

Polkomtel looks to future

Teradata upgrade enables improved revenue performance. *by James Proescholdt*

When a company grows, its data grows with it. That's what Polkomtel S.A. discovered when they became too large for their current data mart-based application.

Founded in 1996, the precocious mobile telephony company already boasts more than 10 million customers. Just 10 years after its formation, Polkomtel enjoyed a 33% market share in 2005 in its native Poland.

Because of this rapid growth, the company couldn't afford to slow or stop business when it

decided to upgrade its data warehouse capabilities. With its migration to Teradata beginning in late 2004, Polkomtel received better scalability, more up-to-date data and more common access to users for making ad-hoc inquiries, all while keeping its business growing.

Jaroslav Bartosik, Polkomtel's data analysis and decision support team manager, says the switch to Teradata enabled the company to better access and analyze its historical data. "As the business side is better able to access all the

data and drill down into it, they also develop a better understanding of what needs exist to add information," says Bartosik. "The result is that we are all talking much more precisely about the future, about what we need to add and what we want to achieve."

Specifically, the new technology offered through Teradata enables Polkomtel to undertake its new Lifetime Value (LTV) project. With the improved ability to integrate different types of data, the company can analyze return on sales indicators to better understand its customers. "The ultimate goal is to approach a method to calculate the LTV of the customer," says Bartosik, "letting us not only model the customer's historical cost and value, but also predict how long he will stay with us."

Bartosik adds that the improved access to data via the data warehouse and performance of Teradata allow the company to better perform revenue assurance. Now Polkomtel can easily confirm all network calls are properly rated and billed to customers on a regular basis. He says the company could only do this two times per year before switching to Teradata: "The things we are doing for revenue assurance could not be done without the data warehouse," says Bartosik.

By using its data to analyze its history more efficiently, Polkomtel can now better prepare itself for the future. Assessing customers' habits using past data makes it possible for Polkomtel to serve its clients with more detail and fewer errors, ensuring increased customer satisfaction and overall business efficiency.



Jaroslav Bartosik, data analysis and decision support team manager for Polkomtel.