



Thirdware streamlines Planning process for a leading Telecom major

COMPANY

Hutch, with about 18.4 million customers, is one of the most reputed telecom companies in India. Over the years, it has been named the 'Most Respected Telecom Company', the 'Best Mobile Service in the country', and the 'Most Creative and Most Effective Advertiser of the Year'. It now has operations in 16 circles accounting for 70% of India's mobile customer base.

BUSINESS CHARTER

- A better way to perform budgeting and forecasting for a more comprehensive and meaningful business plan to manage their tremendous growth.
- Better understand its customers, but lacked the ability to track key metrics across a wide variety of data sources.
- Track and manage Operating Cost
- Make better decision on Budget Management
- Monitor and manage performance across lines of business
- Identify most profitable product line

SOLUTION

Thirdware proposed Hyperion Planning to meet the requirements of collaborative budgeting requirements of Hutch. The Hutch and Thirdware team designed following strategy to implement Hyperion Planning and Analytics:

- Build a consistent system to prepare the Budget and provide for an efficient integration with Oracle Financials System
- Leverage a single standardized reporting platform across the Organization
- Hyperion Planning was interfaced to the transaction systems (Oracle Financials) of Hutch in order to provide Historical Actual Data for variance analysis and other analytical reports.
- Data input forms were used for Multi Tier budgeting.
- The general ledger system was interfaced to Hyperion Planning using a staging area created in SQL Server. This moves periodic (monthly) aggregated account and department code balances to Hyperion Planning.
- All reclassification, aggregation, adjustments etc for Management and Legal reporting is done in Staging area.

- Non Financial data and quantitative data required for analysis and reporting are moved to the Planning and MIS cube using SQL Server Staging area. This architecture provides a single stream for Budgeting, MIS and Variance Reporting.
- With enterprise management reporting, analysis, modeling, and planning from Thirdware / Hyperion, Hutch now tracks metrics such as volume of minutes and Average Revenue per customer and produce reports in minutes rather than days.
- They are able to track, evaluate, and manage their operational performance down to individual circles and cost centers.

RESULTS

- Integrated planning processes in one centralized Web-based application.
- Align individual, department and business unit plans with company objectives.
- Plan and reallocate budgets and resources continuously, based on material events.
- Drive accountability by increased user participation.
- Reduce planning cycles by weeks and cut total cost of the process.
- MIS data available across functions on the reported date

ABOUT THIRDWARE

Thirdware is a global IT services and outsourcing firm committed to helping clients utilize best of breed technologies to achieve sustainable competitive advantage. Utilizing leading edge collaboration software, Thirdware delivers an integrated suite of world class enterprise applications that are affordable, scalable and manageable.

Study prepared by Thirdware in cooperation with Hutchison Essar Limited



Company

Hutchison Essar Limited

Location

India

Industry

Telecommunications

Solution

Collaborative Planning
Monthly Profitability Statement
Web Analysis

Products Implemented

Hyperion System 9 Planning
Analytics
Reporting
Hyperion Enterprise
Smart View

Number of circles

Twenty One

Environment

HPux / Windows

Implementation Time

6 months

