



# IBM Cognos Forum

Ignite knowledge, ideas, connections

## **David and Goliath: Cognos 8, PowerCubes and Teradata RDBMS, a case for aggregation, consistency and accessibility**

**Kerry Williams, Consumer Marketing, Optus**

**Steve Jackson, Principal Consultant, Focus**

**Information Management**

**Cognos.**  
software

## Agenda

- > About Optus and Focus
- > Optus Assets
- > Motivation for Change
- > MI (Marketing Intelligence) Project
- > Where to next?



*yes*



focus

## About Optus

- > Started in 1992
- > Second largest, full service Telco in Australia
- > Operates 4 separate mobile networks, and 3 fixed networks covering 96% of the Australian population
- > Products include:
  - Postpaid & Prepaid Mobile
  - Fixed & Wireless Telephony
  - Fixed & Wireless Broadband
  - Dial-up Internet
  - Cable Television



## About Focus

- > Focus have done numerous BI & Reporting projects with Optus previously.
- > All levels of services
  - Business Intelligence analysis and development,
  - Data Warehousing,
  - Dashboard & scorecards.
  - Deployment, training and support
- > Focus has the expertise & approach with rapid development and deployment of reporting, analysis and data warehousing.



## Our Presentation Today

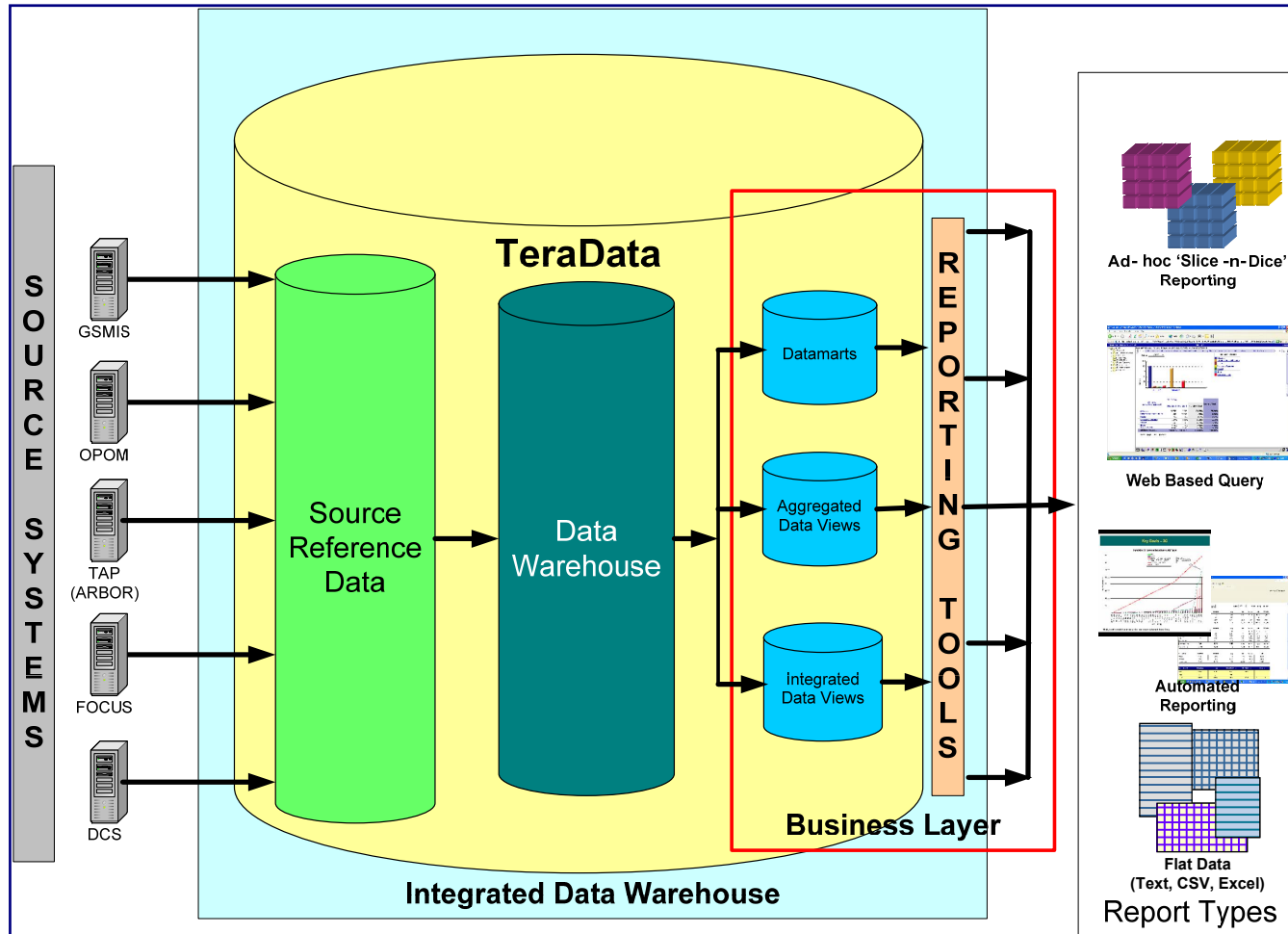
- > Getting back to basics
- > Delivering data to thirsty audiences
- > Managing change



*'yes'*

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## Data Infrastructure



## Human Infrastructure

- > Customer Knowledge team within Marketing
- > 20 Analysts across 4 functional areas
  - Campaigns
  - Analytics
  - Ongoing Reporting
  - Data Warehouse Programs
- > Access to 30 TB of customer data:
  - Sales data
  - Network serviceability
  - Call details
  - Customer Service records

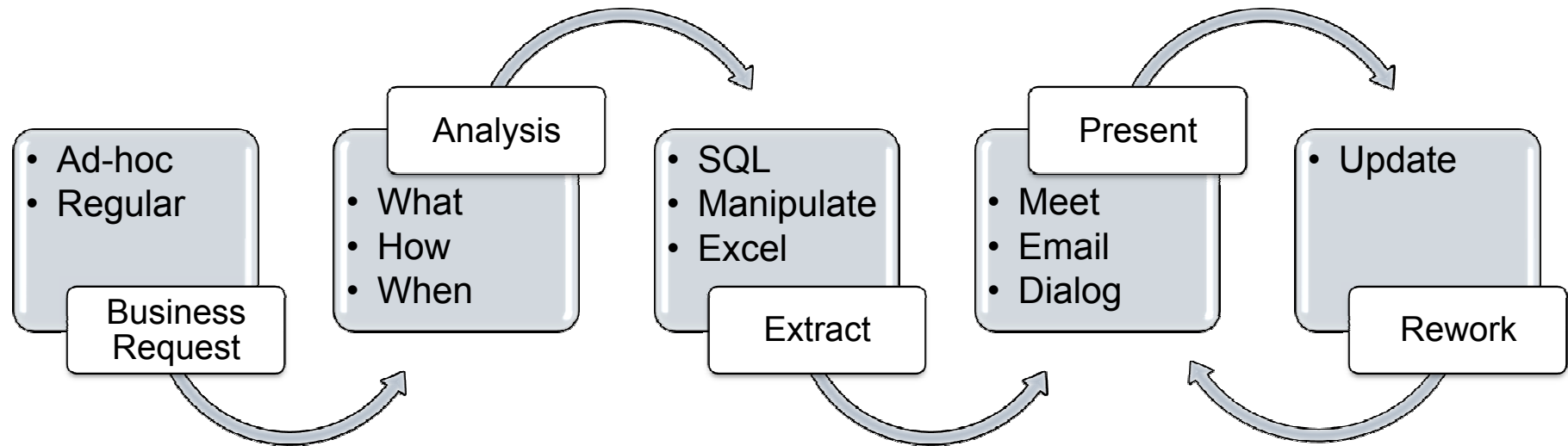


*'yes'*

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## Analytics Process

> The end to end process is typically a busy one





## Motivation for Change

> **Excellent analytical capability**

- High quality data about every aspect of the business
- Wide range of technology available
- Highly skilled teams of analysts
- Supportive IT department

> **But it could be better ...**

- Turn around timeframes
- Accuracy/ consistency of business rules
- Consistency of presentation and terminology
- Dependencies on analysts



*'yes'*



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# Motivation for Change

- > **Simple realities of the Optus business**
  - **Business cycles are shrinking**
  - **New products are added quickly**
  - **Change is the only constant**
  - **Information is the lifeblood of the business**
  - **Web 2.0 style expectations**

**Manually, analysts can only do so much - a better strategy was needed!**



*'yes'*



**focus**

## Motivation for Change

### > Requirements

- Fast implementation
- Pragmatic
- Inexpensive

### > Cognos was the answer

- Easy to sell 'slice/dice' concept
- Cognos already used in other areas of the business
- Quick to implement, rapid results
- Web based



*'yes'*

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## The 'Prove It' Path

- > **Sponsorship**
  - CEO vs functional manager
- > **Problem Set**
  - Organisational vs local/tactical
- > **People**
  - Centralised IT vs isolated pockets of excellence
- > **Process**
  - Embedded enterprise processes vs stand-alone silo
- > **Culture**
  - Enterprise wide vs Departmental early adopters



*'yes'*



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## The 'Prove It' Path



*'yes'*

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## MI (Marketing Intelligence) Project

- > Pragmatic End Goal to address four subject areas
- > Iterative and interactive requirements gathering process
- > Four Report 'Packs'
  1. Acquisition Reports
  2. Rate Plan Reports
  3. Marketing Contact Reports
  4. Marketing Campaign Reports
- > Four Cognos Transformer Cubes
- > Forty Report Studio reports

[Public Folders](#) > [Consumer MIA](#) > [01 Deployed Reports](#)

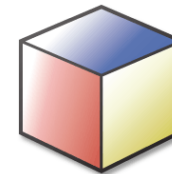
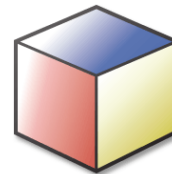
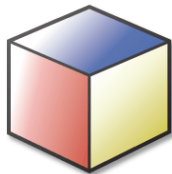
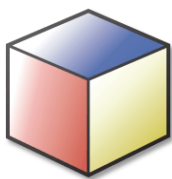
<input type="checkbox"/>	Name ↕
<input type="checkbox"/>	<a href="#">Acquisition Reports</a>
<input type="checkbox"/>	<a href="#">Campaign Reports</a>
<input type="checkbox"/>	<a href="#">Contact Reports</a>
<input type="checkbox"/>	<a href="#">Rate Plan Reports</a>

*'yes'*

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# Transformer Cubes

- > Four Transformer Cubes using IDW data, refreshed nightly (x3) or monthly (x1)
- > Why
  - No scope for ETL (budget, timeframes)
  - Wanted Optimal User Experience
    - Drill Down
    - Execution Time



*'yes'*

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## How?



### SQL Assistant

- Create SQL



### TXT File

- Delimited local file



### Cognos Transformer

- Use TXT file as source



### Cognos PowerCube

- To be published to Cognos 8

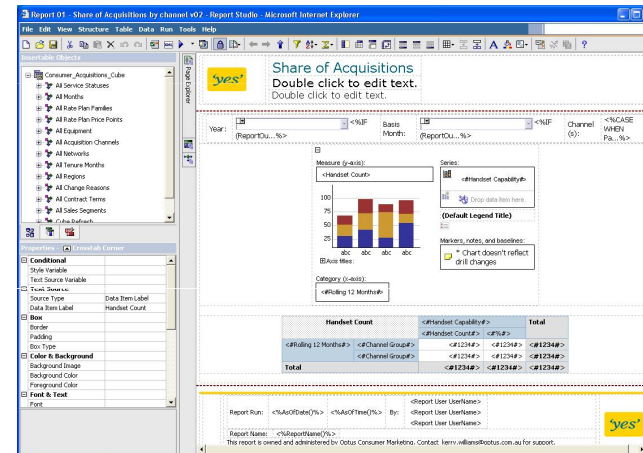
*'yes'*

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## And then it was Normal ...

Revenue	Prior YTD	YTD	YTD Change	YTD Growth
Tents	\$16,570,227.26	\$19,860,897.58	\$3,290,670.32	19.86%
Packs	\$5,095,093.26	\$6,273,523.42	\$1,178,430.16	23.13%
Woods	\$5,128,543.30	\$5,822,864.34	\$694,321.04	13.54%
Rope	\$4,843,338.62	\$5,636,465.80	\$793,127.18	16.42%
Sleeping Bags	\$4,094,981.02	\$4,987,198.60	\$892,217.58	21.79%
<b>Top 5 Product Types Worldwide</b>	<b>\$35,732,183.46</b>	<b>\$42,583,009.74</b>	<b>\$6,850,826.28</b>	<b>19.17%</b>
Americas				
Tents	\$7,136,383.14	\$8,931,122.62	\$1,794,739.48	25.15%
Packs	\$1,681,693.88	\$2,212,748.38	\$531,054.50	31.58%
Sleeping Bags	\$1,265,955.08	\$1,694,823.98	\$428,868.90	33.88%
Woods	\$1,308,189.36	\$1,571,272.66	\$263,083.30	20.11%
Lanterns	\$1,100,000.00	\$1,199,253.72	\$99,253.72	9.03%
<b>Local Top 5</b>	<b>\$12,561,052.14</b>	<b>\$15,909,221.36</b>	<b>\$3,348,169.22</b>	<b>26.66%</b>
Woods	\$1,183,276.74	\$1,691,958.52	\$508,681.78	42.98%
Tents	\$768,843.74	\$1,092,360.24	\$323,516.50	42.08%
Tone	\$893,634.74	\$1,020,742.12	\$127,107.38	14.22%
Watches	\$549,935.28	\$746,678.26	\$196,742.98	35.79%
Knives	\$440,821.04	\$600,112.10	\$159,291.06	36.14%
<b>Local Top 5</b>	<b>\$3,836,611.54</b>	<b>\$5,151,851.24</b>	<b>\$1,315,239.70</b>	<b>34.28%</b>
Asia Pacific				
Tents	\$4,767,564.22	\$5,437,781.06	\$670,216.84	14.06%
Packs	\$1,833,821.10	\$2,127,734.42	\$293,913.32	16.03%
Central Europe				
Tents	\$1,664,000.00	\$1,811,514.74	\$147,514.74	8.87%



- Cubes published to Cognos 8
- Report Development in Report Studio
- Available for ad-hoc analysis with Analysis Studio
- All eventually migrated to Production via normal channels and processes.

'yes'

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## Well almost normal ...

### > Challenges ahead

- Training wide audience of stakeholders
- Reconciling to other numbers circulating around the business
- IT engagement
- Understanding other Cognos capabilities
- Change management processes
- Keeping up with demand!



*'yes'*

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# Evaluation Forms

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- > **Each completed evaluation** qualifies you to win one of five \$100 daily prizes.
- > **Complete evaluations for every session you attend** and qualify to win an additional \$500! An overall conference survey will be available at IBM Cognos Central on Friday morning, and will also be emailed to you.



*yes*



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