



Sydney, Australia
www.virginmobile.com.au

Industry:

Communications

Annual Revenue:

2 Million to 100 Million

Employees:

Fewer than 500

Oracle Products & Services:

Oracle Database
Oracle Discoverer
Oracle Warehouse Builder
Oracle Enterprise Manager

Implementor:

Oracle Consulting Services

Virgin Mobile

Virgin Mobile is a national mobile telecommunications provider in Australia. Launched in October 2000, the company has continued to achieve strong growth and now has more than 500,000 customers, employs more than 400 people, and is sold through more than 3,500 outlets across Australia. Virgin is one of the world's most recognized brands.

Challenges

- Establish reliable, flexible, and scalable data warehouse platform in five months to meet launch schedule
- Overcome natural complexity of data relationships in a telecommunications business while multiple vendors concurrently install core operating platforms
- Ensure data warehouse can track key performance indicators (KPI), including sales and revenue targets

Solution

- Created robust data warehouse that extracts, merges, and analyzes data from five main sources: an external order fulfillment system, a customer relationship management system, prepay and postpay billing engines, and flat files provided by a network provider and the marketing team
- Improved business responsiveness with instant tracking of subscriber additions, network utilization, and inventory to measure impact of product changes and new campaigns
- Captured detailed data on subscriber tenure, dormancy, and usage – a significant advantage over rival carriers
- Established single version of the truth for all KPI metrics with centralized business rules to guarantee consistency
- Facilitated easy access to data warehouse via staff portal together with OLAP cubes for detailed analysis by power users and specialized data marts for marketing department
- Boosted availability and cut operational window by six hours (a 40% improvement) in three months