



ClearPeaks

Attaining a global view of company-wide operations

Andorra Telecom set their sights on a new Performance Management tool

Executives at the sole telecommunication provider in Andorra understand the importance of keeping a close eye on the performance of their products and services.

Seven departments across Andorra Telecom are responsible for managing different aspects of the business, including fixed phone lines, mobile phone lines, data transmission, Internet, international communications, marketing and more.

In order to standardize their reporting process, attain a global view of their operations and effectively share results across the organization, Andorra Telecom sought the help of ClearPeaks to launch a new Performance Management project.

Limited Visibility

Each department within Andorra Telecom was accustomed to tracking their own metrics and reporting them on Excel spreadsheets. Results were then compiled manually and shared during monthly management meetings.

Executives and business managers at Andorra Telecom set their sights on attaining a better view of their business performance – from sales figures to service levels to leads generated from marketing programs. They approached ClearPeaks to help them implement a business intelligence (BI) solution that would deliver greater visibility over all parts of the business and enable them to analyze and share information quickly and efficiently.

Recognizing the need to measure the performance of products and services in one place, and at various times throughout the month, ClearPeaks consultants set out to define key performance indicators with representatives from each Andorra Telecom department.

A New Point of View

ClearPeaks recommended utilizing Andorra Telecom's existing SAP/Business Objects platform to make the most of their current BI infrastructure. This option not only cut down on project costs but also allowed Andorra Telecom to link their dashboard data with other BI projects.

ClearPeaks consultants then demonstrated the powerful functionality and utility of SAP/Business Objects dashboards using the ClearPeaks Business Objects Showcase. This demo also provided Andorra Telecom with options and ideas for their own environment.

After clearly defining requirements and KPIs, ClearPeaks consultants consolidated data from each department into the SAP/Business Objects toolsets. They then developed the Telecom Andorra Performance Management Dashboard, which includes a global view of key metrics for each area and year-over-year comparisons.



The Company

Andorra Telecom

Industry

Telecommunications

Objectives

- Develop a management tool that consolidates all data in one place
- Obtain a global view of key metrics for each department and for the whole organization
- Implement a timely reporting process that allows for proactive decision making

The ClearPeaks Difference

- Clear understanding of customer requirements based on ongoing relationship with Andorra Telecom
- In depth knowledge of SAP/Business Objects technology and necessary data consolidation methods
- Integration with existing SAP/Business Objects reporting solutions to maximize ROI

Customer Benefits

- Global view gives management insight into all departments allowing for corrective actions
- Actionable KPIs enhance transparency and accountability
- Consolidation of data into the SAP/Business Objects tool allows for year-over-year analysis
- Attractive dashboard design is easy to navigate and analyze



“ClearPeaks consultants have provided a high level of service and BI expertise that we have come to rely on. In particular, their development of the Performance Management Dashboard has made it easier for us to view and compare our products and services across the organization. There is no doubt that it will be an indispensable management tool for Andorra Telecom going forward.”

**Albert Pubill Pociello, Director of IT
Andorra Telecom**

The Big Picture

Rather than using precious time to share and interpret different departmental reports, Andorra Telecom executives can now use their management meetings to review performance across departments and make proactive decisions about their product or service levels.

The new Performance Management Dashboard gives Andorra Telecom managers the ability to see the big picture (company-wide performance) or drill down into tabbed views in order to analyze or compare departmental targets quickly and easily. For example:

- An eye-catching system of colours and symbols makes it easy for Andorra Telecom management to understand how well each product, campaign, service or process is performing.
- The global view allows managers to focus on the most important KPIs for each department.
- Consolidating KPIs with the SAP/Business Objects toolset to a metric datamart also allows Andorra Telecom to compare current performance measures with other time periods, campaigns, etc.
- Managers can easily share reports with power-users in each department, who can then disseminate appropriate information to their teams for follow up.

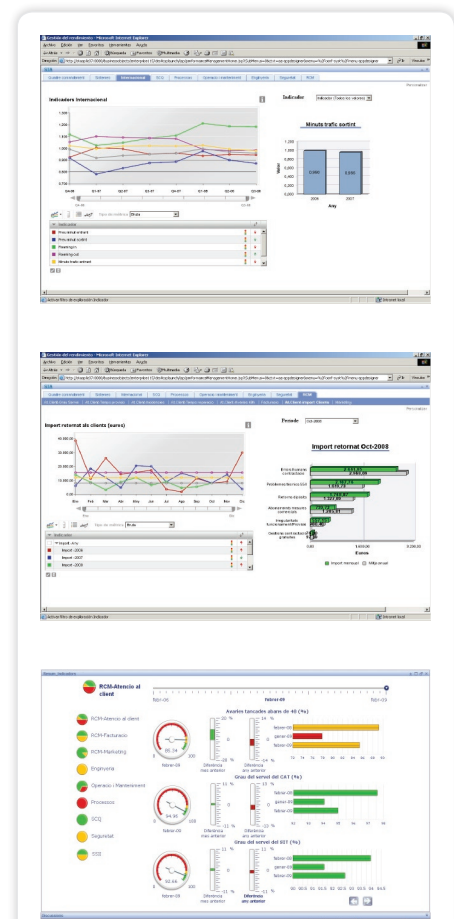
Next Steps

ClearPeaks consultants continue to work with Andorra Telecom to enhance the Performance Management Dashboard. They are currently focusing on adding additional KPIs and finalizing the look and feel of the application.

At the end of 2008, ClearPeaks also proposed enhancements to the appearance of the Performance Management Dashboard using Xcelcius, the data visualization software from SAP/Business Objects. Andorra Telecom has since acquired Xcelcius in order to move forward with these improvements.

An additional next step is the automation of data entry and data refresh. Once the project is complete, ClearPeaks will conduct training with each department so that the defined users can perform queries and view their departmental targets and performance.

As well as improving the Performance Management Dashboard, ClearPeaks continues to work with Andorra Telecom on the Information Centre (CDI) project.



Andorra Telecom Performance Management Dashboard samples

About Andorra Telecom

SOM Andorra Telecom exclusively manages telecommunications services in Andorra, including fixed phone lines, mobile phone lines, data transmission, Internet and international communications.

Andorra Telecom is also responsible for managing the technical infrastructures and national broadcasting networks for radio and television in Andorra. For more information on Andorra Telecom, visit www.sta.ad.