Seyfor

Managerial reporting and financial planning at O2, that can be proud of its Microsoft Awards Finalist award

The largest provider of telecommunications services in the Czech market decided to use our data analysis solution, which enabled it to automate and optimise their entire reporting and planning processes.

100+

users from upper and middle management levels, who use managerial reporting

10+

advanced users who use Microsoft Power BI for their data visualisations and analysis

24+

months for return on investment into IT infrastructure optimisation within the scope of the entire project

Key requirement
Automate and optimize complete reporting and planning processes

The solution for the largest integrated provider of telecommunications services on the Czech market provides managerial reporting and financial planning including consolidation of subsidiaries. It consolidates financial and non-financial data from sources such as the data warehouse, the company's SQL Server system, whilst the transformed data is subsequently presented in the form of dynamic reports and dashboards in the Power BI and Targetty Excel Add-in environments. An advantage of the solution is also user rights administration at the level of elementary data in the database and the resulting security benefits during reporting.

Together with managerial reporting, the solution also covers the area of financial planning, whilst it utilises the unique features of SSAS (Microsoft SQL Server Analysis Services), where data from forms in Excel are recorded directly into the database. It also enables planning within the scope of defined scenarios (annual budget, re-budget, 12-month rolling forecast, strategic plan), in defined detail and in a defined organisational structure according to cost centres. Plans can be prepared for all financial statements (P&L, B/S & C/F), non-financial indicators (number of employees, customers, telephones, etc.) and calculated indicators (average revenue per customer). Planned values can subsequently be compared to reality via all defined dimensions.

Solution
The story of implementation

An analysis of available solutions for managerial reporting and financial planning was performed prior to the implementation of a solution. In the initial phase, O2 considered implementing alternative technologies such as Oracle Essbase/Hyperion. Concurrently, at this stage O2 was resolving the parallel operation of the Microstrategy BI platform with the new solution, which would also enable the financial planning process. After evaluating all variants and impacts on the overall logic of architecture, O2 came to the final decision to implement the entire solution on the Microsoft BI platform with the objective of utilising the existing infrastructure. The positive experience of users with Microsoft Reporting Services 2012 in the area of operative reporting played no small role in the decision-making process. The simple process for authenticating users via Active Directory in the Microsoft BI platform and consolidation of managerial and operational reporting in a single environment also played an important role in the decision. Lastly, also operating and licensing conditions had an effect on the decision.

Výsledek
Automation and optimization of planning processes

The solution enabled O2 to automate and generally optimise complex reporting and planning processes. Significant benefits were realised namely in the area of execution of requirements on structure and detail in reports, reflection on organisational changes within the company, elimination of maintenance of "Excelmart" as the source for creation of reports, managed access to financial data across the company, standardisation of reports and finally also a much faster managerial report and dashboard preparation process.

> "We've tinkered with the business planning and managerial reporting project for many years. The coherent solution from Solitea fit perfectly into our overall concept and relatively quickly became a standard at our company. It likewise held its own in regards to our strict security requirements. The quality of the solution is also underlined by the fact that it received the prestigious Microsoft Awards 2017 Finalist award."

Jan Martinec
Manager BICC Financial Reporting

Main benefits

Support of development of "data-driven" culture by the creation of a multi-dimensional environment for work with financial and non-financial data across the entire company, including attractive visualisation of data at the management reporting level.

Automation of reporting and planning processes including standardisation of reporting methodology via defined dimensions and hierarchies, and the achievement of significantly more effective performance of changes in the settings of reports and planning scenarios.

Implementation of a managed process in the area of data security by means of setting rights at the level of the analytical database.

Are you looking for a similar solution?

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