

## General Trading

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Business Intelligence Solution for Telecommunications

- Effective retrieval management through web solution on customer account information
- Business-critical sales and marketing information for channel profitability, prospect-to-customer analysis
- "Right In Time" production information for critical operational and strategic decisions in marketing channels.
- Improved Financial analysis process by integrated finance data e.g. sales, discounts, revenue, etc.

Business Intelligence Solution for Marketing Operations

- Engineered Business Intelligence (BI) architecture for scalability and adaptability to improve analytical reporting, decision support systems (DSS)
- Consolidated business view across different products and services by creating common reports and giving an overall picture to the customer.

- Improved vision to all the channels by summarizing all the statistics and providing a detailed view.

Detailed order reporting and analysis on different promotions. Ordering system is a big system and comes up with its own challenges. TIARA IT Solutions expertise in delivering strong ordering solutions and reports.

Business Intelligence Solution for Network Operations

- Data integrity through reconciliation with GL, operations and contract data
  - Secured one-point-access customer dashboard for personalized and actionable operation critical KPIs
  - Improved quality of credit portfolio by product and customer
  - Effective sales management through profitability, credit/ outstanding analysis
  - Performance scorecard for IT governance.
- Business Intelligence Technology Expertise TIARA delivers business solutions using best-of-breed Business Intelligence tools and technologies available in the market, that form the standard components of a Business Intelligence solution. TIARA's Business Intelligence-Data Warehouse Implementation Roadmap To deliver the most cost-effective Business Intelligence/Data Warehousing solutions to clients, TIARA uses a combination of onsite and offshore resources. TIARA's fixed-time/fixed-price options, combined with its Iterative and Incremental Development Methodology (IIDM), ensures that projects are delivered on time and within budget. Further, TIARA's quality assurance techniques incorporate design validation and rigorous system testing - ensuring that the deployed system meets business requirements, operates reliably and requires minimal maintenance.

TIARA Business Intelligence Advantages

- Over 50 Business Intelligence/Data warehousing projects delivered since 2000
- In-depth Business Intelligence experience that spans domain knowledge, methodology, technologies and tools
- Industry expertise in telecommunications, network engineering, marketing operations, and retail
- Cost-effective solutions delivered by leveraging global delivery model
- Comprehensive BI service offerings
- Solutions built on industry-accepted "best practices".
- We have experience and expertise in Oracle, Teradata, SQL Server, ERWin, and other data modeling tools