

Select Case Studies

Neosynthesis LLC

Intelligent Software Solutions for the 21st Century

Bill Xourias
President
Neosynthesis LLC
301.320.1185
bill.xourias@neosynthesis.com

Case Study 1 – Call Traffic Patterns Data Warehouse



• Business Challenge

- A large telecommunications company wanted to develop an integrated system to support the analysis of customer call patterns, growth rates of products/services and estimation of month end revenue, on a daily basis. Their current legacy systems provided only limited information to support this analysis. Additional reports required lengthy development efforts, reducing the effectiveness of the business users to tailor their analysis to market conditions.

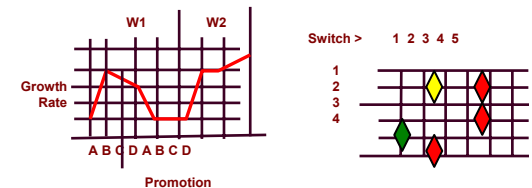
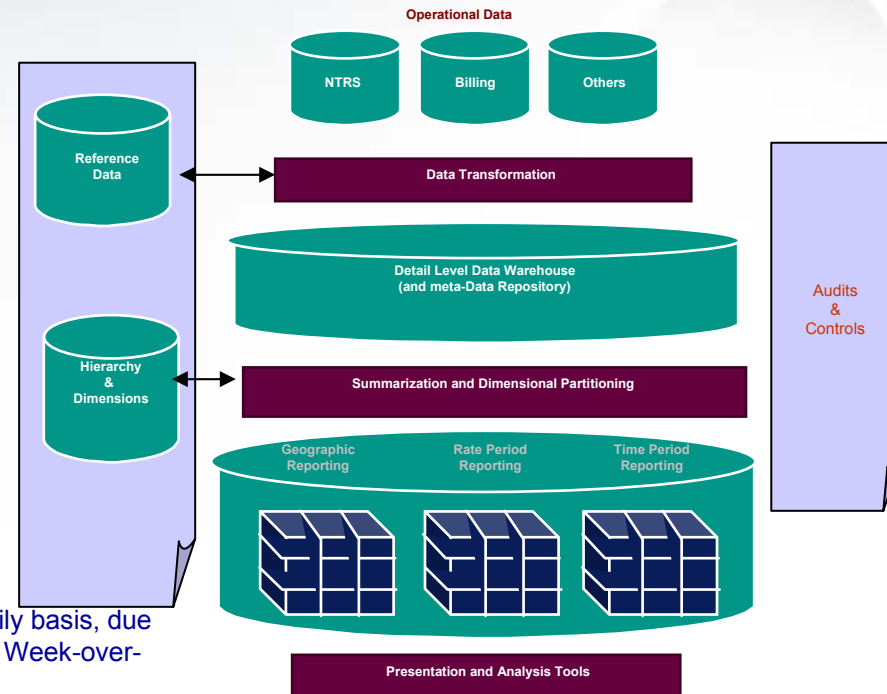
• Solution

- Develop a multi-level data warehouse to support detail level information and summarized information
- Establish enterprise level reference data to be used for transforming operational data into unique atomic data elements
- Establish a user configurable database of summarization hierarchies and dimensional specifications to allow users to analyze new business / market conditions.
- Deploy multiple end-user information access and analysis tools to support individual needs and minimize organizational resistance

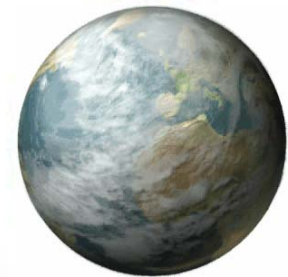
Technologies Utilized: Sybase Adaptive Server, Sybase IQ, Brio Enterprise, Sun Solaris Environment

• Benefit

- Ability to analyze market performance of products / services on a daily basis, due to promotions , rate changes, Day-of-week patterns, Day-over-Day, Week-over-Week growth rates, etc.
- Ability to analyze geographic patterns, such as state-to-state, Domestic - International, Country-to-Country, Originating - Terminating Switch, etc.
- Ability to configure new product and reporting hierarchies, providing flexibility and adaptability to new market and business conditions.



Contacts:



To find out more about our capabilities, services and products and how we can work together to deliver the next generation of intelligent solutions, contact

sales@neosynthesis.com

Or

Bill Xourias

President

Neosynthesis LLC

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