



Mobitel d.d.
Ljubljana, Slovenia
www.mobitel.si

Industry:

Communications

Annual Revenue:

US\$528 million

Employees:

995

Oracle Products & Services:

Oracle Database
Oracle Partitioning
Oracle Real Application Clusters

“Because of growing number of users, Mobitel needed a reliable, scalable warehouse that would provide fast and accurate answers. We decided for Oracle technology and thus not only solved the current problem but also left doors open for future demands and growth.” – Bostjan Robeznik, CIO of Mobitel

Mobitel d.d. Bolsters Its Data Warehouse for Millions More Call Records

Mobitel d.d., Slovenia’s national mobile telecommunications operator, provides state-of-the-art services to domestic and foreign users. It focuses on providing excellent customer service, a good environment for its employees, and environmentally responsible business practices.

Challenges

- Build a scalable, high-performance data warehouse capable of storing increasing volumes of data—previous platform was no longer able to provide reliable support
- Improve reporting for analytics such as aggregated customer and service segmentation
- Improve customer profiling in order to identify further business opportunities

Solution

- Replaced a substandard data warehouse platform with Oracle Database, Oracle Real Application Clusters, and Oracle Partitioning, building a robust, scalable data warehouse
- Provided the capacity to store an annual data increase of one terabyte, which represents several millions of call-data records every month
- Ensures reliability and security of data warehouse—housed on a single instance of Oracle Database—using Oracle Real Application Clusters
- Improved decision-making and improved targeting of marketing campaigns by providing flexible support for analytical queries
- Supported key business processes—including customer relationship management, campaign management, and analytical reporting—in all business areas, including finance, marketing, and sales
- Leveraged Oracle Database to support a billing system and for its integrated platform, scalability, partitioning, materialized views, and query-rewrite feature