

Telecommunications Success Story

Case Study: Global Telecommunications Company Unifies Customer and Product Data for Enhanced Profitability Analysis with Oracle Cloud EDM

This success story illustrates how a multinational telecommunications firm, facing challenges from a rapidly evolving market and a fragmented IT infrastructure, leveraged Oracle Cloud Enterprise Data Management to centralize its data, enabling a new level of business agility and strategic insight.

Business Pain and Need

The client, a leading telecommunications provider with operations across dozens of countries, was struggling with a complex and siloed IT landscape. Acquisitions over the years had resulted in a patchwork of billing, sales, and ERP systems, each with its own way of defining key business dimensions like customer segments, products, and sales channels. As a result, the finance and strategy teams lacked a single, unified view of the business. It was nearly impossible to accurately analyze profitability by customer segment or to model the impact of a new product launch. The lack of a governed data process also meant that manual, spreadsheet-based reconciliation was the norm, which was a major drain on resources and a source of constant reporting errors. They desperately needed a modern solution to unify their enterprise data.

The Solution

The company implemented Oracle Cloud EDM as a centralized master data hub. The solution was designed to:

Establish a "Single Source of Truth" for Customer and Product Data: They used EDM to create a single, governed master list of all customer segments, products, and services. This ensured that all downstream systems—from the core billing and sales systems to the financial reporting applications—used the same, accurate data.

Align Financial and Operational Hierarchies: EDM was used to create and maintain a unified hierarchy for all departments, legal entities, and cost centers. This allowed the company to consistently report on profitability and operational performance from a single, accurate perspective, no matter where the data originated.

Enable Multichannel Reporting: By providing a consistent data foundation, EDM allowed the company to finally gain a unified view of its customers and sales across all channels. This

enabled leadership to make better strategic decisions about where to invest and how to optimize their omnichannel strategy.

Automated Data Governance Workflows: The company configured EDM to automate the process of creating new products, services, or organizational units, ensuring all changes were reviewed, approved, and automatically published to all subscribed applications.

Implementation Timeline

The project was completed in approximately eight months. This included the initial discovery and design phase, the configuration of EDM, the integration with their existing ERP, EPM, and billing systems, and the training of their business teams. The phased approach allowed the company to begin with a critical business unit and then scale the solution to others, including newly acquired entities.

ROI and Business Value

The implementation of Oracle Cloud EDM provided a clear and compelling return on investment, with a payback period of under a year. The key business values and ROI metrics included:

Faster Financial Close: The company reduced its financial close time by 50% by eliminating manual data reconciliation and validation, which had been a major bottleneck.

Improved Strategic Decision-Making: For the first time, leadership had a unified, accurate view of profitability by product, customer, and channel, enabling them to make better-informed decisions about their product portfolio.

Reduced Audit Risk: The automated, auditable workflows ensured complete data integrity, which simplified the audit process and reduced compliance risk.

Increased Productivity: By empowering business users with a self-service EDM platform, the company freed up its IT team to focus on more strategic, high-value projects rather than day-to-day data management.