tom Balogh, senior business analyst at Verizon Communications, says, “We integrated seven diverse data sources with Business Objects products. Employees are now able to access and

share more data in less time, significantly reducing project times and maximizing report-delivery productivity.”

With BusinessObjects™ Web Intelligence®, Verizon has empowered 3,000 users with links to key engineering and construction data. In fact, its engineering and construction departments leverage Web Intelligence to track and communicate project planning and construction information, which facilitates the smooth execution and management of projects.

For example, when embarking on a job to provide telecom services to a new residential area, engineering designs a job that contains the materials and costs, cable requirements, and terminal locations for the job. After the plans are approved and the delivery dates determined, the assigned construction unit uses Web Intelligence to access the information for details that determine the most effective approach to the job, significantly reducing ramp-up times for construction projects.

Once the project is under way, construction uses Web Intelligence to review the progress of the job and the work remaining to complete the project. Viewing these reports, off-site engineering and construction managers easily gauge the progress on jobs, from inception to completion, and determine if the job will be completed on time. By identifying lagging construction jobs early in the production cycle, managers can deploy strategies to ensure the timely completion of the project, thereby improving overall project efficiency and productivity.

Moreover, Verizon uses Web Intelligence to create both timesheets and weekly productivity reports for everyone from technicians to regional presidents. By examining work rates for employees across the United States, managers identify the most and least productive areas in the work force, and use this information to implement corrective measures.

“To create a streamlined reporting environment that provided employees around the United States with a 360-degree view of business processes, Verizon needed a BI solution that was both robust and extremely user-friendly,” says Balogh. “Business Objects did not disappoint. Within a very short period of time we had 3,000 employees, from diverse reporting backgrounds, accessing information through a single point of contact.”

Verizon plans to expand its deployment to an additional 300 users.

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