



Blau Mobilfunk GmbH  
Hamburg, Germany  
www.blauworld.de

#### Industry:

Telecommunications

#### Employees:

25

#### Oracle Products & Services:

Oracle Database Standard Edition  
Oracle Reports  
Oracle Discoverer

**“Oracle’s business intelligence tools are steering us toward our key performance indicators. On any given day, each area knows precisely where it stands.”**

– Dirk Freise, CIO, Blau Mobilfunk GmbH

## Blau Mobilfunk Enhances Sales and Service with Business Intelligence Tools

Blau Mobilfunk GmbH is the first independent mobile telephone discounter in Germany. Founded in 2005, Blau Mobilefunk offers a no-frills product and uniform price per minute on all German networks through its blau.de division, and economical mobile telephoning in 37 countries through blauworld. Despite its new status in an intensely competitive market, Blau Mobilfunk has seen high growth rates.

### Challenges

- Implement a flexible, economical data entry solution that can handle massive data volumes
- Gain the ability to capture immediate, detailed evaluations of the online activities of customers and partners to improve service
- Provide intelligent analysis tools for fraud prevention

### Solution

- Implemented Oracle Database Standard Edition 10g to accommodate more than 100,000 participants with up to 2GB of storage
- Deployed several Oracle business intelligence tools, enabling ad hoc analyses of its online activities, including financial transactions and commissions and outcomes of customer care inquiries, improving service and gaining insight into potential fraud
- Helped the company establish and achieve key performance indicators
- Used Oracle Reports to integrate the reporting requirements of specialized users, relieving the burdens on the IT department and helping overall reporting
- Established cost controls and revealed cost transparencies for customers, helping to drive sales and services