



UTS

UTS' TIS Solution Helps The Caribbean's Telecommunication Leader Stay Ahead of Their Competition

To retain a competitive advantage in the saturated Caribbean telecommunications market, UTS elected to implement the SAS Telecommunications Intelligence Solution (TIS). TIS would help UTS optimize customer relationships, and better understand their prepaid mobile customer's behavior by creating a centralized data source for analysis and reporting. In this project, UTS had several specific objectives in mind, including:

- Migration of SAS to a new hardware platform;
- A TIS implementation for prepaid mobile, that would identify their top prepaid mobile customers by analyzing customer retention.
- Initiating a comprehensive SAS analytical and reporting tools training program.

With over 90-years worth of experience, the UTS Group is today one of the Caribbean's premier providers of telecommunication technology, serving consumers, businesses, governments, and other institutions in the South America, Europe and Caribbean markets. A Caribbean market leader in long distance and mobile telephony services, UTS provides advanced, reliable and competitive telecommunication solutions for both personal and business use. It also offers Internet services, advanced data networks, as well as transaction-based services, such as collect calling, lease lines, pre-paid cards and pre-paid mobile telephony.

TECHNICAL CHALLENGES

At UTS, a data warehouse existed with a SAS Scalable Performance Data Server. Stored processes pulled data from this data warehouse and provided tables used for the reporting. The reporting tools of choice included the SAS add-in for Microsoft Office, SAS Enterprise Guide and Microsoft Excel.

The UTS data warehouse consisted of SAS data sets and made use of SAS' Scalable Performance Data Server (SPDS) and a Storage Area Network (SAN) that was dedicated to the transfer of data. It contained four plus years of data, from such disparate data sources as Oracle, SAP and MySQL. These data sources included the company's operational and transactional systems. The ETL was implemented using SAS and the target tables were SAS data sets.

There were storage space limitations as well as security issues because a defined security model didn't exist. UTS IT wanted to ensure the integrity availability of data. User access to stored procedures and reporting data was relatively open. Within the UTS organization, many reports were manually generated; some of which required a significant amount of time and effort on a daily basis. The new system reduced expenses related to labor-intensive manual activities.

UTS IT wanted to provide management with an adequate decision support system.

Qualex recommended automating



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the generation of these reports and noted that surfacing the information through the SAS Portal would greatly reduce, if not eliminate, the manual report processes entirely, which allowed employees to focus on other business activities. This was accomplished by enhancing the suite of pre-defined TIS reports to include customized reports for UTS.

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THE QUALEX SOLUTION

Expanding on its previous SAS TIS implementation work, Qualex developed a road map that contained the following three stages:

- A TIS Implementation with limited scope
- A SAS training element
- TIS analytical enhancements

To support UTS' strategic goals and direction, the UTS TIS solution focused on the prepaid mobile line of the business and included Segmentation and Churn solutions. Since they would provide a clearer view of customer preferences and customer behavior implementation, Cross/Up Sell and Campaign Management solutions were recommended but, due to time and financial constraints, they were kept outside of the project's scope.

The operational and transactional systems at UTS included:

- SMSC (SMS Usage)
- Telefasil (IN) (Fixed Prepaid Billing System)
- Local Switch (Fixed Line Usage)

- International Calls (GSP, Fixed and Mobile)
- Progressor (Fixed and Mobile Postpaid Billing System)
- Comverse (Surinam Billing System)
- GSM (Mobile Switch; Mobile Usage)
- Alcatel (Mobile Prepaid Billing)

The new system provided information that was timely, accurate, consistent, compact and relevant.

UTS also recognized the need for SAS Enterprise Guide and Base SAS training, which needed to be expanded to include knowledge transfer, as well as specific training in the following SAS tools:

- Enterprise Miner
- SAS Management Console
- SAS Information Map Studio
- SAS Information Delivery Portal
- SAS BI Dashboard
- SAS Web Report Studio

"The UTS TIS project was a success and was completed within the tight schedule timeframe we were given."

Lester Jones
Qualex Project Manager

"There were many challengers above and beyond those normally expected during a TIS implementation. Thanks to the dedication and expertise of the Qualex TIS implementation team and the support of the Qualex staff and the UTS team, these challenges were overcome and the project was a success."

Yvette Antersijn
UTS Project Manager



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