

Teradata LDM and EDWr

Manage Your Data: Manage Your Business

Industry Solutions > Communications

Finding Profitable Opportunities in a Changing World

Your business is on the move. New revenue streams are forcing you to look beyond current business models to find new and better ways to blend traditional voice services with a new generation of products. As the telecommunications landscape quickly converges, traditional market segments are blurring as carriers grow into new areas.

Carriers are also being held to more rigorous quality of service guarantees, greater transparency on all financial transactions, and vastly increasing the number of new business relationships.

To compete, you must move faster than ever to capture data from new transaction sources and integrate that information with traditional business data.

So the better you manage and leverage data about your business, the better you manage and leverage your business.

For carriers, data about customers, networks, stores, financials, products, and call centers are vital to running the business. To be competitive and provide the services and products that retain customers, you need a single, consistent view of your data. This single view of data gives you a consis-



tent view of your business so that you can see how all elements of your business relate to one another. This, in turn, enables you to address such business areas as:

Pay TV Delivery – What genres of Pay per View movies are my profitable customers downloading? What is the pattern, in terms of time of day, when people download Pay per View movies?

Pre-Paid Services – How many prepaid customers transfer balances between subscriptions? How many unused downloads are allowed to expire?

Call Center – What is the performance by call center agent? What is the rank order of the IVR paths that callers follow?

Store Front – How many upgrades were via manager override? How many subscribers disconnect due to buyer's remorse by store and by rep?

Network – What is the percentage of wireless calls, by originating cell site, that experienced an abnormal disconnect during the morning (7:00 a.m. – 9:00 a.m.) rush hour?

The Teradata CLDM and the Teradata EDWr modeling tool allow your enterprise to:

- > Align your enterprise strategy with specific business improvement opportunities, business actions, and LDM requirements.
- > Model your enterprise to find the best roadmap for data warehouse growth.
- > Identify next steps in implementing an EDW.
- > Monitor the data warehouse implementation progress.
- > Determine the most important enterprise strategy.
- > Define business improvement opportunities (BIOs) to support the strategy.
- > Show information and data needed for analysis.
- > Enhance interdepartmental communication and understanding.
- > Attack the correct business problem areas.
- > Accelerate time to market by leveraging Teradata knowledge.
- > Synchronize business decisions.
- > Reduce costs by reusing data and knowledge.

Teradata LDM and EDWr

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Marketing – Analyze call behavior relative to Peak Busy Hour; determine demographics of customers who drive network peaks. What are the demographics of customers who can be added with minimum effect to network peaks?

Billing – What are the mismatches between SS7 and AMA recordings for all types of call scenarios and all types of interconnect topologies (Tandem Topology, End Office Topology)?

An enterprise data warehouse (EDW) can help answer these questions and help you achieve your company's goals whether it's understanding who your customers are or managing your networks better. Teradata Corporation understands that balancing your enterprise's goals with the practical reality of creating a data repository to answer key business needs can be a daunting task.

Begin the Journey to a Better Business

Teradata provides the tools and expertise that are necessary to make the planning and implementation of an EDW less intimidating. With more than 25 years of expertise and consulting combined with tools, such as the Teradata® Communications industry Logical Data Model (CLDM) and the Teradata Enterprise Data Warehouse Roadmap (EDWr) modeling tool, we can help you jump start your EDW planning and development process by helping you understand the data assets you have, or need, to meet your goals and objectives.

The Teradata Communications Logical Data Model has nine subject areas and more than 1,500 entities in 104 facets that support analytics for key business process areas such as:

- > Revenue Management
- > Network Management
- > Business Performance Management
- > Compliance Management
- > Call Center Management
- > Content Assurance
- > Supply Chain Management
- > Campaign Management
- > Customer Information Management
- > Inventory Management
- > Settlements Assurance
- > Promotion Management and Marketing
- > Point-of-Sale Transactions and Detail
- > Web Commerce and Interactions
- > Forecast and Scoring
- > Financial Management
- > Payroll, Personnel, and Labor Distribution

Teradata believes that building an EDW is similar to planning a journey. Both require three key things to succeed:

- > A clear and worthwhile objective or destination.
- > A map that shows you how to get to your objective or destination.
- > A navigational device that helps you know exactly where you are during your journey.

Teradata telecommunications consultants help you start the journey by defining business objectives and linking those objectives to the analytics, actions, and results that could be taken leveraging available data. We call this a business

improvement opportunity (BIO) assessment, and we do this to help you determine and prioritize your business goals. Teradata has identified numerous BIOs that typically challenge most carriers, such as reducing churn, optimizing your networks, or increasing fraud prevention.

The Teradata CLDM is the map that shows the pieces of information required to support the BIOs that challenge your business. The CLDM models enterprise business data, data relationships, and carrier-specific topic areas. It provides a single, integrated view of your business that allows business and IT users to communicate about information needs and systems. The CLDM is a picture of all

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EDWr Macro Process Steps Business – Technology Perspective Linkage

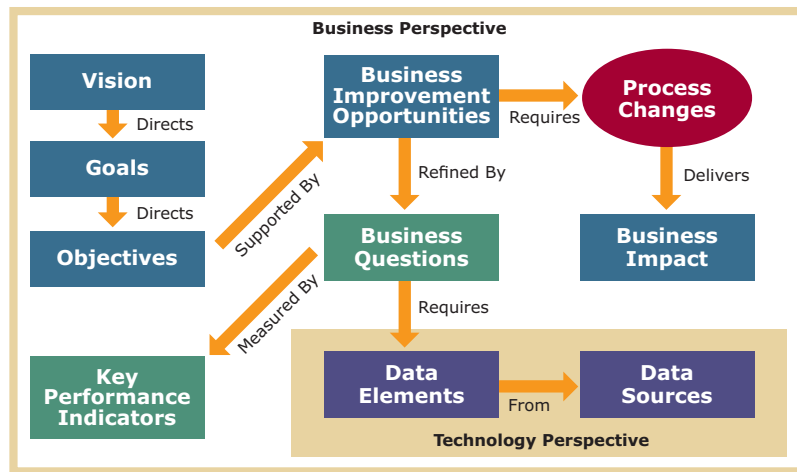


Figure 1. The Teradata EDWr provides views that quickly show exactly which data support a specific BIO. It also spotlights which business questions are most important to answer based on your goals allowing you to allocate resources better and develop more effective plans. Figure 1 shows how the EDWr links business needs to technology. This assists business and IT in mapping vision to data requirements.

of the pieces of information necessary to run your business. Just as you wouldn't begin a journey without a map, you wouldn't build an EDW without an enterprise logical data model.

The Teradata EDWr model's content and navigation make it easier to show data required to address a business need or to highlight the business potential of data that are available. This *store once, use many times* approach allows an enterprise to keep costs down while having a single version of the data backed by multiple uses and users. The Teradata CLDM is the map, and the Teradata EDWr is the visual navigational tool. This navigational

tool can help you see where you are at any time. Referencing your map will show how close to or far from your destination you are. The Teradata EDWr allows you to visualize how the data represented in the CLDM support the BIOs (your destination) that you're trying to address. The EDWr helps depict the relationships among enterprise strategy, business initiatives, business questions, business metrics, and the underlying data infrastructure (as embodied in the data model).

The EDWr brings a disciplined, methodical approach to attaching the information needs of the enterprise to a phased plan (roadmap) for your enterprise to follow.

Strengthen Your Business Value

What makes Teradata different from the competition when it comes to data warehousing? It's the business value and the telecommunications expertise that we can provide. We can help your business and IT functions collaborate and agree on the requirements for meeting business objectives and managing data assets better. With more than 25 years of experience, Teradata is the market leader in data warehousing, and we've built that expertise, best practices, and intellectual property into our tools. Our team of industry professionals has business and technical knowledge. They work with all types of carriers to solve key business problems with the goal of helping carriers view and align their businesses around one of their most important assets – data.

The enterprise data warehouse is the foundation for helping you manage this data. The Teradata CLDM and Teradata EDWr make it easier to see what data you need to solve specific key business improvement opportunities. And, these tools can help you leverage data that you already have to address new business improvement opportunities. These Teradata tools and expertise help carriers access all centralized, relevant data across the enterprise, regardless of the functional areas, and align their tactical information needs to the large business priorities and goals. Teradata helps eliminate the stovepipe approach to accessing data and,

Teradata LDM and EDWr

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most importantly, gets the IT people and the business users focused on connecting their individual pieces to the broader company strategy.

Why Teradata?

Why choose Teradata to build the foundation of your enterprise data warehouse? Because only Teradata has such a successful track record of helping carriers like you leverage business data for analysis and decision making. We understand the problems and critical success factors associated with data warehouses better than anyone in the industry – and we know how to put our experience to work solving the issues that mean the most to you.

Next Steps?

To learn more about how the Teradata CLDM and the Teradata EDWr can help you build a better business and align your business and IT functions around similar goals and objectives better, contact your local Teradata representative or visit Teradata.com.

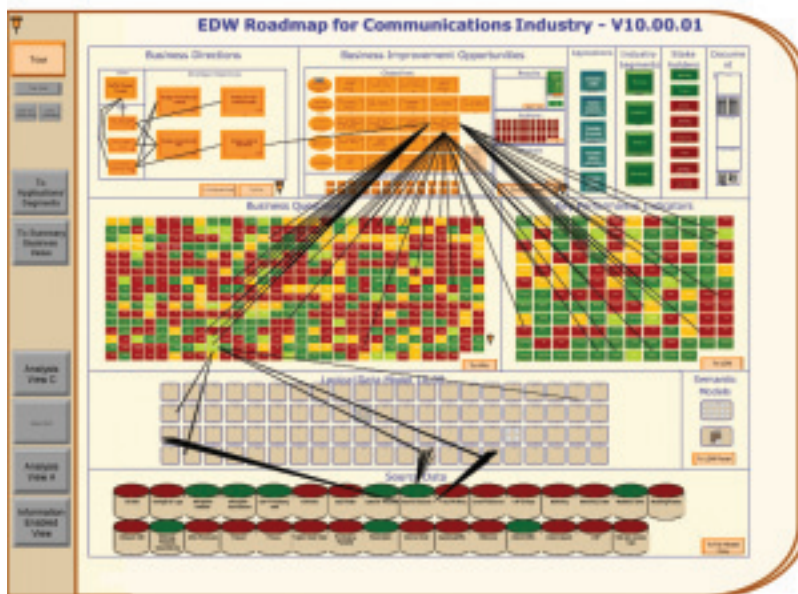


Figure 2. This diagram shows a screen shot at the highest level of the Teradata EDWr. The black lines show logical relationships in the model. These relationships enable analysis and drill-down capability into business opportunity profiles. Throughout the model, color is used to show the status of a particular content area. Red indicates that the element is not yet enabled. Yellow indicates a medium level of enablement. Shades of green indicate nearing full to complete enablement, requiring little to no additional data requirements.

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