



## Industry

Telecommunications

## Software Tools

Oracle Hyperion® Essbase®

OLAP Server

Oracle Hyperion® Essbase® API

Oracle Hyperion® Enterprise®

## Preferred Consulting

### Partner

Constructive Consulting Ltd

## Vodafone rolls out Global MI Solution

Vodafone Group Plc is the world's leading mobile telecommunications company, with a significant presence in Europe, the Middle East, Africa, Asia Pacific and the United States.

At the beginning of 2010, the Group had 333 million customers.

Like most telecoms companies, Vodafone collates and stores vast amounts of financial and non-financial data pertaining to its client and supplier base.

## The Challenge

Hyperion Enterprise is used to hold and report Vodafone's consolidated financial data.

However, the users of the system also rely on the solution to provide analytical information. Over time, Hyperion Enterprise had been burdened with thousands of extra metrics which has gradually caused the system's performance to deteriorate.

A solution was needed to assist the **Global** community to **analyse** the captured information intuitively and within Excel.

Over and above this key requirement, the solution had to:

- ❑ Reduce the burden on Hyperion Enterprise
- ❑ Accept imports from Hyperion Enterprise
- ❑ Handle Budget, Forecast and Actual differentials
- ❑ Calculate KPIs and metrics not held within Enterprise
- ❑ Create reports for Group and Country levels
- ❑ Provide flexibility to allow for new and changing KPI definitions
- ❑ Simplify the existing complex reports that linked to Hyperion Enterprise

*"We had a reporting system that was not able to meet our reporting standards and manual steps were necessary for the production of key performance reports.*

*Constructive helped us build an Essbase solution that is now used worldwide by our subsidiaries and that has allowed us to significantly improve the reporting quality and flexibility. Constructive were always supportive and contributed largely to the success of the project".*

Andres Martinez,  
MI Manager,  
Group Finance, Vodafone



## The Tools for the Job

**Hyperion Essbase®** was selected as Vodafone's mid-tier OLAP Server solution predominantly for its ability to interface seamlessly with Microsoft Excel.

Transfer of data from Hyperion Enterprise to Essbase was facilitated by the Visual Basic API connector.



## The Business Partnership

Constructive ensured that key Vodafone employees were engaged throughout the phases of the project including requirements gathering, design and build.

Constructive recognises that the success of any project relies on management buy-in and the analysts who will ultimately use the solution.

Constructive ensured that these analysts were involved from the outset. These 'super users' were given training who, in turn, are now delivering their own internal training programmes globally.



## Time to Analyse

By using Hyperion Essbase® and the controls that have been implemented by Constructive, Vodafone staff in 18 countries now have the confidence in carrying out statutory reporting and analysis. Consolidated data held within Hyperion Enterprise is automatically transferred to Essbase providing the user base immediate access to their information.

Vodafone can now successfully manage their own Essbase estate providing timely information for management insight.

*"Once the users accepted that the figures in Essbase consistently reflected their underlying data warehouse, the business could move forward with confidence to analyse the results—which is a position where all businesses would like to be".*

Mark Davies, MD,  
Constructive Consulting Ltd

## Get in Touch

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