



VODAFONE EGYPT

BETTER BUSINESS INTELLIGENCE FOR GREATER BUSINESS SUCCESS

“Using SAP BusinessObjects XI gives Vodafone Egypt one BI platform for reporting, query and analysis, and performance management tasks.”

Ahmed Nabil, Data Warehouse Manager,
Vodafone Egypt

QUICK FACTS

Company

- Name: Vodafone Egypt
- Location: Giza, Egypt
- Industry: Telecommunications
- Products and services: Voice, data, and broadband and fixed Internet services
- Revenue: £E8.1 billion (approximately €1 billion) (2007)
- Employees: 3,500
- Web site: www.vodafone.com.eg
- Implementation partner: Intercom Enterprises S.A.E.

Challenges and Opportunities

- Gain clear market and customer insight to enhance business performance
- Increase business flexibility while maintaining the integrity of critical business information
- Improve security of customer data

Objectives

- Simplify access to business information by reducing interfaces
- Implement a single business intelligence platform for reporting, query and analysis, and performance management tasks
- Improve security

SAP® Solutions and Services

- SAP® BusinessObjects™ XI solutions
- SAP BusinessObjects Web Intelligence® software
- SAP BusinessObjects Desktop Intelligence™ software

- SAP BusinessObjects Dashboard Builder software
- BusinessObjects Performance Manager software (functionality now found in the SAP BusinessObjects Strategy Management application and SAP BusinessObjects Xcelsius® Enterprise software)
- Crystal Reports® software

Implementation Highlights

- 2-month migration project
- Enterprise-wide adoption through “ambassador” user program
- More than 500 users across finance, commercial, customer operations, technology, regulatory, and strategy departments

Why SAP

- Superior business intelligence functionality supported by an integrated set of applications
- Centralized administration
- Powerful collaboration tools

Benefits

- Improved business decision-making capabilities
- Greater worker productivity
- Improved security
- Lower administrative costs due to centralization

Existing Environment

Legacy software from Business Objects, now an SAP company

In the highly competitive mobile services business, information is king. The company that can gather, analyze, and act on business data in a timely manner is the company that can anticipate customer needs more effectively and deliver the products and services customers demand. For Vodafone Egypt – a subsidiary of Vodafone Group Plc, the largest mobile telecommunications company in the world – this makes high-quality analytics and business intelligence (BI) critical for business success.

This is where Ahmed Nabil and his team come into play. Nabil is Vodafone Egypt's data warehouse manager, and the information his team produces is used to monitor business performance and support business decisions. Nabil explains, "We maintain a central hub of operational and analytical business intelligence capability within our organization, so as to ensure the best utilization of raw data. This data is fed into our warehouse from a variety of sources, such as our billing systems, the customer relationship management system, Oracle financials, point-of-sale systems, and prepaid systems. What we do is turn that data into relevant business information."

For years, Vodafone Egypt had run its BI environment on software from Business Objects, which is now an SAP company. Over the course of these years, Vodafone Egypt managers and business users came to depend on the high-quality BI generated by Nabil's

team to target its customers more effectively, support the decision-making process, and improve overall business performance. As this BI became more and more important to the success of Vodafone Egypt, Nabil recognized the need for enhancements. Most importantly, he wanted to simplify access, improve ease of use, and enhance security.

Choosing the Best

After discussing options with implementation partner Intercom Enterprises S.A.E., Nabil and Vodafone Egypt decided to migrate to the latest release of software now known as SAP® BusinessObjects™ XI solutions. Vodafone Egypt liked the single, Web-based environment supported by the software. It also liked the more-intuitive user-base management features, improved security, and ability to leverage integrated software such as SAP BusinessObjects Dashboard Builder software and BusinessObjects

Performance Manager software (functionality now found in the SAP BusinessObjects Strategy Management application and SAP BusinessObjects Xcelsius® Enterprise software). In addition, Nabil looked forward to an improved user experience, in which users can log onto a familiar portal and launch any type of document – such as reports from the Crystal Reports® software or documents from SAP BusinessObjects Web Intelligence® software or SAP BusinessObjects Desktop Intelligence™ software. This flexibility would make it easier for users to perform deeper analysis without the need to learn new, sophisticated tools.

Nabil says, "We wanted to achieve three things for the business units: provide one global view of all Vodafone Egypt's information; deliver even better insight into our customers' behavior; and provide reliable information via dashboards to trace, check, and monitor key performance indicators more accurately."

Rapid Migration

The migration to SAP BusinessObjects XI took just two months. Intercom, serving as partner for the project, helped ensure wide user adoption through demonstrations and training sessions designed for "ambassador" users, who then helped bring colleagues up to speed. Phase 1 of the project focused on migrating users and user groups, setting up security, and



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testing the new environment. Phase 2 focused on migrating documents and Business Objects “universes,” attaching them to the correct folders, and completing the security setup. Using accelerators such as an import wizard and a report conversion tool, the data warehouse team migrated 450 full-client documents, 20 SAP BusinessObjects Web Intelligence documents, 15 universes, 60 connections, and a wide array of user documents stored locally and in repositories. The company also implemented encyclopedia functionality that creates handy BI reference guides that are accessible from within the BI portal. This helps business users locate and interpret corporate information for more confident and accurate decision making.

The Results

Today, Vodafone Egypt has a centralized BI system that supports simplified system administration, integrated security, standardized reporting, convenient dashboards, superior performance management, and enterprise-wide collaboration. And it delivers all this via a single, Web-based point of access that supports exceptional scalability and makes it easier for the company to deploy new applications as needs arise.

“Using SAP BusinessObjects XI gives Vodafone Egypt one BI platform for reporting, query and analysis, and performance management tasks,” says Nabil.

“It makes standardization easier by providing a modern service-oriented architecture and easy tools to manage the entire BI platform.”

Defining Objectives, Tracking Performance, Measuring Success

By migrating to SAP BusinessObjects XI, the company can take advantage of other integrated software in the SAP BusinessObjects portfolio. Take, for example, the performance management functionality now available in SAP BusinessObjects Xcelsius Enterprise, which helps align actions with strategy. Using the strategy maps supported by the software, managers at Vodafone Egypt can now make decisions based on a clear understanding of how objectives at the departmental level impact the objectives of the enterprise as a whole.

Once such decisions are made, users and managers alike can track performance using scorecards and dashboards supported by SAP BusinessObjects Dashboard Builder. Senior management receives top-level and summary information, while business unit managers have the ability to drill down to different levels of detail for their own departments. “The ability to break metrics down and find the root cause of changes in performance is an especially valuable part of the dashboard system,” says Nabil. This capability enables the company to rectify problems quickly and continuously modify procedures to maintain high levels of customer satisfaction.

Easier Collaboration

Vodafone Egypt also likes the portal functionality that comes with SAP BusinessObjects XI. This makes it easier to share information, allowing users to post items such as documents, data, and graphs for colleagues to view. When items of interest appear on the portal, users get e-mail notifications. In this way, Vodafone Egypt can direct more of its collaborative activity to the portal itself, to increase worker productivity and improve business performance.

On-Demand, Self-Service BI

Empowering business users with unimpeded access to high-quality BI was a major objective of the migration project. Much of this requirement is supported by SAP BusinessObjects Web Intelligence, which allows Vodafone Egypt users to build Web-based ad hoc query and analysis reports. Users can now bring together information from different sources into a single report, synchronize it according to various criteria (time, date, or product code, for example), and explore it all as a single set of data. This means that, when business users at Vodafone Egypt have an impromptu question, they now have the power to query the database on the fly, in their own business language, and obtain a relevant answer.

Benefits That Pave the Road Forward

With more than 500 business users across a wide range of departments able to access rapid, high-quality BI, Vodafone Egypt has already begun to feel the benefits of the migration. Centralization and the reduction of interfaces have helped to drive down costs and simplify security. More importantly, workers can now get the information they need to make informed business decisions in less time. Not only does this help increase productivity, it does so in a way that helps improve overall business performance.

Based on his experience so far, Nabil predicts that the company's BI platform will continue to evolve to support higher levels of business performance. "We envisage more use of dashboards and more synergy between reports and business definitions," he says. "Our users will not only get better insight into the areas that drive excellence, but also into the areas that need improvement. We believe that the delivery of successful dashboards will augment further business requirements for dig-deep analytics."

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