



Danske Spil

Danske Spil
Brøndby, Denmark
www.danskespil.dk

Industry:

Media & Entertainment

Annual Revenue:

US\$1.6 billion

Employees:

Fewer than 500

Oracle Products & Services:

Oracle Database
Oracle Warehouse Builder
Oracle Discoverer

Oracle Partner:

Sigma
www.sigmadanmark.dk

Danske Spil Maximizes Business Intelligence Tools for Greater Clarity

Danske Spil has been Denmark's national games company since 1949. Today the company offers games in two categories: science games and games of chance. In 2002, Danske Spil launched its games on the internet; nine months later enthusiasts could play all its popular online games at danskespil.dk. Danske Spil's revenue supports a wide range of cultural and public utility initiatives, including sports and culture, through national pool and lottery funds.

Challenges

- Speed response times and make it easier for users to generate analysis and reports on their own
- Improve validation and reliability of data by removing ambiguity from business terms and definitions
- Create more opportunities and methods for analyzing business data; broaden access to Danske Spil's data warehouse

Solution

- Implemented Oracle Database, Oracle Warehouse Builder, and Oracle Discoverer, creating a platform for business intelligence to help the company boost revenue and know its customers
- Clarified business terms and definitions throughout the company, improving overall operations
- Enabled the company to gather data and disseminate it horizontally, increasing employees knowledge for better prioritization and greater use uptake
- Used the business intelligence tools of Oracle to improve response times and performance, boosting productivity and ultimately increasing customer satisfaction
- Improved analysis of business data, allowing the company to make faster, more knowledgeable business decisions