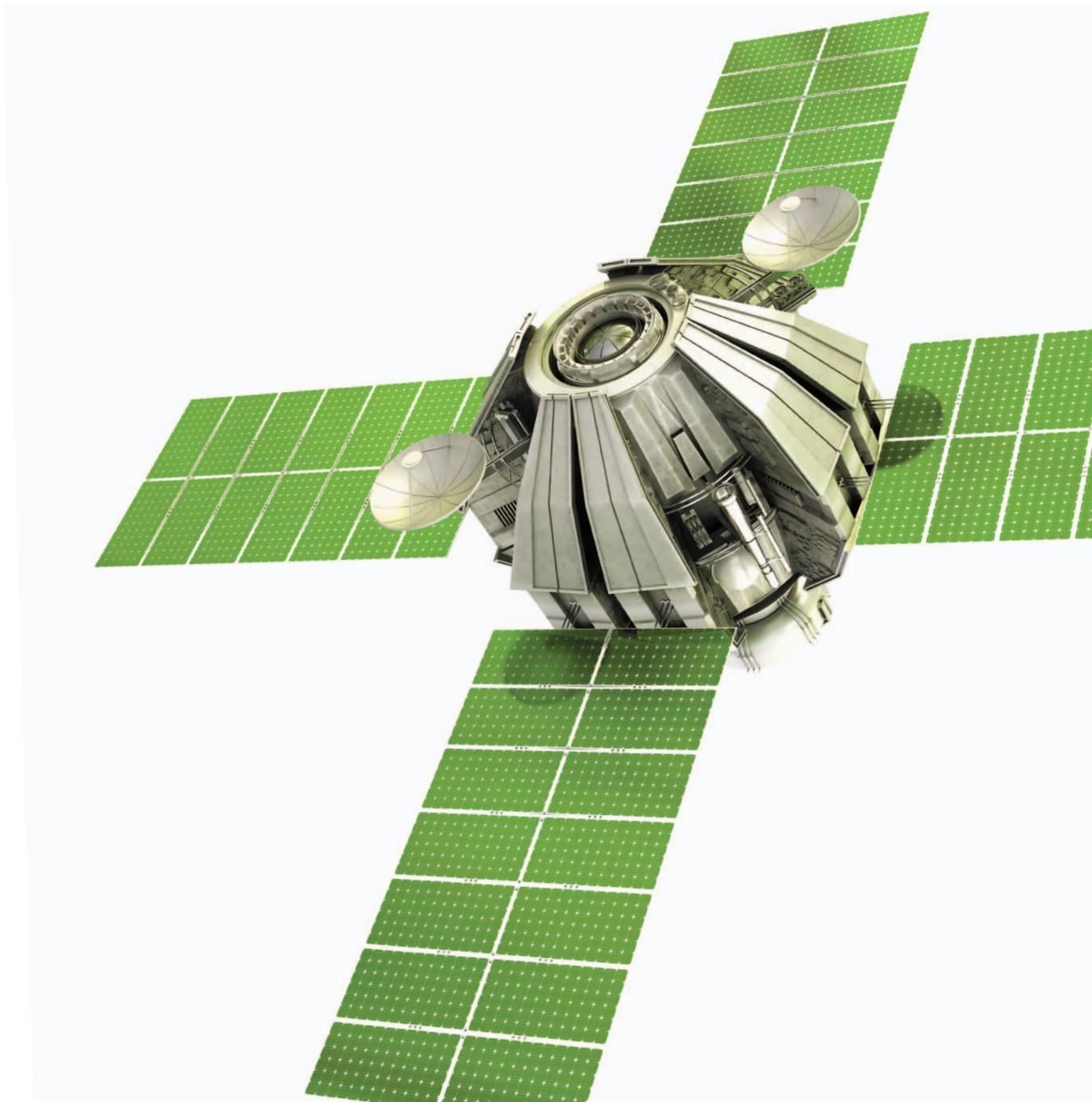




# QLIKVIEW FOR TELECOMMUNICATIONS

Reducing Telecommunications Costs



# QLIKVIEW: REDUCING COSTS IN TELECOMMUNICATIONS

Collaboration, visibility and efficiency: necessities for efficient and reliable service delivery by today's telecommunications companies. The QlikView Business Discovery platform is used by some of the biggest global industry providers, who understand that spend optimization is a significant competitive advantage.

Today's telecom market is multi-faceted, complex and unpredictable. Vendors and providers operate in a hyper-competitive market, with increasing pressure from over-the-top providers, growing data costs and stagnant tariffs.

It is an environment where all of the many parties strive to add value to the service they provide in a bid to differentiate themselves and achieve a sustainable competitive advantage.

Both individual and corporate consumers have become better informed of their options, less brand loyal, more prone to churn, and demand even greater visibility through self-service.

In the drive for ever-greater operational efficiency, providers face several key challenges; setting and measuring quality targets and SLAs; identifying the most valuable customers to focus resources on; reducing costs across IT, Supply Chain and Operations; all while adjusting to ever-changing technology and customer usage patterns. Yet businesses often attempt to meet these questions without the insight provided by the appropriate Business Discovery tools.



# COST REDUCTION AND EXPENSE MANAGEMENT THROUGH INSIGHT

QlikView's tailored solution apps provide a complete self-service Business Discovery experience that helps to improve overall customer intelligence.

Examples of where QlikView is delivering value:

## CUSTOMER TARGETING

Identifying new customer, cross-selling and upselling opportunities

## SALES AND REVENUE ANALYSIS

Ensuring profitability, benchmarks and agent commissions. Increasing accuracy of sales planning, forecasting and budgeting

## MARKETING AND CAMPAIGN ANALYSIS

Investment insight to drive higher ROI. Improving effectiveness and yield of price plans, campaigns, and package/tariff promotions

## CUSTOMER BASE ANALYSIS

Providing insight and quantifying customer lifetime values, activations and churn

## SOCIAL MEDIA ENGAGEMENT

Improving conversations with existing and potential customers

## CUSTOMER SELF-SERVICE

Enabling innovative value added services with clearly defined differentiation in a hyper-competitive developed market

## COLLABORATION

Companies form partnerships for joint ventures, helping to manage risk and cover large development costs

## REVENUE ASSURANCE

Credit scoring, detecting and preventing fraud, managing risk

## EXECUTIVE KPIS AND SCORECARDS

Advising on customer experience, concept to cash, process improvement and regulatory compliance

- QlikView can consolidate large volumes of data from disparate sources into a single view
- The in-memory 'associative' data layer allows users to interact with expense data in an intuitive interface which facilitates drill through to details
- QlikView provides on demand access to current week/month/QTd/YTD departmental budgets and actual expenses – anywhere and on any device
- QlikView has an extensive Partner solution and consulting offering dedicated to cost reduction

## Leading Telecommunications Company Overview Dashboard



# COST REDUCTION PRIORITIES

Core themes have emerged that best optimize cost reduction:

## COLLABORATION

- Internal collaboration between departments is essential to reduce costs; working towards a common goal. Areas of collaboration can span supply-tendering, innovations in efficiency and clear communication of expenditure limits
- QlikView enables collaborative decision-making through Social Business Discovery; driving knowledge that can cascade across teams, departments and the enterprise

## VISIBILITY

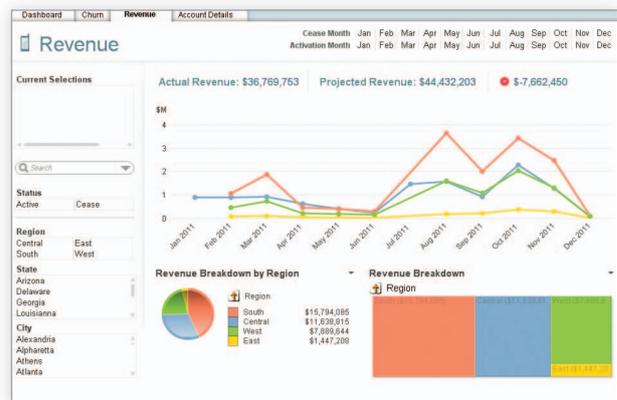
- Increased collaboration yields increased visibility across the whole supply chain. With an accurate picture, effective analysis and measurement can occur, enabling early identification of opportunities, potential friction points and churn
- QlikView enables insight by unlocking data across the organization, allowing its business users to explore and exploit the associations across data to provide insight

## EFFICIENCY

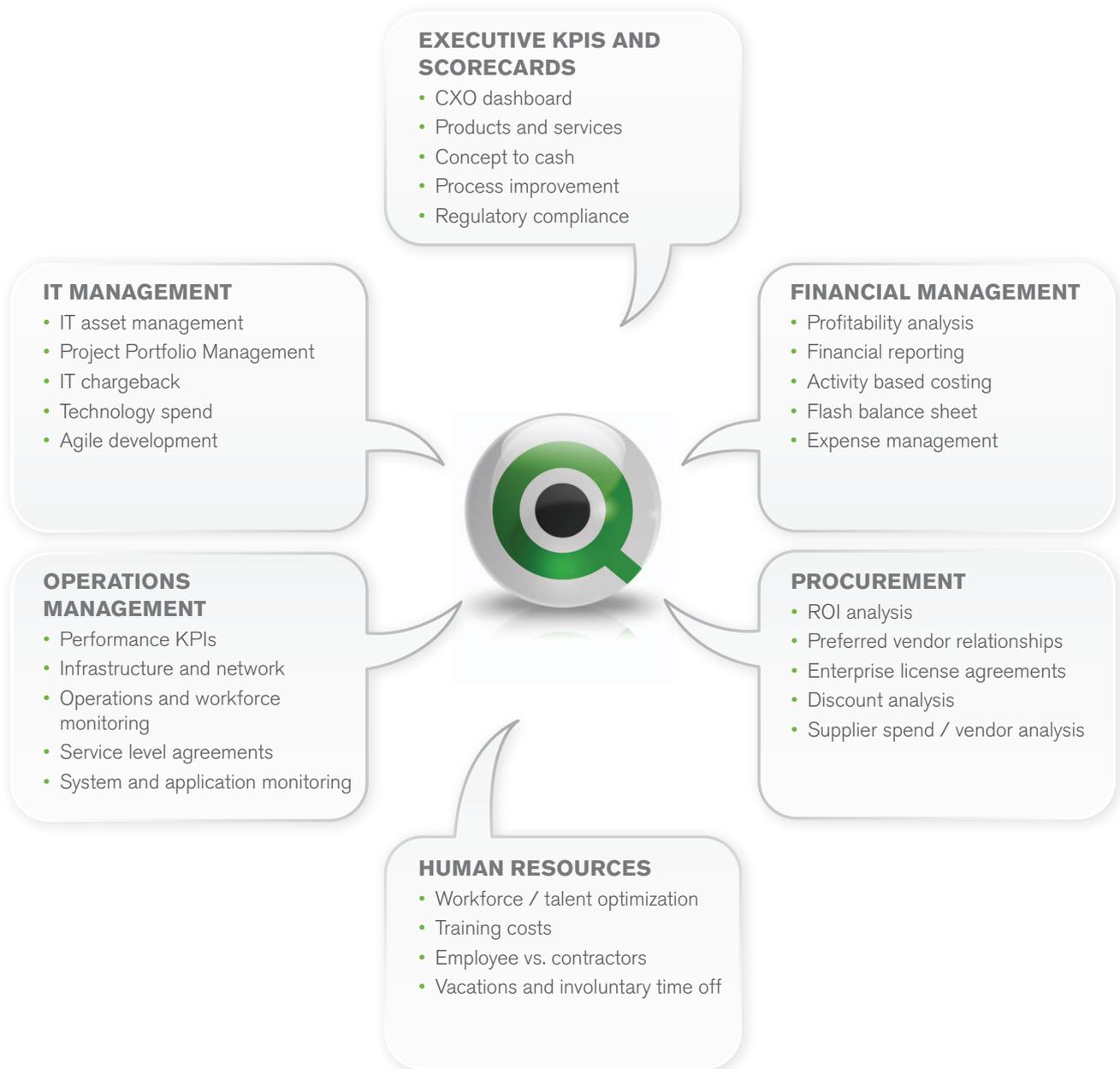
- Maximize profit and competitiveness while managing volatility and complexity
- QlikView takes the guesswork out of decisions, allowing business users to make faster and smarter decisions more consistently in groups or on their own

QlikView maximizes Collaboration, Visibility and Efficiency

Arbinet Revenue Dashboard



# QLIKVIEW FOR COST REDUCTION: SOLUTION AREAS



# KEY PRODUCT HIGHLIGHTS

QlikView is a Business Discovery platform that unlocks the power of information for sales targeting and enablement.

## **ASSOCIATIVE EXPERIENCE**

Allows business users to explore data by making selections and getting instant feedback on what data is associated and what is unrelated

## **GLOBAL SEARCH**

Offers business users key word search across all data with the simplicity of popular search engines and the ability to share what is found

## **COMPARATIVE ANALYSIS**

Extends the QlikView associative experience to enable interactive comparison of user-defined groupings

## **QLIKVIEW ON MOBILE**

Enables mobile business users to benefit from Business Discovery on tablets or smartphones

## **DATA VISUALIZATION**

Presents data in charts, graphs, and geographic maps, allowing business users to visually assess performance

## **'WHAT-IF' ANALYSIS**

Empowers business users to test scenarios and assess the impacts of possible outcomes

## **TRANSACTION LEVEL DETAIL**

Permits virtually unlimited slicing and dicing, enabling business users to uncover specific drivers for trends and risks

## **RAPID DATA INTEGRATION**

Creates a single view of information from multiple sources, one 'true' account

**QLIKVIEW IS PROUD TO PROVIDE SOLUTIONS ACROSS MULTIPLE FUNCTIONAL AREAS FOR COMPANIES SUCH AS:**

ARBINET

BICS

CANAL DIGITAL

HERO TSC

O2

ORANGE

RACKSPACE HOSTING

T-MOBILE

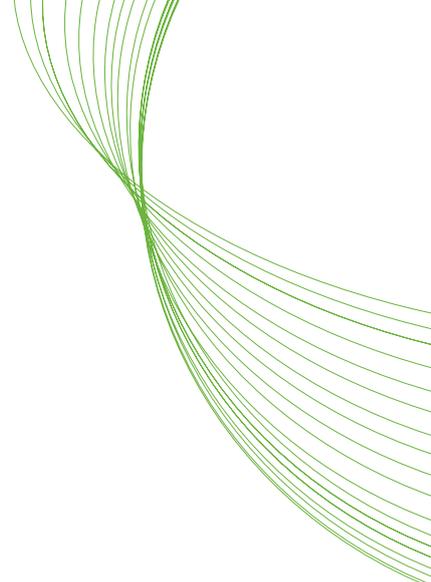
TELSTRA

VIDEOCON

VIRGIN MEDIA

VODAFONE



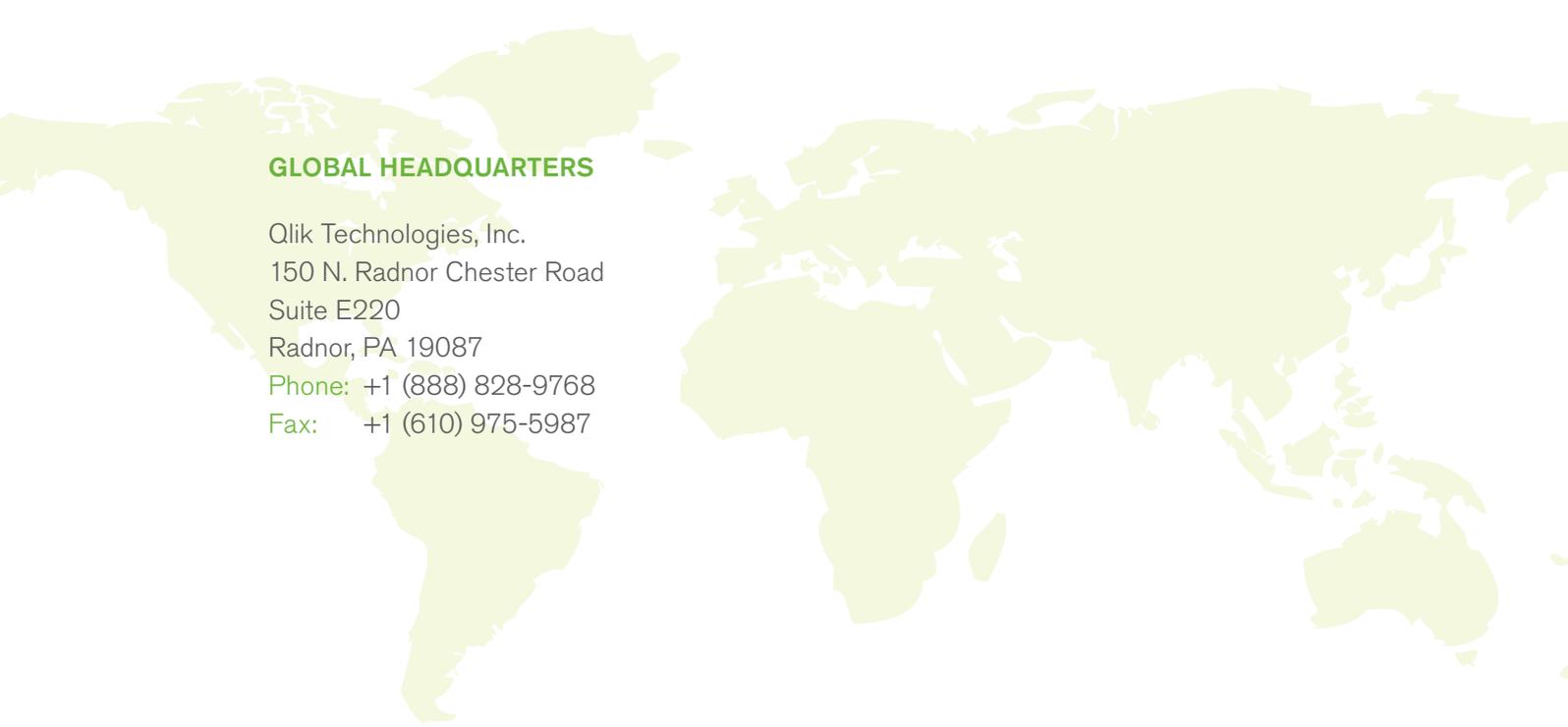


## INSIGHT EVERYWHERE

QlikTech has offices worldwide with expert, friendly staff ready to help you drive smarter, faster decisions with QlikView.

For contact details please visit:

<http://www.qlikview.com/us/company/contact-us>



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