



ENTERPRISE REPORTING

at Telefónica Germany with Serviceware Performance AL

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Serviceware (formerly cubus) and Telefónica Germany share a long history. It began in 2003 with the implementation of a planning solution in the controlling department of E-Plus. As part of the restructuring process following the acquisition of the E-Plus Group in 2014, the old applications were retired and the tools were also put to the test. However, two units of Telefónica did not want to pass on Serviceware's ad-hoc reporting: the Digital & Data Competence Center (DDC) and the controlling department.



Serviceware Performance AL for business intelligence

The two units utilizing Serviceware Performance AL (formerly cubus outperform EV Analytics) could not be more different. The DDC supports all business functions across the enterprise with reporting services and more. And it is also in charge of providing all reporting-related data – from customer life cycle, to performance management, to revenue and usage.

For OLAP analytics, the DDC employs the Microsoft BI stack, including SSAS (SQL Server Analysis Services) while MS Power BI Report Server covers the reporting. The amount of data available for analysis

in Serviceware Performance AL is extensive. A total of 20 data connections have been embedded. Ten of these link directly to separate, smaller cubes. The other ten are perspectives of the large central cube called OneCube. This large cube serves as hub for all reporting queries of all users. Fed by a data warehouse, it supplies the various business units with previous day's data. This information is then used for data intelligence applications as well as analytics and data mining campaigns.

Frank Schwellnus, Senior Developer at the DDC, explains the role of the reporting services: “For their reports, the Telefónica divisions can choose between a number of options. Power BI Report Server provides them with paginated reports, dashboards and more, while Serviceware Performance AL offers them self-service exploration and data discovery. To enable users to explore OneCube's huge amounts of data with Serviceware Performance AL, we created ten perspectives with different subsets of the cube's functions. Users can create their own views containing exactly the elements, dimensions and data they need to answer specific questions. These personal views can be saved and they are automatically updated with the latest data the next time they are accessed.”

But users are not only able to save views for personal or departmental re-use. The subscription capability in Serviceware Performance AL also allows them to distribute views in PDF or Excel format as attachments via e-mail. For added convenience, a subscription can contain multiple views which can be send e.g. as one single PDF.

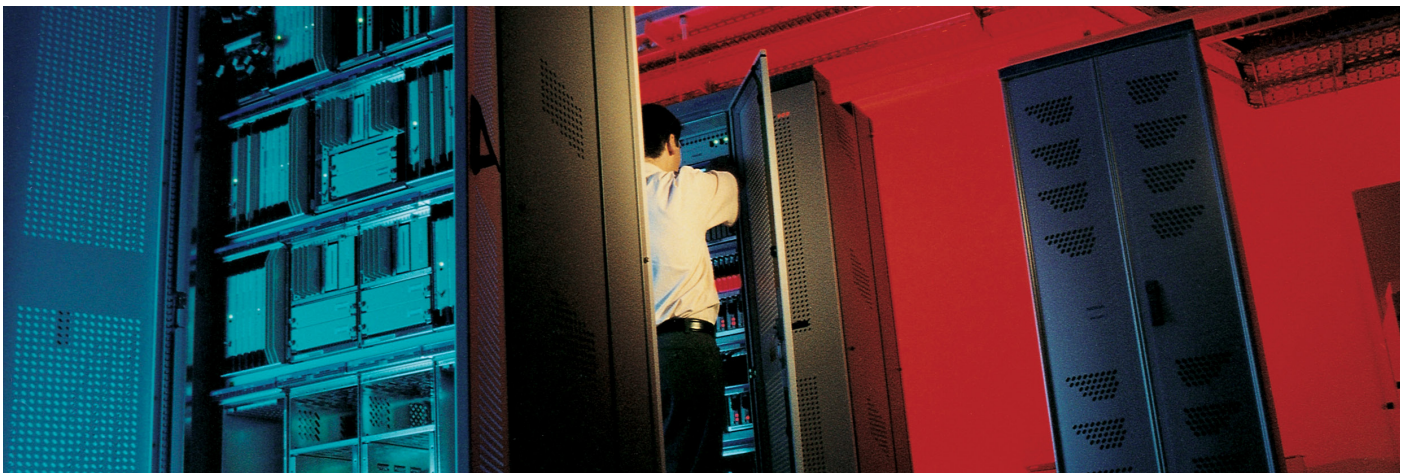
Due to this functionality, all AL users are able to automatically distribute highly customized reports

without limitations. They can also determine when and how often their reports are executed – daily, weekly, monthly or on a specific day of the week, everything is possible.

Users also have full control over the report layout and can exploit all the features of the print version. It is totally up to them whether their report contains only a short, one-page summary or a sophisticated, multi-page document complete with a table of contents.

Currently, around 30 users are active subscribers and over 100 subscriptions are regularly executed. No wonder the subscription capability is so popular. After all, it significantly accelerates the updating and delivery process of standard reports. Users only have to create a report and its subscription once, the rest of the process runs automatically. This does not only save a lot of time, but offers peace of mind to those in charge of reports. They can go on vacation with confidence, knowing that Monday's management report will deliver the latest figures to the recipients' in-boxes on time.

DDC statistics underline how much these analytic capabilities are appreciated: In 2020, over 500 different users accessed the CubeBrowser. Frank Schwellnus adds: “Actually, people do not know that they are using Serviceware Performance AL. By white-labeling the tool, it fully aligns with the Telefónica branding. Now everybody who wants to conduct self-service analyses uses ‘CubeBrowser’, which even has its own logo.”



Serviceware Performance AL for the controlling function

In the controlling department, the situation is completely different. Here, the analysts employ Serviceware Performance AL with Oracle Essbase on a Windows server. One of the many advantages of this multidimensional OLAP database is that the controllers are able to set up, maintain and use their applications on their own without relying on the support of IT. As a result, they can tailor their apps exactly to their needs – from the number of variables

and dimensions down to the calculation logic. For Marc Trebeck, Master Expert, Central Controlling at Telefónica Germany, Oracle Essbase and Serviceware Performance AL are a perfect match: “While exploring the data, users can combine charts with tables and include traffic lights so negative or positive deviations are easily detected. They can also add a commentary to every figure. This provides colleagues, executives and other teams with background information on results making decisions more transparent. Even administration is simple and requires hardly any effort at all.”

The controlling team particularly likes the excellent performance, ease-of-use and ad-hoc analytics capabilities of Serviceware Performance AL. “Users are always thrilled how quickly they get answers to their questions,” Marc Trebeck says. “Take financial reporting for example where they can access all relevant data directly in SAP. Within a fraction of a second they can slice and dice dimensions and view every data combination from every angle. If they spot an outlier they can immediately drill down into transaction-level details and conduct root-cause analysis in an instant.”

In addition to using its own Oracle Essbase cubes, the controlling team is also a “customer” of OneCube. To start with, a special interface enables analysts to import data that is later aggregated for the month-end close, plus users directly access the large OneCube for analyses. In this case, most controllers again prefer to work with Serviceware Performance AL rather than using the Excel add-in.

Apart from the controlling team, about 150 additional users from the B2C sector and other departments are also working with the apps. Typical use cases include financial reporting, customer lifetime value and the analysis of B2C data for business cases and new products.

A successful business relationship based on a dedicated support

Even though the Telefónica teams have become experts during their long-time use of Serviceware Performance AL, they have always taken advantage of Serviceware's support services. Frank Schwellnus knows why: “The customer is the focus of the Serviceware Performance team and you can feel that.” It is no coincidence that the Serviceware support regularly scores top marks in user surveys like BARC's “The BI & Analytics Survey”. Users know from personal experience that the regular customer

surveys are no tokenism, but that their feedback is heard and their proposals for improvements will be implemented if feasible.



For example, when Telefónica needed a drill-through capability to directly access SAP data from within Serviceware Performance AL, the Serviceware team set it up. Within seconds, every journal entry and the complete range of line item data in SAP is now available to users for detailed analysis.

For the future, the two Telefónica divisions are happy to continue their successful relationship with Serviceware and are looking forward to many new, interesting features. The controlling department has already planned additional applications. And an even better analytic performance for the OneCube data is on the wish list. The challenging home office situation during the COVID-19 pandemic has shown that accessing such a huge data base remotely is putting extra demands on the performance of analytics tools like Serviceware Performance AL.



Telefónica Deutschland Holding AG was founded in 1995 as mobile communications company VIAG Interkom. In 2002, the name VIAG Interkom was changed to O₂ Germany. In the course of their expansion strategy, Spanish telecommunications company Telefónica took over O₂ and its subsidiaries in 2006. E-Plus became part of the group in 2014. With over 45 million mobile accesses, Telefónica Germany is one of the largest mobile communications providers on the market. In the 2020 financial year, the listed Munich-based company generated a revenue of EUR 7.5 billion and employed about 8,200 people.

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