



Telefónica O<sub>2</sub> Germany  
GmbH & Co. OHG  
Munich, Germany  
www.o2online.de

#### Industry:

Communications

#### Annual Revenue:

US\$4.47 billion

#### Employees:

4,100

#### Oracle Products & Services:

Oracle Database Enterprise  
Edition  
Oracle Partitioning

**“Oracle Database and high-performance PL/SQL-based load jobs enable us to make available the entire data stock from more than 100 source systems at the previous day’s state. With a total volume of 35 terabytes and more than 10,000 load jobs—in which we can implement even very complex transformations—this is truly impressive.”**

– Dr. Jens Johannesson, Head of Design & Implementation, Business Intelligence Center, Telefónica O<sub>2</sub> Germany

## Telefónica O<sub>2</sub> Germany Creates 35TB Data Warehouse to Manage Data and Improve Operations

Telefónica O<sub>2</sub> Germany GmbH & Co. OHG, part of the Spanish telecommunications group Telefónica S.A., serves more than 13 million mobile phone customers in Germany. The company offers both pre- and post-paid mobile phone products, as well as innovative mobile data services. As an integrated communications provider, the company also supplies DSL landline telephone and high-speed internet services.

### Challenges

- Provide all employees with critical, role-specific business information through O<sub>2</sub>’s business intelligence center
- Support enormous amounts of data resulting from annual archiving and manage data transfer from numerous source systems (billing, customer service, network administration)
- Produce reports based on the previous day’s data
- Provide multiple dependent data marts

### Solution

- Created a centralized enterprise data warehouse with Oracle Database Enterprise Edition
- Supported data extraction from more than 100 source systems
- Delivered a fully interpreted picture of customers and business relationships with up-to-date data
- Provided unlimited availability of structural data such as customer stock or product mix figures and stored anonymous revenue data for up to two years
- Eliminated growth restrictions for the data warehouse—which already holds 35 terabytes—with the scalability offered by Oracle Database and Oracle Partitioning
- Simplified populating dependent data marts for area-specific reporting and data mining on subjects such as customer satisfaction, revenue projections, tariff simulation campaign management, and fraud management
- Produced approximately 2,500 reports for approximately 2,200 registered users
- Enabled efficient data sourcing by seamlessly integrating the data warehouse into the operative applications