



Jordan Mobile Telephone Services
Company Ltd. (Fastlink)
Amman, Jordan
www.fastlink.jo

Industry:

Telecommunications

Employees:

1,100

Oracle Products & Services:

Oracle iStore
Oracle Application Server
Oracle Portal
Oracle Procurement
Oracle Financials
Oracle Cash Management
Oracle Financial and Sales Analyzer
Oracle Order Management
Oracle Purchasing
Oracle Inventory Management
Oracle Human Resources
Oracle Self-Service HR
Oracle Payroll
Oracle iRecruitment
Oracle Training Administrator
Oracle Partitioning

“The implementation was conducted by our internal resources under the supervision of Oracle Consulting in record time. It introduced the first dealers’ online ordering experience for telecommunications in Jordan and one of the leading initiatives in the region.” – Ehab Hafez, ERP Project Manager, Fastlink

Fastlink Improves Customer Service with New Dealer Options and Web Services

Founded in 1995, Jordan Mobile Telephone Services Company Ltd.—known as Fastlink—was the first operator to introduce mobile phone services to Jordan and became a part of MTC group in 2003. In just a few years, it earned a reputation as the most progressive telecom operator in the region in terms of competitiveness and readiness to adopt new technologies and deploy cutting-edge services. Fastlink has about 2.4 million subscribers and, through more than 1,700 cell sites, covers the entire populated area of Jordan.

Challenges

- Replace repetitive manual tasks associated with processing dealer orders—which had been conducted via fax, spreadsheets, and manual data entry—with automated processes
- Remove inaccuracies associated with manual data entry and improve order-approval tracking, reporting, and analysis
- Enable dealers to enter and track orders online through a user-friendly Web interface

Solution

- Implemented a stack of modules from Oracle E-Business Suite to consolidate and improve financial, procurement, human resources, and ordering management
- Added Oracle iStore to the platform as part of an ongoing initiative to improve communications with customers
- Reduced order cycle times by 30% and increased data accuracy by automating the order approval and tracking processes
- Improved the customer experience and overall operational efficiency by providing dealers with an interface for online functions such as submitting sales orders, checking order histories, tracking order approvals, and reviewing invoices and payments
- Reduced administration time and costs associated with dealer inquiries tracking capabilities and self-service functionality for dealers