



Grameenphone Ltd.
Dhaka, Bangladesh
www.grameenphone.com

Industry:

Communications

Annual Revenue:

US\$600 million

Employees:

5,000

Oracle Products & Services:

Oracle Database
Oracle Real Application Clusters
Oracle Partitioning
Oracle OLAP
Oracle Data Mining
Oracle Diagnostics Pack
Oracle Tuning Pack
Oracle Enterprise Manager
Oracle Application Server
Oracle Warehouse Builder
Oracle Discoverer
Oracle Developer Suite

Oracle Partner:



IBCS-PRIMAX Software
(Bangladesh) Ltd
www.ibcs-primax.com

“Oracle’s database and business intelligence solution has enabled us to manage our business and service our customers better while helping us set a strategic direction for Grameenphone.” – Syed Zahirul Islam, Head of DW/BI

Grameenphone Deploys Data Warehouse to Store and Manage Millions of Records

Grameenphone Ltd. is the leading telecommunications service provider in Bangladesh and manages millions of customer and network-related data records every day. The business employs 5,000 people to service more than 15 million cell phone subscribers. It introduced a range of telecommunications services in Bangladesh, including EDGE, SMS, fax and data transmission, and a 24-hour call center.

Challenges

- Consolidate disparate data formats into a single data warehouse
- Leverage the data to better understand and service customers
- Provide a robust platform that delivers high availability and minimizes data loss in the event of a disaster
- Deliver regular and customized management reports, including ‘what if’ scenarios and customer churn analysis
- Secure acceptance from staff and train them to use all the features of the new system

Solution

- Engaged Oracle Certified Advantage Partner IBCS-PRIMAX Software to develop a data warehouse based on Oracle Database 10g with a built-in business intelligence solution, the first such solution developed in Bangladesh
- Gained a high performing and scalable solution that improved the management of large data volumes
- Incorporated a data mining engine that enables the development of ‘what if’ scenarios to determine customer churn and the revenue impact of new services, and which allows staff to undertake historical and trend analysis
- Configured database for cold failover to ensure availability should system resources encounter problems
- Ensured users can access individual customer records during online transactional processing without affecting the online analytical processing of the data warehouse itself
- Delivered reports customized to the individual requirements of staff and senior managers
- Simplified management by adopting Oracle Enterprise Manager to oversee data warehouse environment