

Revenue Generating Real-Time Oracle Business Intelligence



client

Qualcomm Enterprise Services
Industry: Communications
San Diego, California USA
17,500 employees

technology

Oracle Business Intelligence
Informatica CDC
Oracle Database 11g
SQL Server & DB2
Sun SPARC Enterprise M4000
Solaris OS

Qualcomm & KPI develop end-to-end analytics so shipping fleet customers can manage drivers, vehicles, and customers.

About Qualcomm Enterprise Services

Qualcomm Enterprise Services (QES) delivers integrated wireless applications and services to businesses around the world. QES enables enterprises to operate at peak performance and improve the quality of life for customers in their value chain.

Customer Need

Qualcomm Enterprise Services (QES) offers a suite of software products to help shipping fleet customers manage their drivers, vehicles and end customers. One of the main reasons Qualcomm lost customers in competitive situations was due to a lack of an integrated reporting and analysis system across their many applications.

An effort was formulated to create an application titled QES Analytics manager to better position the business competitively within the market.

Qualcomm's objective was to generate revenue from licensing QES Analytics Manager to customers via the QES Customer Portal, as well as use QES Analytics Manager to help bring new customers to QES and generate revenue across many applications.

Solution Overview

KPI Partners collaborated with Qualcomm to develop a complete end-to end data warehouse and business intelligence system. On one end, OBIEE is embedded in the custom portal and integrated with a single sign-on (SSO) solution. End users access the portal and the portions of QES Analytics Manager that they are licensed to see. Each customer has access to only their data, but a key innovative feature is the ability to allow customers to compare themselves against the larger industry. Thus, every metric in the system is comparable to the larger industry as a whole.

Qualcomm's Oracle BI solution is built on top of a 3-layer data warehouse platform. At the lowest level is a real-time layer developed using Informatica Change Data Capture (CDC). Here, tables are replicated from each of the source systems in a real-time manner. This real-time layer is also used as the source for a traditional data warehouse layer refreshed in a batch mode 2 times per day. Finally, on a daily basis, the data mart layer is refreshed from the aforementioned data warehouse layer. The data-mart layer uses a traditional star schema model to support Oracle Business Intelligence queries.



results

- Revenue-generating BI
- Lower license costs
- Hundreds of users
- Significant ROI
- Competitive advantage
- Engineering benefits
- Enhanced applications

about kpi

KPI Partners is the largest and most experienced systems implementation partner focused on Oracle BI & EPM.

Qualcomm is continually acquiring paying customers for QES Analytics Manager and supporting thousands of vehicles.

innovation

The QES Analytics Manager solution provides a key innovative capability unique to our industry – the ability to compare every metric in the system against a larger backdrop of the industry. This portion of the solution is in the process of being patented. Additionally, the key relationship between driver and vehicle that QES Analytics Manager has the ability of analyzing is one that not all competitors are able to successfully determine.

After Qualcomm's initial deployment, new uses for the data in the real-time layer and the data warehouse are continually being identified. The real-time layer contains data from many different databases in a single location and new applications are being created to use this layer, which supplies much of its data via online channels. This is a benefit not originally identified.

Business Impact

After go-live, new uses for the system are continually identified; it is growing beyond its initial plans. Qualcomm Enterprise Services is adding new functionality that was previously licensed out to various business partners. This new functionality produces a direct cost savings, eliminating the need for external licensing.

Return on Investment (ROI)

- Direct license revenue from customers purchasing the QES Analytics Manager application.
- Ancillary revenue for all of QES's applications due to greater win-rate for new customers. QES Analytics Manager provides differentiating value over competition.
- Competitive Advantage – QES Analytics Manager brings more functionality into the entire QES software suite, providing a competitive edge in the market.
- Engineering Benefits – Other applications are able to leverage the extensive data infrastructure in QES Analytics Manager to develop their applications faster and with less effort.
- Enhanced Applications – Reporting content from QES Analytics Manager is being utilized to create new applications as well as enhance existing applications.

