

Oracle Exadata Intelligent Warehouse Solution for Communications

KEY BENEFITS AND FEATURES

BENEFITS

- Delivers deep communications insight to all your business users by using advanced analytics
- Delivers extreme performance and unlimited scalability
- Delivers short time to value and easy adaptability

FEATURES

- Integrated software, hardware and industry knowledge from a single vendor
- Logical data model which has been certified conformant to the TM Forum Information Framework (SID) Model.
- Communications Specific Advanced and Predictive Analytics
- Pre-built OLAP Cubes
- Pre-built Data Mining Models
- Automated data movement throughout the model
- Pre-built samples of CSP Reports and Dashboards

The Communications industry is a very competitive market, driven by consolidation and technology advancements. The convergence of voice, data, video and mobile networks are fueling customer demand for better price and quality on mobile, broadband and internet-based services. Against this backdrop, business intelligence is gaining more and more importance as Communication Service Providers (CSPs) rely on advanced analytics to better understand customer behavior and influencers, optimize price, reduce credit delinquency, and anticipate demand on network resources. The Oracle Exadata Intelligent Warehouse Solution for Communications provides insightful information to help make profitable business decisions throughout the entire organization of a CSP. These choices translate into increasing customer loyalty, lowering customer churn, aligning new products to the right audience at the right price, meeting regulatory compliance, maximizing revenue, and optimizing network performance among other benefits.

The Oracle Exadata Intelligent Warehouse Solution for Communications is a complete software and hardware data warehouse offering that helps CSPs gain better business insight, achieve extreme performance and realize a faster time-to-value. The solution includes the Oracle Communications Data Model, Oracle Business Intelligent Enterprise Edition and Oracle Exadata.

Better Business Insight

The Oracle Communications Data Model is a standards-based data model, optimized for Oracle Exadata which provides the basis for operational reporting, forecasting, trend and predictive analysis. With pre-built Oracle OLAP and Oracle Data Mining models geared toward specific CSP business problems, Oracle Communications Data Model transforms data into insightful, actionable information.

Oracle Business Intelligence delivers the enabling technology needed to standardize and simplify enterprise wide business intelligence for CSPs. It provides an easy to use and intuitive browser based user interface to access information whenever and wherever needed, perform what-if analysis and generate business insights “out of the box”.

Extreme Performance

Communication Service Providers generate massive amounts of Call Detail Records (CDRs) and billing data every day. To make the most of that data, CSPs need a data warehousing solution that can provide

COMPONENTS

- Sun Oracle Database Machine
- Oracle Communications Data Model
- Oracle Business Intelligence Suite Enterprise Edition Plus
- Oracle OLAP
- Oracle Data Mining

extreme performance. For example, with an extremely fast data warehousing system, CSPs can access more data and perform more detailed analytics to better understand customer call patterns; or they can consolidate data from multiple sales channels into a “single source of truth.”

Oracle Exadata is the foundation of the Oracle Exadata Intelligent Warehouse for Communications solution. It is a pre-integrated software, hardware and storage data warehousing solution that can improve query performance by 10x or more. It is optimized for advanced analytics and can support mixed workloads so CSPs can run both operational and strategic data warehousing applications on the same machine.

Faster Time-to-Value

The Oracle Exadata Intelligent Warehouse Solution for Communications with more than 1,000 industry-specific measurements, pre-built OLAP cubes and data mining models, pre-built sample reports and dashboards, and a pre-configured Oracle 11g database for advanced analytics allows CSPs to build their intelligent warehouse from virtually any point saving CSPs from investing hundreds of person-months in custom data warehouse development.

By utilizing a “buy and extend” strategy as opposed to a “build from scratch” approach, the Oracle Exadata Intelligent Warehouse for Communications significantly reduces up-front development costs, risk and implementation time. CSPs quickly achieve a positive ROI for their data warehousing and business intelligence project with a predictable implementation effort.

Better Together

Oracle is the only vendor able to offer a complete technology stack in which every layer is integrated to work together as a single system. Oracle's open architecture and multiple operating-system options gives customers unmatched benefits from industry-leading products, including excellent system availability, scalability, energy efficiency, powerful performance, and low total cost of ownership.

The Oracle Exadata Intelligent Warehouse for Communications provides CSPs with everything they need for insight-driven information. It helps create a unified view of information that delivers economic value to their whole business, from customer service to corporate strategy to network operations and performance management.

CONTACT US

for more information on oracle exadata intelligent warehouse for communications, visit www.oracle.com or call 1-800-oracle1 to speak to an oracle

ORACLE®