



Case Study: MTN

About the Company

The MTN Group Limited is a leading provider of communication services, offering cellular network access and business solutions. The MTN Group is listed in South Africa on the JSE under the Industrial – Telecommunications sector. Launched in 1994, it is a multinational telecommunications group, operating in 21 countries in Africa and the Middle East. As at the end of December 2006, MTN recorded more than 40 million subscribers across its operations.

The MTN Group operates in Botswana, Cameroon, Côte d'Ivoire, Nigeria, Republic of Congo (Congo-Brazzaville), Rwanda, South Africa, Swaziland, Uganda, Zambia, Iran, Afghanistan, Benin, Cyprus, Ghana, Guinea Bissau, Guinea Republic, Liberia, Sudan, Syria and Yemen.

Business Challenges

Dashboards have been one of the most sought after initiatives since they promise information at a click in whichever manner required - traffic lighting, underperformance, over-performance, etc. In terms of tools and applications, there is a huge range of applications from as simple as a spreadsheet to as complicated as some can get are available in the market today. Managers at MTN also have diverse information needs and love to use dashboards for depicting performance. Over the years, there were many initiatives that predominantly focused on identifying the metrics, analysing their system details, extract them from the source system to EDW and then take it to the visualisation tools. The ever-increasing emphasis on metrics and usage of dashboards resulted in the need to streamline the process so as to optimise the cost and effort put into creating dashboards. This began the initiation of Project "MTN Compass", basically the mother of all dashboards.

Nihilent's Role

To begin with, Nihilent was involved in consolidating all the information requirements across MTN. This comprised of collecting data in terms of the data element, business definition, formula for calculating the end value, various dimensions associated with the data element etc. The mode of collecting data was to consult the business owner and finalising each detail with them. Once the business analysis was done, Nihilent was involved in identifying the system sources for these data elements.

Business Benefits Delivered

- One consolidated business requirement specification for data elements irrespective of their usage in multiple dashboards
- Standardised approach for creating business requirement specifications
- Redundancy of data was minimised and the efforts towards analysis and reporting were optimized
- Uniform understanding and interpretation of business definition
- Average time taken for creating and updating dashboards and applications was minimized

Technology Used

- LAMAT, a web-based product developed by Nihilent that uses MSSQL 2005 for Database Management, Integration Services (ETL), Analysis Services, Reporting Services; MS BSM; Sharepoint Services ; MS Office Web Components ; MS Visio
- LAMAT runs on Windows 2003 server and supports Windows 2000, Windows XP clients