



OBIA Implementation at Zain Telecom, Kuwait

Background



- Zain is a leading mobile telecommunications provider in the Middle East and North Africa. It was started in 1983 in Kuwait, as Mobile Telecommunications Company (MTC), the region's first mobile operator, and commencing with the initiation of our expansion strategy in 2003, it grew rapidly in both the Middle East and Africa through the acquisition of several mobile operators across the region.
- In September 2007, MTC rebranded to Zain in order to better reflect their growing status as a leading multi-national mobile service provider with global aspirations. Zain was thus adopted as the Group's corporate master brand. In 2008, Zain became the 4th largest mobile operator in the world in terms of geographical presence, with operations in 15 African countries and 7 in the Middle East.

Number of Employees : 6000+
Number of Users : 10

Project Outline

Operating System : Solaris Spark

Project Kick Off Date : 11-Nov-
2012

Project Go Live Date : 25-Aug -
2013

Modules Implemented

- Oracle Financial Analytics
- Oracle Procurement and Spend Analytics
- Oracle Human Resource Analytics



Resource Details

Evosys Resource Details

Project Manager : 1

Functional Consultant : 2

Technical Consultant : 1

Client Resource Details

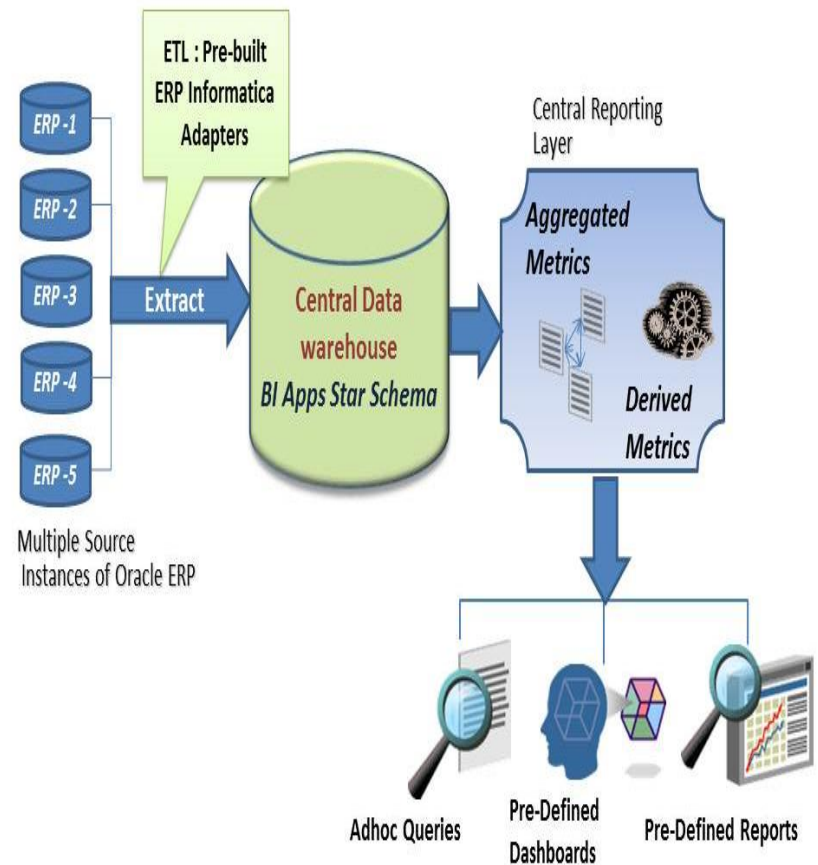
Project Manager : 1

Technical Consultant : 1



Our Approach

- Oracle Business Intelligence Application was centrally implemented at Zain Group .
- 7 ERP Instances located across the Middle East Region were incorporated.
- Data extraction was performed using Pre-Built ETL Adapters for Oracle E-Business Suite .
- The underlying Schema delivers more than 200+ Pre built reports for Human Resource, Financials & Procurement Analytics.
- Combined information from 7 Data sources was achieved in BI Apps using the Data Source number field.



Business Needs

- Zain is spread over in 7 countries and so it is very critical to see consolidated view of the information for decision making.
- Integrating 7 different versions of ERP instances located in 7 different countries is the biggest requirement by Zain.
- Consolidated Financial Statements, Adhoc Report Analysis, and Drilldown till the source from the consolidation.
- Different Ledger Currency across Operating Companies.
- Converting figures to single reporting currency on a monthly basis with a rate which is entered manually.
- Need for Security Structure to allow Access of BI APPS to Group users to view Consolidated Data in Reports and Operations Users to view Data specific to their operation in the same Report. Central BI Apps to serve as Independent BI Solution for each Operation and Group.



Challenges

- 2-way Data Connectivity was required , one for extracting Data over internet and other for providing Access of Application to Business Users in OPCO's.
- Identifying common factors among data of different countries for consolidation.
- Convincing user to use BI Apps for analytics instead of conventional method of excel.
- Tuning the ETL to fit within the permissible window to extract data from all 4 OLTP (ERP) production systems daily in non-working hours.



Challenges Cont...

- Human Resource Analytics Configuration was typical with Different Naming conventions used for Person Types, Assignment Statuses and Other Lookups Codes. The codes were mapped according to unified conventions to be used in BI Apps.
- Reconciling Multi-currency Payroll Results with Source System. Many payroll elements had different Input and Output currencies.
- Procurement to Pay Business Process was not uniform across operations; making it difficult to validate Data in reports.
- Natural Account Codes Series were different in Source ERP Systems; it had to be mapped to unique Group Numbers which would be displayed in BI Apps Financial Reports.
- Accommodating changes made in metadata in the ERP like creation of new account or new position, etc.

Solutions

- Combined data both financial and non-financial at one place.
- Irrespective of Ledger Currency there was Consolidated financial picture in reporting currency .
- Combined view of employee data .
- Security Structure is built in such a way that individual Operating Companies can see only their data.
- Consolidated as well as standalone picture for HQ and Operating Companies.



Business Benefits Delivered



Key Benefits of Central Data warehouse & Reporting Layer

- Reduced time spent compiling, reconciling, and consolidating data from fragmented ERP systems
- Reduced Cost of Ownership for the System, which otherwise would require independent Business Intelligence Systems
- Role based User Access, having Security to have Consolidated Data Access or specific Operation Access
- Easy to adopt Business Best Practices with Standardization of Content & BI Reports across Operations



Business Benefits Delivered Cont...



Key Benefits for Business Reporting

- Consolidated Summary Reports with Drill down to Transaction Level, resulting in reduced Dependency on Other Operations for Information.
- Near Real Time Business Reporting with Auto Scheduled ETL Loads on Daily basis for Data Extraction
- Analysis of data in the individual currency as well as global currency
- Analysis of Historical data helping in identifying saving potentials

Business Benefits Delivered Cont...

Key Benefits for Financials

- Stand alone as well as Consolidated financial statements and ratios
- Improving financial performance and more effective expense control through timely monitoring of expense detail, to ensure budget compliance
- Optimizing cash flow through detailed accounts receivable, accounts payable, and inventory analysis
- Improving cash collections by identifying slow-paying customers or billing issues and reducing days sales outstanding (DSO)
- Effective Aging analysis across Operations

Business Benefits Delivered Cont...

Key Benefits for Procurement & Spend

- Trend Analysis for process improvement for Procurement & Spend
- Identifying consolidated business with suppliers; this enables Zain to negotiate prices with the suppliers
- Analyzing detailed, transaction-level data to understand the factors driving revenue, cost, and profitability across business units, geographic locations, sales territories, customers, products, and distribution channels in time to take action
- Effective expenditure analysis for item categories, suppliers, cost centers, accounts, periods, etc.

Business Benefits Delivered Contd..



Key Benefits for Human Resource

- Improved workforce insight with Employee Internal Mobility & Turnover Trends, which helps in better develop & retain Key Talents.
- Provides core foundation for Work force Planning with easy visibility into global staffing, retention, contingent labor usage.
- Ability to monitor Total Payroll Costs including Monthly Fixed Components , Overtime, Bonus and Variable Compensation for all Operations.
- Improving overall profitability through more effective workforce cost control. This is achieved using Detail Compensation Analysis Reports.



Critical Success Factors

- Reduced time spent compiling, reconciling, and consolidating data from fragmented ERP systems.
- Reduced Cost of Ownership for the System, which otherwise would require independent Business Intelligence Systems.
- Role based User Access, having Security to have Consolidated Data Access or specific Operation Access.
- Easy to adopt Business Best Practices with Standardization of Content & BI Reports across Operations.



Milestones

- Pulling data from 7 Countries is the biggest milestone achieved by Evosys.
- Even for Oracle this kind of implementation was for the first time.



Questions?



Thank You



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