

# InfoSTEP - Case Study



## CUSTOMER PROFILE

Customer is one of the best service providers of mobile telephony in India and has operations in India

## BUSINESS CHALLENGE

- Profiling of 2 million records to identify patterns, variations and build standards for local addresses and names
- Too many variations in address specifications
- Different tokens can be specified similarly
- Lack of independent (external) standards for Indian addresses
- Mapping of acceptable alternatives with standard data without replicating data. E.g. Phase vs. Sector, Tehsil Vs Districts
- Data did not have any delimiters and was entered haphazardly



## SOLUTION

Customer evaluated and selected Business Objects Data Quality (DQ 11.5) product and chose Infostep as implementation partners. Infostep conducted workshops and met business users, IT personnel to collect data on envisaged business challenges and problems related to Data Quality.

Infostep conducted a two-week requirements gathering exercise in order to understand business requirements and helped customer define business rules for the data. After which, the project was implemented as per InfoSTEP's Data Quality Implementation Methodology. As part of which, InfoSTEP accomplished the following activities:

- Profiled data to identify patterns, keywords, regular expressions and variations
- Developed Infostep India Address Cleanse Transform (IIACT) based on the results of profiling exercise. IIACT is developed using python code and is essential as a complementary to DQ product. IIACT does parsing, cleansing and standardization of data
- Built Dictionaries for Indian Names and Addresses
- Developed the following projects on DQ products
  - Standardization
  - Matching and House-holding (4)
- RTI with the current CRM application

## OBJECTIVE

- Standardization of 2 million records of post-paid and prepaid customer data
- House-holding
- De-duplication
- Fraud Management System
- Regulatory compliance
- Real Time Integration with the current CRM application

## BUSINESS BENEFITS

- Data cleansed and standardized with 80% accuracy
- Dictionaries were built for 31 tokens of addresses and names
- Data is standardization and parsed up to 31 tokens so that house-holding can be done based on any/combination of these tokens
- House-holding will enable marketing group to
- Perform micro-level customer data analysis
  - Identify new customer segments
  - Build strategies to acquire new customers
- FMS solution will enable fraud management and will ensure no blacklisted customer gets a subscription without an approval
- House-holding to analyze the number of connections each customer has in order to provide such report to regulatory authority
- Solution will enable Recovery department in
  - Address verification
  - Bill delivery and recovery

OUR UNIQUE VALUEINNOVATION APPROACH HAS HELPED MANY CUSTOMERS

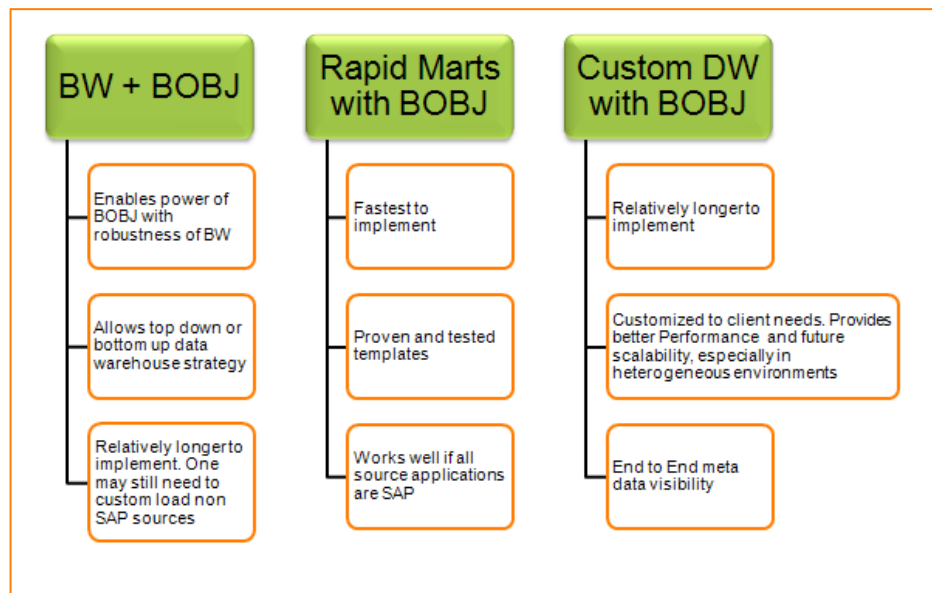
A simultaneous pursuit of High Quality and Low Cost in everything we do!

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## InfoSTEP India Pvt. Ltd.

InfoSTEP India Pvt Ltd. (IIPL) is a global solutions company specializing in Business Intelligence, Data Integration, MDM, and Emerging Technologies. IIPL is a pioneer in providing Business Intelligence solutions across all the segments in the industry. Using a global delivery model and process innovation we provide unique valueInnovation to our customers.

## BI Best Practices



## InfoSTEP Fast Facts

### EXPERTISE

- 10+ years of Enterprise BI and support expertise
- 5+ years of large scale BI implementations in the Indian market

### LOCATIONS

- USA, Hyderabad, Mumbai, Australia, Dubai

### VERTICAL EXPERTISE

- BFSI
- Healthcare
- Telecom
- High Tech

### STRENGTHS

- Enterprise experience and excellent track record in implementing end-to-end BI solutions
- Methodology driven
- Recognized as Business Objects XI R2 Migration Specialists
- Best Solution Provider award (Asia Pac) for 2007

### CERTIFICATION:

InfoSTEP is an ISO 9001:2008 certified company; certified by ANAB and NABCB.



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