

The Who's who of Telecoms



Our customer is a leading provider of data, voice and managed services to business and government customers in Europe, employing over 4,000 people working in 13 countries across Europe.

The European offices all use a common suite of Oracle Applications software and it is essential to sustain a consistently high level of data quality across all their locations.

With rapid changes in the telecoms market, the company recognized that its enduring success as an integrated European business would demand a strategic approach to data quality management.

Driven by its commitment to data quality to ensure that its customer data met the highest standards. Initially, Datanomic was appointed to conduct a proof of concept, . Through an easy-to-implement data audit and the deployment of a data cleaning processes the company was quickly able to deal with any problem areas.

A spokesperson for the company said, 'Data quality is of the utmost importance to our company. Because we recognise the impact it has on the success of our business, we are committed to investing in the highest standards of data quality. We needed a cost effective standard product solution with guaranteed ROI that we could easily manage in-house.'

'We conducted a proof of concept with Datanomic and were extremely pleased with the results. We now hold multiple licences and are continually improving the quality of some very complex data.'

This customer is a large US telco with a focus on wireline communications. A Fortune 100 company with annual revenues of over \$20 billion.

An upgrade of internal helpdesk systems led to a project involving multiple data migrations. Rather than simply merging the data into the new system the organization used Datanomic solutions to analyse and understand data prior to migration.

The analysis of the data enabled the organization to ensure that the migration process was able to operate without failures due to exceptions.

This organization has been a Datanomic customer since 2005

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