

# Case Study

## ElegantJ BI Business Intelligence

**ElegantJ BI Business Intelligence  
Implementation for a leading VoIP Distribution Company in India**



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### **Client**

The client is a fast-growing VOIP distribution & Mobile Financial Technology Company in India, serving markets in Africa, the Americas, Europe/CIS, Asia/Pac, and the Middle East. The company offers market-proven Switching, Provisioning, Transaction, and Service management solutions, with products serving millions of users.

The company has been in this sector for a decade and has well-established IT infrastructure to serve clients across the globe.

### **The Objective**

The client has been using disparate data sources scattered across different functional and operational departments of the organization. They use Jira® for project management, Salesforce® for customer relationship management, Tally® for finance, and various spreadsheet formats across departments. Thus, they felt the need to have a comprehensive, secure, and uniform multidimensional information architecture by which they could consolidate all data sources and perform extensive analysis operations from the vast silo of available data.

They needed a robust BI solution that would help them derive consolidated reports as well as intelligence by integrating, transferring, and accessing data scattered across different functional areas and applications.

The client also wanted to create a central data warehouse system with validated and improvised data from all the data sources for uniform, multidimensional information architecture. Their key focus areas were budgeting and planning, project management, internal operations, sales, and customer support. Additionally, they wanted to empower business users with self-serve BI to ensure better organizational performance.

### **Challenges**

- Data scattered across various data sources was difficult to integrate using traditional reporting systems, resulting in silos of applications, databases, and spreadsheets
- High volume of data in diverse formats
- Extract financial data from Tally® ERP
- Integrate planning and budgeting with BI process
- Implement KPI and performance-driven culture
- Enable BI and reporting access to teams located around the world



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To overcome these challenges, the client wanted to design a consolidated multidimensional data warehouse and use a powerful Business Intelligence (BI) solution built on industry-standard architecture. The client expected a browser-based BI system that could be accessed from any location and from desktops, tablets, and mobile.

### **The Solution**

After extensive discussion with the client's team, the ElegantJ BI team developed and presented on-site Proof of Concept to demonstrate how the ElegantJ BI solution could fulfill their technical needs in terms of data source connectivity and functional needs, such as Planning & Budgeting, Project Management, Financial Analytics, and Sales Analytics. The PoC was critically analyzed and verified by the client's technical and management team. After a thorough evaluation, the client opted for ElegantJ BI as their enterprise BI solution.

The ElegantJ BI team worked closely with the client team to define functional areas and identify effective KPIs so as to implement them within the BI solution. The ElegantJ BI team helped to create a comprehensive, consolidated data warehouse by harvesting data from various data sources and then integrating ElegantJ BI with a centralized data warehouse.

Using the data warehouse as source data, ElegantJ BI was configured to build multidimensional cubes followed by various analytical objects.

Hands-on workshops on BI concepts, best practices, system administration, and on-site end user training were conducted for power users who further trained other users in the organization thereby ensuring rapid implementation of the business intelligence solution. In addition, the ElegantJ BI solution worked as a self-starter package, leading to a significant reduction in Total Cost of Ownership for the client.

### **Technology & Platform**

Server	: Intel Xeon E5520
O.S.	: Kernel Linux 2.6
ERP & Data Sources	: Jira <sup>®</sup> , Tally <sup>®</sup> , Salesforce <sup>®</sup> & Spreadsheets
Backend (Database)	: MySQL and CSV
ETL Framework	: Leading open-source Data Integration & ETL studio



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Key business intelligence objects implemented in the first phase of deployment include:

### **Monthly Expenditure:**

- Monthly expense dashboard with data from Tally® ERP
- Expenses distribution dashboard across various cost centres
- MoM KPI analysis for Expenditure KPI
- Expenditure report MoM comparison with exception alert

### **Company Budget:**

- MoM analysis for direct and indirect Cost Type
- Analysis for Project and License wise budget distribution
- MoM analysis for budget allocated direct and indirect expenses in USD
- Graphical analysis for department wise budget distribution

- Analysis for direct budget distribution to employees in USD
- KPI analytics for company's total budget

### **Sales Opportunities:**

- Sales contribution dashboard
- KPI analytics for sales targets
- Graphical analysis of sales contribution by:
  - Lead owner
  - Product
  - Region
- Analysis for region sales stage
- Event opportunity analysis for "ClosedWon"



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- Opportunity funnel analysis by:
  - Lead Owner
  - Product
  - Region
- Opportunity gross value analysis by:
  - Country
  - Owner
  - Product
  - Region
- Graphical opportunity analysis for “DropLost” by:
  - Probability
  - Lead Owner
  - Region
  - Country
  - Product
- Top-Bottom analysis for:
  - Region
  - Lead Owner
  - Product



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### **Travelling MIS:**

- Graphical analysis for domestic vs. international travelling expenses
- Analysis for travelling expenses for:
  - Employee
  - Vertical
  - Projects/Events

### **Task Management:**

- Analysis for average time taken to complete a task by:
  - Head of Department
  - Management
- Analysis for department task allocation

- Department wise overdue analysis for different tasks

### **Work Log:**

- Analysis for authorized work log
- Graphical analysis for authorized time spent
- Analysis for project name wise work log
- Graphical analysis for project name time spent

### **Profit & Loss:**

- Analysis for product wise P&L & Employee wise P&L





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### **Elegant MicroWeb's Role**

The ElegantJ BI team provided dedicated consultancy and support services to the client for:

- Installation and connectivity with various data sources and formats
- Requirement understanding for BI needs and on-site PoC
- Designing a consolidated data warehouse and ETL processes
- Design, development, and deployment of other required dashboards, cross-tab analysis, KPIs, graphs, and reports
- BI concepts and best practices sessions
- Technical training
- Administration training
- Business analyst training
- End user training

### **Conclusion**

The ElegantJ BI team successfully implemented the ElegantJ BI Business Intelligence solution that addressed all needs of the client related to Data Consolidation, Planning & Budgeting, Project Management, Sales, and Financial Analytics. The ElegantJ BI team worked with the client's technical team to understand their BI needs, define KPIs, and build a basic reporting structure within the organization to fulfill the client's MIS requirements.

While most BI projects focus on implementing data visualization as the outcome, the ElegantJ BI project has achieved the objective of converting silos of data into actionable information to achieve a benchmark set for Sales, Customer Satisfaction, Planning & Budgeting, Response Time, and Overall Project Management.

Key Benefits and Deliverables:

- Consolidated data from various data sources into a centralized data warehouse
- Personalized Dashboards for Monthly Expenditure, Company Budget, Sales Contribution, Sales Opportunity, and Work Log for different stakeholders, with fine-grained access rights and permissions with respect to their roles



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- Migrated and automated the distribution of spreadsheet-based reports to a centralized browser-based analysis and dashboards
- Automated distribution of Expenditure report and P&L report to their stakeholders through Publishing and Delivery Agent
- Exceptions and alert analysis for Budget allocated and authorized work log exceeded
- Improved visualization and monitoring of KPIs, such as Sales KPI, Expenditure, Total Budget KPI, and Cost Type KPI
- Low cost of acquisition, short rollout time, and less training needs added to lower TCO
- User-friendly interface reduced burden of ad hoc queries to IT team
- Enterprise architecture with zero footprint browser interface ensured rapid rollout across various locations to a large number of users
- Responsive user interface allowed users to access the solution with all popular smart phones, tablets, and other mobile devices

The ElegantJ BI solution deployed has offered a web-based, self-serve BI system to the client in less than three working months and within a rational budget. KPI analytics allows establishing metrics to monitor and manage results at every level in the organization.

The success of this project is a perfect example of how ElegantJ BI has helped the client shift from silos of scattered data to centralized self-service analytics. It has achieved the objective of establishing a data warehouse and business intelligence system as a framework and practice that can scale across the departments of the organization.





**ElegantJ BI**  
Simply Smarter!

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## **ElegantJ BI Business Intelligence Implementation for a leading VoIP Distribution Company in India**

### **Contact Us**

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