

BI on Cloud: A Business Perspective

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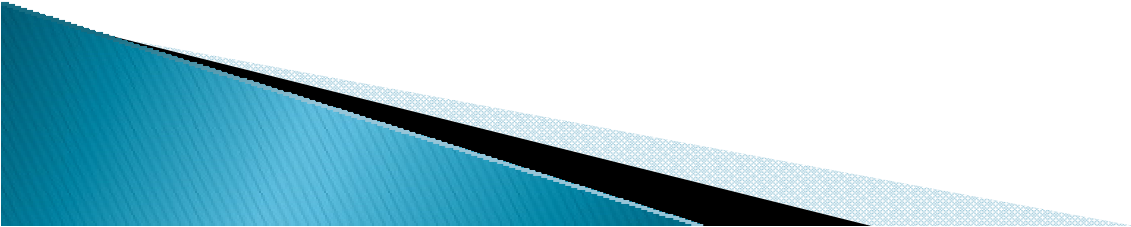
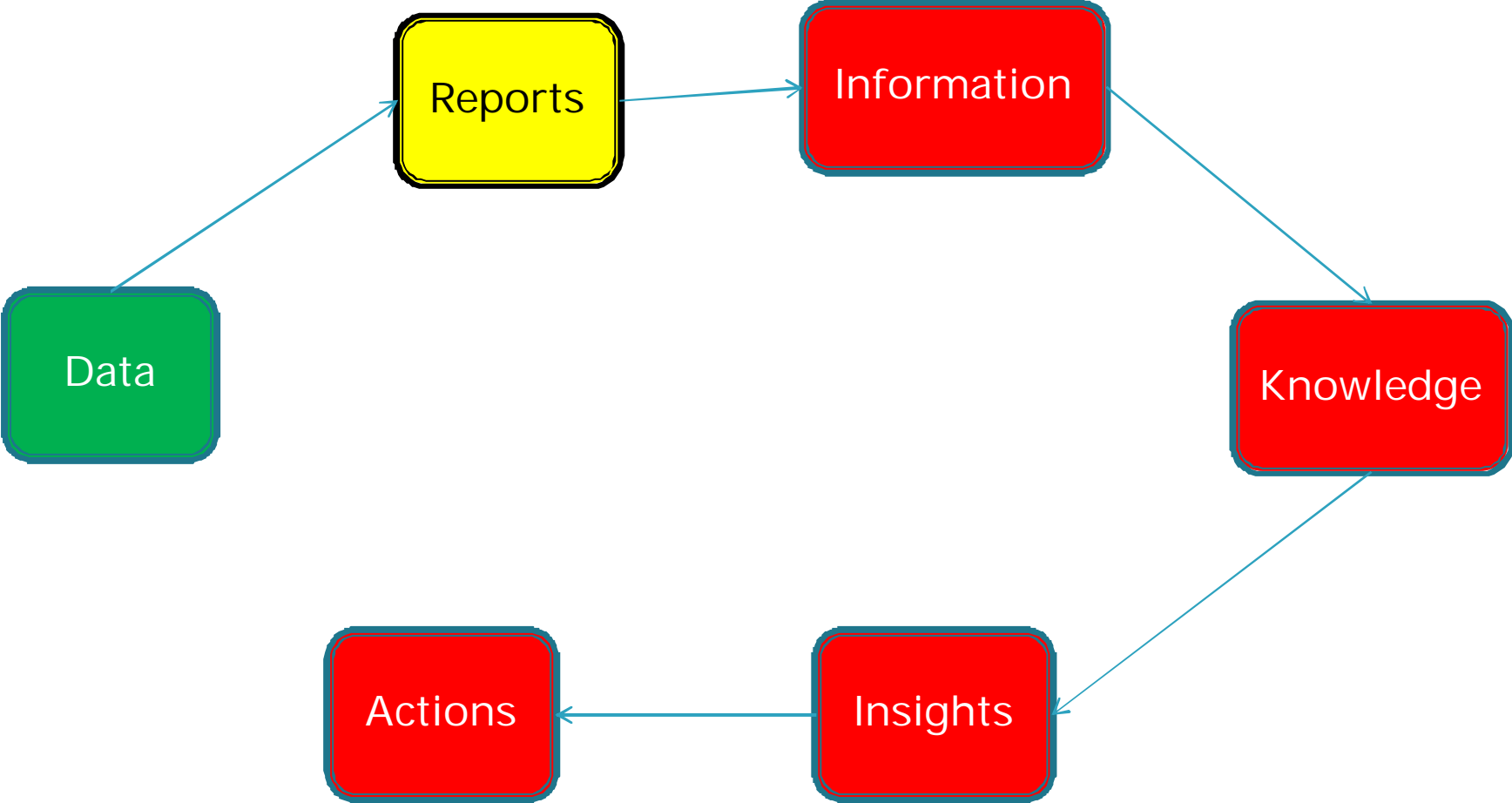


Evolution of BI in TataSky

- ▶ Young company of 5 years;
- ▶ Started with basic performance reports like sales & installations
- ▶ Few months down the line started dealer performance reporting
- ▶ Started measuring Call center performance
- ▶ Started with ROI reporting
- ▶ Supposed to generate 25-30 reports; Number of reports and dashboard growing by the day
- ▶ ETL challenges – technically feasible, cost and time an issue



Data to Insight Cycle



BI Adoption in Cloud – Considerations

Selected one of the vendors for BI, considerations were

- Speed to Market – Few weeks, rather than many months
- Lack of internal expertise in BI
- Drastic fluctuations in end user requirements
- Disparate set of metadata within the enterprise
- Predictive Modeling



The Experience

Upside:

- ▶ Data Transfer to cloud (Vendor location) streamlined in weeks
- ▶ Started with Customer Analytics
- ▶ Moved to Predictive modeling
- ▶ End to end integration – analytics to call center for actions back to analytics for performance tuning
- ▶ ARPU significantly above industry average

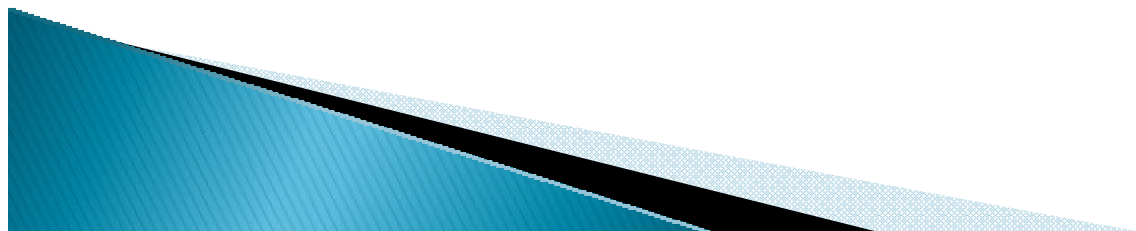
Downside:

- ▶ Scaling horizontally across functions a challenge;



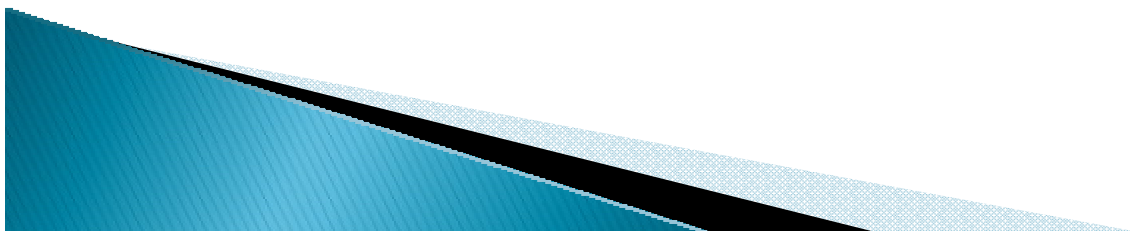
Current Direction

- ▶ Small applications with highly distributed users moving to the cloud – dealer services, managing field services
- ▶ Data mart / performance dash boards associated with these applications a natural fit
- ▶ BI on cloud will follow transaction based systems on cloud; Easy BI access to distributed users;
- ▶ Enterprise view a challenge. Hopefully architecture will evolve over time

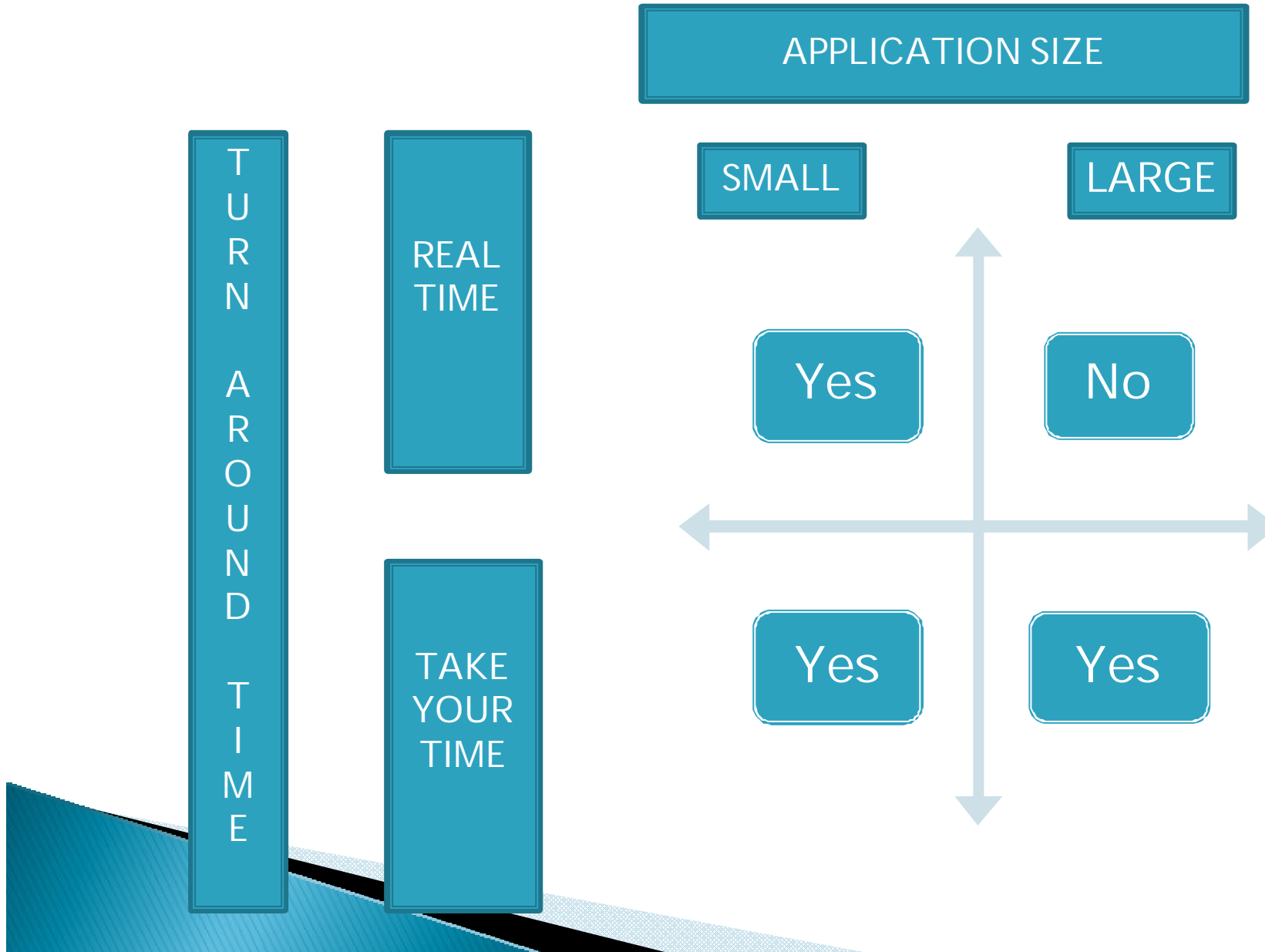


Current Direction

- ▶ Large data set options where time lag acceptable being explored.
 - Customer profiling
 - Churn prediction
 - Campaign performance
 - Processing capacity intensive – statistical modeling
- ▶ Loading data once in a fortnight acceptable. Significant capacity requirement variation
- ▶ Data moved using physical medium



Where are we headed to ?



Thank You

