

Case Studies

Case Study 1 - Leumi Bank

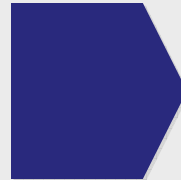


- Large Banking Organization
 - 2nd largest in Israel
 - 2M Customers
 - Over 300 Branches
 - 10,000 Employees
 - ATM's, Direct Call Center, Internet , Branches
 - Over 300,000 Internet subscribers (Leumi Self Service)
 - International Subsidiaries in NY, London, Swiss etc..

Leumi Bank –Business objectives

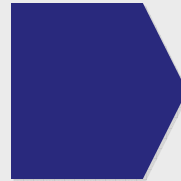


Increase customer profitability



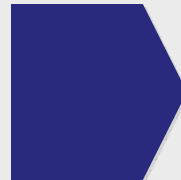
Execute steps according to the customer's behavior over time

Get a single view of the customer



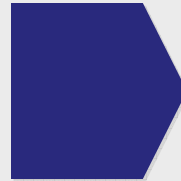
Better understanding of the customer – improved decisions

Acquire attractive customers



Identifying the potential customers worth acquiring

Increase customer satisfaction



Identify the customers Personal needs

Leumi Bank – Project scope



Active Intelligence

Strategic KP'IS

Customer behavior

Campaign management- TCRM

Customer profile

Customer segmentation

Business Objects (History & Current Universes)

Application layer

Detailed layer FSLDM (3 Normal form)

Leumi Bank - Project Complexity



- A very wide scope & a very big team (50 all together)
- Complex environment (IBM MF, DB2, ADABAS, VSAM ,ETC...)
- Involves 50 source system (some are 30 years old)
- Tight schedule (Trying to finish a 3 years project in 1.5 years)
- Turn Key (Over 100 M.Y.)
- Daily update for over 200 tables
- Daily 30GB process in 8 hours night window

Case Study 2 – Cellcom



The biggest cellular provider in Israel

- Subscribers – Over 2.5 Million
- Employees – Over 3000
- Over 400 points of sale
- Infrastructure investments - Over 1 Billion \$
- Pioneer in 3G technology

Cellcom – Business challenges



- BI portal
- Active Enterprise Dashboard

Campaign Management

Collection Analysis

Usage Analysis

Handset Analysis

Disconnection Analysis

Contact Analysis

Phantom Churn

Revenue Assurance

Fraud Detection

Network Optimization

- Churn prediction
- Silence detection

- LTV
- Profitability

- Customer Profile
- Segmentation

Near Real Time Data warehouse

Cellcom -Technology Challenges



- Over 100 Million CDR's a day
- 10TB of raw data >> 42TB of storage >> 84TB mirroring
- Updated daily with 40GB data
- 7/24 Availability
- 90% Performance improvement (70% proposed)
- **Near Real Time** Informatica ETL
- No effect on performance during the day loading
- Backup & Restore with only a slight effect on performance

Cellcom – Best Practice



- Well defined cellular data model concept
- Best practice for customer profiling
- Field tested Components for Near Real Time ETL
- Packed solutions – BI Toolkit

Case study 3 - Mekorot



- Israel's national water company
- Over 6 M customers
- Over 2100 employees.
- Supplies 66% of the country's water needs. W
- World leader in desalination, cloud seeding and reclamation of sewage water.
- Supplies water for agriculture, industry and domestic use
- Supply to Jordan and the Palestinian Authority

Mekorot – Project Scope



- Implementing enterprise DWH covering main business subjects:
- Finance (Budget vs. Actual and Logistics),
- Water Consumption,
- Water Production (output),
- Water Billing,
- Human Resources,
- Maintenance Facilities & Units,
- Inventory & Purchase
- Project Controlling,
- Electricity Billing,
- Helpdesk

Mekorot – Business Benefits



- Reduce overall operating costs,
- Alerts and targets problematic areas,
- Identifies bottlenecks in critical processes,
- Enables more efficient audit, control and management,
- Enables faster and more efficient reimbursement,
- Improves energy tracking capabilities – Mekorot consumes ca. 6% of the electrical power consumption in Israel,
- Controlling expenses VS. annual budget and alerting when certain deviations are met

Case Study 4 - Bezeq



Bezeq is Israel's national telecommunications provider. Bezeq and its subsidiaries offer the full range of telecommunication services including domestic, international and cellular phone services; Internet, ADSL, and other data communications; leased lines, and corporate networks.

Bezeq – Project Scope



Setting up a performance measurement system for management based on key performance indicators linked to the company's strategy.

The system presents indicators for all the main business aspects of the company, allowing the manager the ability to focus on the problems and trace down the causes using relevant reports

Technology:

Gilon BPM, Microsoft Analysis Services 2000, Microsoft BIP, Share point

Case Study 5 - IDF



Project Scope

Implementing Enterprise Data warehouse which enable the IDF headquarters, to analyze organizational activities and KPI's of the armed forces resource,

One of the first business area's is the budget which enable analysis of the budget versus actual, and supporting planning and controlling of the budget.

All done in perspective of requirements, orders, purchase, invoices of usual tasks or big projects.

Technology:

Oracle, Informatica, BO, Analysis Server, Panorama

Case Study 6 – Strauss Elite



Strauss Elite (Food & Beverage)

The Strauss Food company in Israel, one of the country's leading dairy, ice cream, confectionery and chocolate products.

The company owns five cutting-edge production sites manufacturing fresh foods, and reaches 6,000 points of sale on a daily basis through five distribution centers and owns a substantial fleet of trucks.

Strauss Elite – Project Scope



Project Scope

The project combined two major phases:

1. Full business & technical requirements analysis & Implementation of SAP-BW.
2. Analysis of requirements for implementing a budgeting and financial consolidation system using SEM (SAP) and the SAP-BW architecture.

Technology :

SAP-BW, SEM/BCS, SEM/BPM

Case Study 7 - Rafael



Rafael (Defense Technology)

RAFAEL Armament Development Authority Ltd. designs, develops, manufactures and supplies a wide range of advanced defense systems.

RAFAEL is the second largest government-owned defense company in Israel, with sales amounted to \$760 million (2002) with a backlog of orders worth \$1,125 million.

Rafael – Project Scope



Implementation of a budgeting & forecasting salary system, with an interface to the company's main budgeting system.

The system performs “what if” analysis allowing the finance department to perform simulations on headcounts, salary rates and other salary components.

Technology:

Oracle Express, Oracle Financial Analyzer

Thank You