Oracle Business Intelligence at Cox Communications

client

Cox Communications
Telecommunications
Atlanta, GA USA
22,000 employees

solution

Business Objects to Oracle BI
Proven Methodology
Low Total Cost of Ownership (TCO)
Simplified Architecture

technology

Oracle Business Intelligence
Siebel CRM
Peoplesoft
Oracle Database

quote

"We are incredibly pleased that Cox Communications is realizing immediate value and lower totcal cost of ownership with the new solution."

- Sid Goel, KPI Partners

KPI Partners completes the world's largest Business Objects to Oracle BI conversion at Cox Communications

About Cox Communications
Cox Communications is a broadband communications and entertainment company, providing advanced digital video, Internet, telephone and wireless services over its own nationwide IP network. The third-largest U.S. cable TV company, Cox serves 6.2 million residences and businesses. Cox Business is a facilities-based provider of voice, video and data solutions for commercial customers, and Cox Media is a full-service provider of national and local cable spot and new media advertising.

Challenges
Cox Communications struggled with multiple Business Intelligence initiatives taking place throughout its business units. This resulted in multiple BI tools, along with the associated higher software, application development, training, infrastructure and maintenance costs.

Before Oracle Business Intelligence, Business Objects was the most widely deployed BI tool but Cox struggled with the complicated architecture, high licensing costs for enterprise-wide deployment and higher application maintenance costs. Business Objects' metadata is scattered in multiple universes instead of a single enterprise information model. In addition, Business Objects has poor integration with Peoplesoft, Hyperion, Oracle eBusiness Suite and other Oracle applications.

Solution
Cox Communications made Oracle BI its enterprise standard, working with KPI Partners to convert its Business Objects applications to Oracle Business Intelligence. In total, over 1,500 reports and 25 Business Objects universes were converted using KPI's industry-leading BI conversion methodology and technical expertise with Business Objects to Oracle BI conversions.

KPI used a blended team of on-site resources and off-shore experts to minimize implementation costs and maximize the speed of the conversion. Cox Communications achieved significant cost savings and also established a BI Center of Excellence with this project.

The adoption of Oracle Business Intelligence as the enterprise standard resulted in a simplified architecture and a lower total cost of ownership.

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