opentext™

Orange

Industry
• Telecommunications

Solutions
• OpenText™ Magellan™ BI & Reporting
• OpenText™ Magellan™ Analytics Suite

Results

Offers web-based information delivery, giving users what they need, when they need it

Increases volume and speed of report production, with 95 percent of reports now scheduled

Ensures a quicker response time to potential network issues

Provides enormous cost savings by preventing problems

OpenText empowers performance management at Orange

Mobile telecommunications giant Orange uses OpenText solutions to provide customized reports to its users, automating 95 percent of reporting

"We need to present raw data as usable intelligence. Without the OpenText Magellan BI & Reporting solution, we simply would not be able to deliver the volume and level of reports and analysis that we now do."

Shaun Desmond
Performance Analysis Manager
Orange

Mobile telecommunications giant Orange launched with a vision for a brighter future, where people can communicate wherever, whenever and however they wish. Today, the company has more than 13.1 million customers throughout the UK.

The Orange challenge

At the heart of every successful business philosophy is one very simple tenet—give the customers what they want. Getting that right is the only guaranteed method of ensuring both customer uptake and enduring brand loyalty.

But, in order to give the customers what they want, you must first know what they want. To cater to this single overriding necessity, software vendors have designed and implemented a plethora of solutions to monitor all aspects of the business-consumer interface, from customer information databases to quality of service analyses.

Since its creation in 1994, Orange has been at the forefront of consumer-led service provision. This entails monitoring all aspects of its business—and results in the creation of huge quantities of raw data.

However, the end-user doesn't need, or want, raw data. They need reports that contain usable information, presented in a format that is logical and, above all, relevant to the requirements of their role within the corporation.

With more than 300 users requiring more than 200 separate reports daily, in departments as diverse as Infrastructure Expansion, Customer Services and Network Management, Orange needed to retrieve, manipulate and present vast amounts of data—quickly.

Having so much constantly updated data, stored in many different applications, can make report production a highly resource-intensive process. Certain data, such as billing performance information contained in log files, can be so unwieldy as to be virtually unusable.

Orange needed a solution that enabled the processing and presentation of huge amounts of data from enormously diverse sources. It wanted to present that data in many different formats, from maps to spreadsheets to bar charts, each tailored to the requirements of the individual users and their specific business needs.

The OpenText solution

Orange Performance Analysis had been producing both internal and external reports that often relied upon the reporting function of each individual software package, a labor-intensive process that does not allow for data to be shared across different applications or departments.

Orange Performance Analysis decided to upgrade its reporting strategy, focusing on the need to maximize time and cost efficiency in report production. It also wanted to increase the volume and type of reports produced. Pivotal to this was the need for flexibility in terms of data source and the style of information presentation. Most importantly, Orange wanted to schedule and deliver reports that users could access through a web-based interface. With this level of software integration in mind, Orange Performance Analysis opted for the OpenText™ Magellan™ BI & Reporting solution.

> *"With OpenText, we are able to design and deliver exactly the type of report that best suits the end user's requirements."*
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> **Shaun Desmond**
> Performance Analysis Manager
> Orange
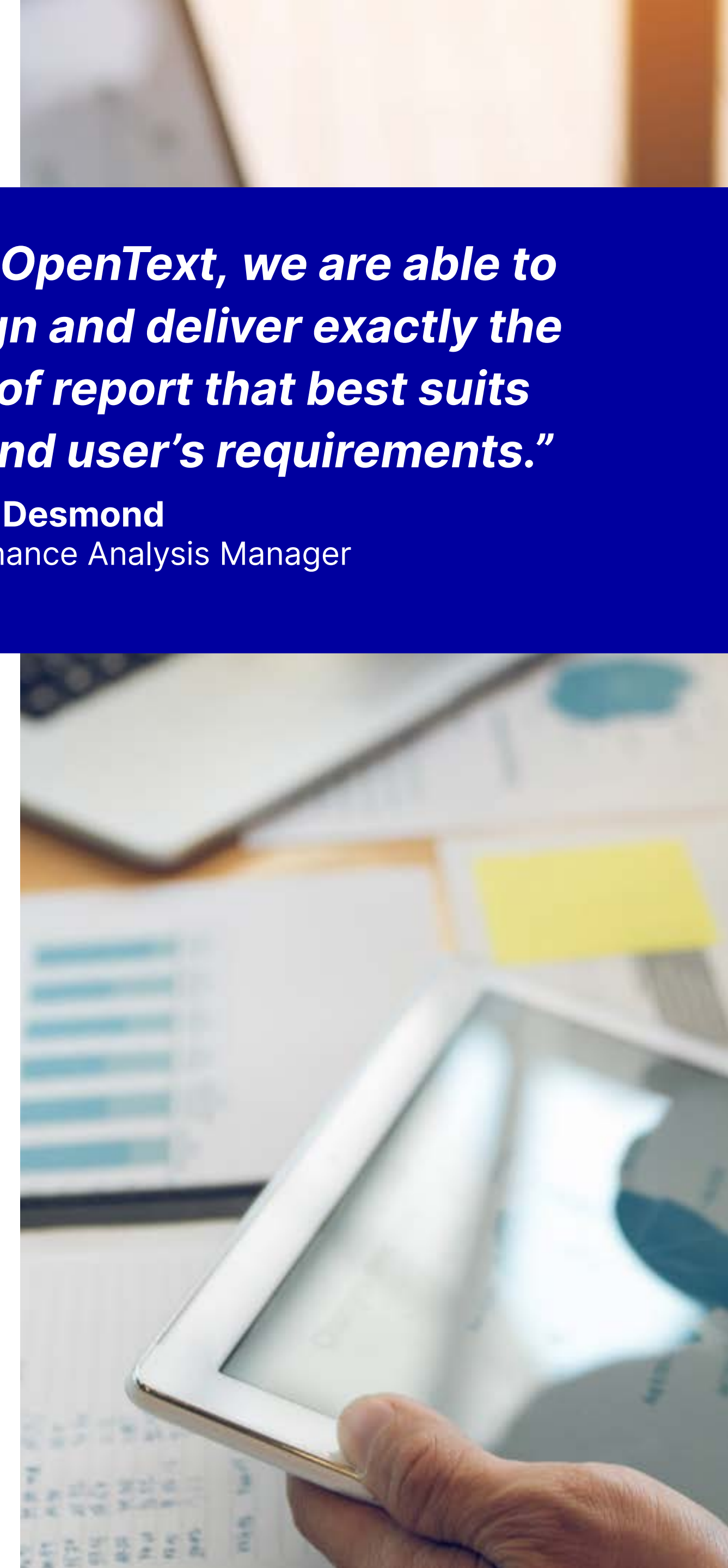
Shaun Desmond, Performance Analysis Manager at Orange, was responsible for implementing the solution. His department now has the flexibility it needs to provide its end users—his customers— with precisely what they wanted. This enables them to provide mobile users—their customers—with the level of service they expect from Orange. *"With the OpenText Magellan BI & Reporting solution now in place, 95 percent of reports are scheduled and delivered automatically,"* said Desmond. *"When a user logs on, the system recognizes their profile and delivers the appropriate information in the required format. This helps people at every link in the information chain to do their job better."*

With OpenText performing the role of a centralized data retrieval and delivery system, Orange Performance Analysis can rely on the solution to drill into any data file, retrieve the necessary information and convert it into the appropriate format to be read by any other application. Orange can now use data stored in a log file in a visual context, such as a map, or in a Microsoft® PowerPoint® presentation. What's more, all of this can be accessed through a web browser.

Thanks to OpenText, Orange can now access a vast array of different performance data sources, which can then be manipulated and presented—in whatever format and at whatever level of detail is required.

"If a user sees something that requires more detailed inspection, they can instruct the system to drill down further into the data file and retrieve exactly the level of information they need," Desmond explained.

What this means for Desmond is that he can give his users precisely what they need. *"An engineer on the ground might need highly detailed information concerning the performance history of a particular base station. Such a detailed level of information is pretty useless to a network manager, who might need a much broader spectrum—outlining geographical trends, for instance. With OpenText, we are able to design and deliver exactly the type of report that best suits the end user's requirements."*

Benefits of OpenText

Orange Performance Analysis opted for a phased introduction of the solution, initially employing OpenText consultants to tailor the information retrieval and presentation systems to the organization's specific requirements. As the ease and sophistication with which reports are produced has increased, so has the level of demand from all departments. More people are now able to access dedicated reports, whenever and however they need.

Orange Performance Analysis has found OpenText to be a very cost-effective solution to their reporting needs. *"Just in terms of my department, to produce the same volume and quality of reporting without OpenText would require a 50 percent greater headcount,"* Desmond said.

"And, because OpenText sits on the server, it eliminates the need to register each person using the system. Now we've got the solution up and running, the cost remains the same, irrespective of how many end users are accessing the system. This, combined with the scalability of the architecture, means you can cost-effectively cater for increased demand as and when it arises."
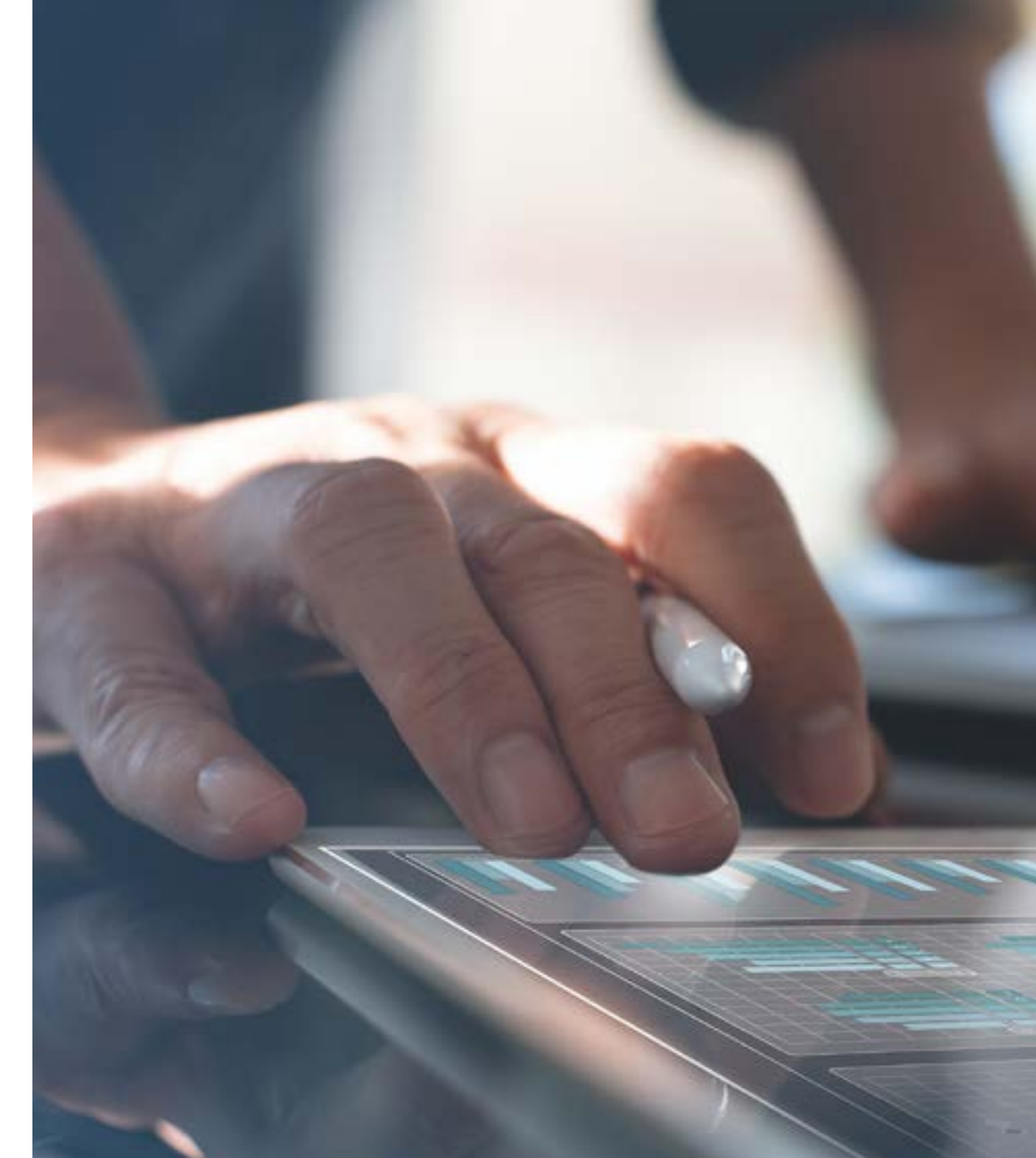
About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit **opentext.com**.

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