

CASE STUDY

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Telenor Pakistan

CUSTOMER PROFILE

- Launched in 2005 and 100% owned by the Telenor Group
- Pakistan's 2nd largest mobile operator
- over 25 million subscribers

Challenge

Telenor Pakistan needed a better and more intuitive way of drilling down into their sales data to identify location-based sales and product trends across the country. It also wanted to visualise its whole distribution network and maximise competitive advantage when devising sales and marketing campaigns.

Solution

Telenor Pakistan selected Spectrum® Spatial Server, a powerful software development kit (SDK) from Pitney Bowes Software (PBS), to build a location-based application within its existing business intelligence (BI) platform. The resulting application presents BI data in an online mapping format for enhanced analysis and faster decision making.

Summary

Launched in 2005 and 100% owned by the Telenor Group, Telenor Pakistan is Pakistan's 2nd largest mobile operator with over 25 million subscribers and a market share of 24%. Its network consists of over 150,000 retailers, franchises and company-owned sales and network centres.

Telenor Pakistan realised that its Business Objects BI system, while adequately serving its enterprise-wide needs, was failing to fully capitalise on the vital location aspect of its data.

After evaluating a number of vendors, the company selected Pitney Bowes Software's Spectrum® Spatial Server solution based on its ability to deliver against a number of strategic key performance indicators. These included:

- Enabling the sales and distribution teams to visualise the whole distribution channel network in order to proactively resolve issues such as inventory availability throughout the country.
- Analysing the sales performance of each region of Pakistan against a number of criteria such as recharges, call traffic, activations and sale-to-churn ratio.
- Visualising SIM card fraud cases to identify problem areas.
- Adding a geographical element to further capitalise on the data in the data warehouse.

> "The PBS solution enables us to understand quickly where we need to concentrate sales efforts in order to increase our market share."
>
> **Sami Uddin Ahmad,**
> **Manager Business Intelligence Planning & Analytics,**
> **Telenor Pakistan**

Pitney Bowes Software

CASE STUDY

Telenor Pakistan

Pitney Bowes Software was the one vendor with a proven track record of unlocking the value of business applications via the application of location intelligence.

Enhancing the geographical analysis capabilities of the Business Objects platform has vastly improved its usefulness while maintaining a common user experience, according to Asad Khan, Assistant Business Intelligence, Telenor Pakistan.

"Whereas previously, our BI analysts had to laboriously scroll through and cross-reference text-based reports and tables to identify patterns in the data, Spectrum® Spatial Server presents information in a format that is immediate and easy to understand. Visualising layers of BI data as online maps means that we can see and react to trends on the ground much faster than before, whether that's increasing inventory in hot retail locations or clamping down on fraud clusters."

The solution enables Telenor Pakistan to better target its marketing activities into areas with high cross-sell and up-sell opportunities for a particular product or to identify high population areas in which it has an under-exploited potential customer base.

KEY BENEFITS

- Location-centric information can now be immediately viewed
- Management can monitor sales and distribution performance in near realtime
- Enabling management to quickly plan and take optimised actions
- Reduction of sales to churn ratios

Result

PBS has significantly enhanced Telenor Pakistan's existing BI system by adding a deeper layer of mapping intelligence.

Key benefits include:

Location-centric information that was previously hidden and required specialist skills to access can now be immediately viewed via location aware BI web reports.

Management is able to monitor sales and distribution performance in near real-time across the whole of Pakistan against a number of key performance indicators, enabling them to quickly plan and take optimised actions.

Added location intelligence enables the implementation of specific regional activities to reduce sales-to-churn ratios and resolve issues around inventory availability.

Marketing resources can be better allocated to areas where they can provide the greatest return on investment and regional campaigns can be launched to exploit local trends and opportunities.

> "Our sales & distributions teams can now visualise the entire distribution channel, thereby improving their operational performance."
>
> **Sami Uddin Ahmad,**
> **Manager Business Intelligence Planning & Analytics,**
> **Telenor Pakistan**

"By integrating our existing BI system with PBS's mapping intelligence software, we can plan marketing campaigns that are smarter and better targeted. As Telenor Pakistan's BI is also the competence excellence centre for the Telenor Group as a whole, Spectrum® Spatial Server will help it to further solidify its position as the Business Intelligence leader in the Group," adds Sami uddin Ahmad, Business Intelligence Manager, Telenor Pakistan.

TECHNOLOGY USED

- Spectrum® Spatial Server

More information about Pitney Bowes Software: http://www.pbsoftware.eu/uk/

INDIA
+91 120 402 6000
contactindia@pb.com
www.pbinsight.co.in

UNITED STATES
+1 800 327 8627
pbsoftware.sales@pb.com
www.pitneybowes.com/software

EUROPE/UNITED KINGDOM
+44 800 840 0001
pbsoftware.emea@pb.com
www.pitneybowes.co.uk/software

ASIA PACIFIC/AUSTRALIA
+61 2 9437 6255
pbsoftware.australia@pb.com
www.pitneybowes.com.au/software

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