



## Business Metrics for IP Services

EMC Consultants understand the telecommunications industry. Calling on their extensive knowledge of key performance indicators, they are able to develop effective and sustainable metrics which enable effective business management decisions.

### Challenge

Over the last several years, telecommunications carriers have made substantial technology investments to provide new services to business and consumer markets. As new lines of business are launched, managers must be able to measure business performance and report to senior executives on an ongoing basis. Defining the right metrics and establishing an ongoing reporting process can be time consuming.

After having deployed VoIP services to enterprise customers worldwide, one tier-one inter-exchange carrier found that staff were spending an inordinate amount of time manipulating data in spreadsheets for executive briefings, leaving very little time for analysis. The company engaged EMC® Consulting to develop a sustainable measurement and reporting capability to support effective decision making.

### Solution

EMC consultants worked with the client to design and develop a solution which captures information from sales, revenue capture, usage, and support systems.

- Created key performance indicators (KPIs) to manage business performance
- Identified data sources and formats
- Developed scripts for automatic parsing and loading into a data mart
- Developed a customized portal to enable quick access to user-specific information
- Implemented security and authentication mechanisms
- Hosted a solutions environment deploying a reporting and analytics engine which is globally accessible from a web browser

### Result

The EMC Consulting solution provided a metrics portal which was up and running in eight weeks, providing round-the-clock access to business-performance reports. Automated loading has enabled instantaneous updating of reports. The client now has the information needed to improve business performance.

**EMC Corporation**  
Hopkinton  
Massachusetts  
01748-9103  
1-508-435-1000  
In North America 1-866-464-7381  
[www.EMC.com](http://www.EMC.com)

#### Take the next step

For more information, contact your local EMC representative, call us at 1-866-464-7381, or visit our website at [www.EMC.com/consulting](http://www.EMC.com/consulting).