

# 'SINGLE CUSTOMER VIEW' SOLUTION FOR HOLISTIC AND AGGREGATED CUSTOMER DATA

A global telecom company gets a unified view of fragmented customer data.

## ABOUT THE CLIENT

The client is a global telecommunications company focused on wireless, cable, and enterprise networks. Its business units offer global connectivity solutions, network solutions, and professional services. They service all types of networks through a combination of equipment, answers, and services.

## NSIGHT ADVANTAGE

Nsight's team has knowledge in a broad spectrum of technologies and understands various SAP tools.

Cost-effective and flexible engagement models.

Successful track record of bringing business and SAP solutions together to ensure a value-based solution for clients.



## CHALLENGES

- Needed a single, unified view of customer data that resided in various disparate and disintegrated systems.
- Retrieval of customer information was cumbersome
- Tedious manual processes to extract and match customer information from different sources.

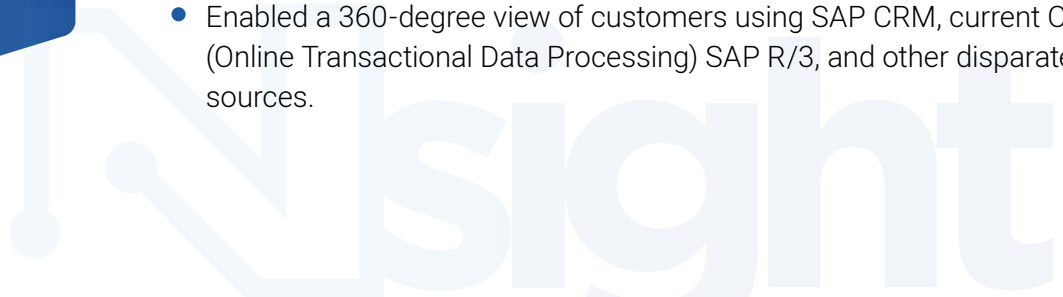


## SOLUTION

Nsight was invited in the early stages of the implementation and worked closely with the client's business team, evaluated several tools, and assessed various strategies.

The team implemented the following solutions to give the client a unified view of customer data:

- Built a single global reporting system using SAP BW (Business Warehouse) 3.5 in Campaign Analysis, Activity Analysis, Opportunity Reporting, Sales Reporting, Business Partner, Installed Base, and Product Analysis.
- Enhanced BW content and data sources to meet complex reporting needs in product configuration and installed bases.
- Used SAP Portal to publish BW views.
- Migrated different legacy CRM reporting systems into an integrated analytical platform.
- Replaced and transitioned legacy data warehouses and reporting tools, including SQL Server, MS Access, into SAP BW.
- Enabled a 360-degree view of customers using SAP CRM, current OLTP (Online Transactional Data Processing) SAP R/3, and other disparate sources.





## **BUSINESS BENEFITS**

- Single customer view helps cross-sell and up-skill products and services to customers.
- Enhanced customer understanding, relationship and retention.
- Offer personalized marketing for improved customer experience.
- Ability to predict customer demands.

