

# DW re engineering to support future operational integration and reporting needs in Telco



## Opportunities & Challenges

- The project in Avea covers defining future model and that supports business' activities. The study is not only about new model and physical database environment creation, but also establishment of BI Platform and creating user environment.

## Solution Powered by Oracle

- DWH platform consists of development, test, deployment and operation of DWH applications. Datamarts are loaded from the source systems by using ODI mostly daily basis.

## Results

- Ready for flexible reporting needs
- Faster response to user requirements
- Create a new role for data quality
- Integrate a new dimension model for all Avea Enterprise Systems
- To be ready for future Telco model
- Infrastructure for Data Mining / OLAP
- A documented system for both business and technical sides

## Partner Viewpoint

“With ODI no additional scripting skills other than SQL are needed.

The tool performed well against Datastage during the PoC conducted with big daily data (80m unrated CDR's daily).

**Can Alhas, Technical Director,  
Intellica Ltd.**

