

CASE STUDY: GREYSTONE SOLUTION PROVIDES MOSS BUSINESS INTELLIGENCE PORTAL FOR INTERNATIONAL TELECOMMUNICATIONS COMPANY



Using Microsoft® Office SharePoint® Server (MOSS) 2007, Excel Services, and SQL Server Reporting Services and Analysis Services, Greystone Solutions assisted an international telecommunications leader, in enhancing system performance, coordinating internal IT support, and improving client service.

Situation

As a leading owner, operator and developer of broadcast and wireless sites in the nation, our client offers dynamic coverage options in virtually every U.S. market. They enable the deployment of advanced services that make wireless communication possible everywhere. Our client's vast portfolio includes broadcast installations that range from Full and Low Power TV and Radio RF transmission facilities, to ENG, traffic cameras, and even Doppler radar installations. They also maintain over 20,000 towers within the United States and delivers total solutions to such widely known clients as AT&T, Sprint, Alltel, TMobile, and Verizon.

To best serve these high-profile clients, our client had implemented a Business Intelligence Portal (BIP) for its internal business units. Unfortunately, the portal was replete with deficiencies that prohibited the certain departments from performing at their greatest labor utility.

The portal use and enhancement was difficult for users and required much assistance from the company's IT department. As a result, the processing time for customer inquiries, maintenance and requests had become disappointing for all parties.

In some cases, users were also forced to contact the IT Department each time they needed to run a specific report, another tedious and inefficient disconnect in which the information was available but not readily accessible for end-users.

To add to the confusion, the company's IT Department was in a transitional phase, and portions of the existing platform and staff were divided between Oracle and SQL Server 2005.

Solution Overview

Customer Profile

A leading owner, operator, and developer of broadcast and wireless sites in the nation.

Service Offerings

Business Intelligence
Legacy Migration
Office Automation

Industry

Telecommunications

Challenge

To reduce dependency on our client's IT department by empowering employees and improving portal usability and internal reporting.

Solution

Business Intelligence
Business Process Integration
Database Design
Enterprise Project Management
Portal Development

Microsoft Software Used

- Microsoft® Office SharePoint Server 2007
- Microsoft® SQL Server 2005
- Microsoft® Visual Studio .NET

Benefits

- Improved portal usability and utility
- Enabled business units to respond faster to changing business climate
- Provided simplified content management and monitoring processes



CORPORATE PORTAL & BI CASE STUDY CONTINUED



Solution

To resolve the current system deficiencies, Greystone Solutions facilitated a legacy migration to move our client's Business Intelligence Portal from SQL 2000 and SPS 2003 to SQL 2005 and MOSS 2007.

Using Microsoft® Excel Services and SQL Server Reporting Services through MOSS 2007, Greystone Solutions next developed a system that enabled users to independently run custom reports.

Greystone also provided employee mentoring on the features and functions available in SQL 2005. In mentoring the company's IT Department, Greystone transferred "industry best practices," provided practical tips and techniques, and solidified the firms' competency in migrating and maintaining the data. This transferal and mentoring process is directly in-line with Microsoft's advised technological direction.

Solution Architecture

Greystone upgraded our client's existing data from SQL 2000 and SPS 2003 to SQL 2005 and MOSS 2007. The move included the migration of 40 BI portal sites to MOSS 2007, and 40 data marts, each with 1-5 cubes per mart, to SQL 2005.

Greystone leveraged SQL Server Reporting Services, SharePoint Integration, and Excel Services as the platform for publishing interactive dashboards and ad-hoc reporting through Report Builder.

Benefits

Improved employee usability and utility

With the new upgrades, employees were able to use and enhance the portal site with virtually no assistance from the IT Department. The new system also offers custom reporting for all business units.

Using Microsoft® Excel Services and SQL Server Reporting Services through MOSS 2007, employees can now access and tailor information in a user-friendly format. In the previous portal, individuals would create a report and distribute it via email. This distribution process can jeopardize the integrity of a document by leaving it vulnerable to multiple duplications and dispersions. In the new system, employees generate and publish reports through MOSS which enables them to control the document distribution, permissions, versions, and modifications. This system, described by Microsoft as "a single version of the truth," preserves the original document and substantially decreases the circulation of compromised information. By empowering the employees, the our client impressively ameliorated the user process, greatly decreased unnecessary staff involvement, and ultimately improved customer service.

Enabled business units to respond faster in an ever-changing business climate

Behind the scenes, Greystone upgraded the company's SQL Server hardware infrastructure from 32-bit to 64-bit. The upgraded architecture increased memory and processing speeds, allowing the business units to more accurately spot environmental business trends through more frequent monitoring.

Provided cohesive process for simplified content management and monitoring

While converting the system to a universal SQL 2005 platform, Greystone specified guidelines and provided mentoring for our client's IT Department to participate in and maintain the data migration. These guidelines will allow our client to indefinitely maintain the new system without external consultant assistance.

For More Information

For more information, please contact us today!

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We look forward to hearing from you and hope you build your next project with Greystone!

