itelligence NTT DATA Business Solutions

Waoo, Tilst, Denmark

Waoo Uses Data Sources to Reduce Time-to-Market

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>
> Henning Guldbæk, IT & Application Manager, Waoo

Do the customers adopt new features? Do we have enough Netflix capacity? What effect does a certain service window have and when is it most appropriately scheduled? How is the quality of the delivery at the end customer?

Waoo gathers data from all of their over 100,000 tv-set-top-boxes and analyzes this data every five minutes. The analysis is used by the product managers, system architects, analysts, operational surveillants and change managers. The amount of data is processed both automatically and manually, and the QlikView architecture at Waoo contains more than half a terabyte of data.

Waoo delivers TV, broadband and phone services to 250,000 end customers, and with the knowledge drawn from every-day data the company can reduce time-to-market on product introductions and increase the level of service towards the customers.

High Return on Investment

"The investment in QlikView has been paid back more than once. We have reached the goal of getting close to the data sources and use data to support the entire business from product development to problem solving. We now have a far better tool to extract answers from the data. This gives us advantages in regard to product development, reducing time-to-market and knowing the end customer experience of our services", says Henning Guldbæk, IT & application Manager at Waoo.

250,000
End Customers

WAOO

Henning Guldbæk leads the Application Department and is responsible for development and architecture for phone service-, TV- and business systems. Hence, he is also responsible for the BI solution based on QlikView. Half of Waoo's employees, as well as a number of key persons in the energy companies, now use the BI solution that creates value for many different functions.

Close to the Data Sources

Waoo is owned by a number of energy companies that have rolled out fiber to one fourth of all Danish households. The energy companies sell Waoo's internet, TV and phone services to the end customers via the fiber-connections. All the data help determine whether Waoo lives up to the agreement with the energy companies on service providing.

"On a strategic level, we wanted to get close to the data sources and work with fresh data in something close to real-time. That was one of the reasons why we chose QlikView, which is now a strategic platform for us", explains Henning Guldbæk.

Waoo cooperates with itelligence, whose QlikView experts contribute to the application development and advise on the optimal use of data. The experts from itelligence help Waoo with the platform configurations and help understand the possibilities in the QlikView environment. "They advise us in a credible manner and I am confident that they help us steer in the right direction. They know the possibilities and the limitations".

Quick Results

"We have a very short path from thought to action. QlikView can take in the data sources and organize everything by itself. We don't have to work with data models and the whole development process is easier. It's fast as lightning and intuitive prototyping. Considerably easier than other BI solutions, where one has to work a long time with the data models and build cubes before one sees any effect", says Henning Guldbæk, who has experience in competing BI platforms from his time as IT manager in some of the largest media groups in the country.

"We work directly on the data sources and quickly get results. The first employee to become a QlikView solution specialist was a database specialist, whom after half a day's training with itelligence was up and running. That's all it took and I find that impressing. One needs to know a few specific QlikView formulas and functions, but it's really easy to start delivering value", says Henning Guldbæk.

Waoo bought Dansk Bredbånd (Danish Broadband) in 2010. This caused complexity and variation when the customers were serviced from two different technologies for i.e. customer handling and product handling. Waoo used QlikView to handle the variation and create a transverse overview until the customers could be migrated to Waoo's solution.

Quick results have not only been made on customer- and subscription analysis, but also by surveilling and analyzing the quality of the delivery of TV. When more than 100,000 tv-set-top-boxes report to Waoo and are analyzed in QlikView every fifth minute, Waoo gets a very clear picture of the quality of the delivery. Is the signal lost? Are there any decoding errors? Does the TV-box work? Waoo uses this unique view on each single customer to optimize the overall service level and to measure the effect of technical changes and market initiatives.

Company:
Waoo

Industry:
Telecom

Products:
Phone Service, Broadband and TV

Number of employees:
Approx. 4,900

Headquarters:
Tilst, Denmark

Subsidiaries:
12 factories, 3 main stocks and several sales companies