



Two Degrees Mobile Limited

Improving the customer experience with big data analytics

Overview

Two Degrees Mobile (2degrees) is New Zealand's newest and fastest growing mobile communications provider. Since its launch in 2009, 2degrees has continued to blaze new trails and change the mobile landscape with its innovative products and services, which have seen it attract over one million customers. As the third player in a highly competitive market, 2degrees has focused its efforts on providing customers with outstanding value, which is backed up by a multi-award winning customer service experience. Using a high-performance, big data analytics platform from IBM, 2degrees is gaining further insight into its network and business operations.

Two Degrees Mobile (2degrees) entered the New Zealand mobile market three years ago with a simple proposition: to make mobile more affordable for all New Zealanders.

The response from consumers was overwhelming. In three years, the company has grown to more than a million subscribers and garnered 21 percent subscriber market share.

An essential part of the company's success is delivering outstanding customer service. And the company's data is crucial in helping it meet its goals.

"By analyzing call, text and data usage, we are constantly on the lookout to see how we can improve our products and services," says Peter McCallum, Information Solutions Manager, Two Degrees Mobile.

Big data strains company's data warehouse

As the number of subscribers grew, it became more challenging and time consuming for staff to proactively identify customer issues and uncover new growth opportunities.



Business benefits

- Helped staff identify a specific group of customers who could potentially benefit from a new network solution—benefiting more than 60,000 subscribers
 - Provides sophisticated information to assist company executives in determining competitive business propositions
 - Accelerated query performance by 10 to 100 times
 - Improved data load times by 40 percent
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“The system allowed us to meet the deadline and come up with a compelling deal that suited both parties.”

—Peter McCallum, Information Solutions Manager, Two Degrees Mobile

“We wanted to improve our sales comparison ability, which is critical in helping telcos evaluate the success of new products and services,” says McCallum.

While capacity was the biggest challenge, query performance and load times were also a challenge.

“To improve load times and query performance, we required the purchase of additional existing licenses and server upgrades,” McCallum explains. “IBM PureData System for Analytics and one other competitor product seemed to have the best price and performance, so we conducted a Proof of Concept with both of these vendors.”

IBM® PureSystems™ beats out competition in Proof of Concept

One company—IBM—stood out during the Proof of Concept demonstration.

“The Proof of Concept was extremely valuable,” says McCallum. “It reaffirmed everything we had heard about the PureData System and performance. IBM PureData System for Analytics loaded data incredibly fast and demonstrated performance that we were blown away with. The price was good too; it was more cost-effective for us to put in the PureData System than it was to upgrade our existing platform. IBM also provided the local support we needed.”

A platform for serious analytics

With the IBM PureData™ System for Analytics, powered by Netezza® technology, 2degrees has gained a high-capacity, high-performance platform for big data analytics.

Deploying a new system in days

According to McCallum, the simplified experience and built-in expertise of the PureData System for Analytics helped the team rapidly deploy its new platform. “The process went incredibly smoothly,” he says. “About two days after the PureData System went in to the data center, we were ready to go. We worked with Lexel [an IBM Business Partner] to migrate the data from the existing platform to the IBM platform in March and April and switched over in May. Lexel provided a lot of added value regarding how to get the most out of our new system.”

Solution components

Systems

- IBM® PureData™ System for Analytics, powered by Netezza® technology

IBM Business Partner

- Lexel
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—Peter McCallum

The new platform enabled 2degrees to triple its data warehouse storage capacity. This increased capacity allows the company to run more in-depth analysis on a greater volume of data, giving staff deeper insight into customers’ experiences.

“With the PureData System for Analytics, we’ve realized up to 10 times compression for some samples,” says McCallum.

Data loads that once regularly took over half a day or more are now completing in less than eight hours—a 40 percent improvement.

Additionally, query performance is now 10 to 100 times faster than before.

“Reports that regularly took over an hour to complete are now completed in less than five minutes,” says McCallum. “Queries that took over 12 hours to complete on our previous system are now completed in 10 minutes or less on the PureData System for Analytics.”

Faster analysis leads to new insights

While the IT benefits are incredibly compelling, it’s the impact on the business that McCallum says is most important.

Case in point: As 2degrees executives met with a large retailer regarding a new handset offer, they needed hard data to determine the best deal for both parties—and they needed it quickly.

“The system allowed us to meet the deadline and come up with a compelling deal that suited both parties,” says McCallum.

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In another instance, thanks to its new data warehouse environment, staff were able to target a specific group of customers to determine the level of service they received based on their handset requirements. As a result, the company identified more than 60,000 subscribers who could potentially benefit from a new network solution.

With the ability to analyze greater volumes of data—and analyze it more quickly, McCallum expects to gain additional insight that will help the company:

- Expand its product mix to further increase revenue per user.
- Uncover user trends so that staff can implement programs to increase retention rates.
- Improve cell site planning and network response times.

“The built-in analytics functions, which enable prediction and scoring within the database, are a huge added bonus,” says McCallum. “We intend to take advantage of this built-in expertise and expect it will lead to even smarter decisions for the business.”

Education and communication is key

According to McCallum, education and communication with staff during the migration was critical in ensuring a smooth transition.

“We did a lot of prep, communicating with staff and educating them as to what would happen in the cutover period,” says McCallum. “If they had any code that needed to be imported to the new system, we set up sessions to help support them through that. Because of this, there was really no impact of the change.”

For more information

To learn more about IBM PureData System for Analytics, please contact your IBM representative or IBM Business Partner, or visit the following websites: ibm.com/puresystems or ibm.com/software/data/bigdata

To get involved in the conversation, visit: www.ibmbigdatahub.com

For more information about Two Degrees Mobile, visit:
www.2degreesmobile.co.nz

For more information about Lexel, visit: <http://www.lexel.co.nz>



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