

ITWorx Delivers Vodafone Egypt its Sales ScoreCard Application



Country:
Egypt

Industry:
Telco

Customer:
Vodafone Egypt

Executive Summary

Developing the daily sales report was a tedious and consuming task for Vodafone Egypt team. Sales reports were not 100% accurate and provided little analytical capabilities. Vodafone Egypt needed a business intelligence solution that would automate reports generation to better utilize resources and provide richer analytical capabilities. Within a tight deadline, ITWorx implemented Vodafone Sales Scorecard, a web-based application that extracts data from the Point of Sale (POS) data warehouse overnight and integrates it within several daily and monthly analytical reports.

The Customer

Vodafone is the world's largest mobile communications company, recognized worldwide for its quality of service and product innovation. Vodafone Egypt was founded in November of 1998 and employs over 2,200 employees, and has proven its capability of delivering innovative and compelling mobile services to a customer base of over 4 million subscribers.

The Challenge

Developing and monitoring the daily performance report of the sales operations at Vodafone Egypt was a tedious manual task that consumed almost 4-6 hours daily. Analyzing daily sales activities required a dedicated resource to perform data extraction, integration, and aggregation across different applications; resulting in inaccurate findings, incorrect reports, and resource over allocation. In addition, mining for and analyzing historical data was very hard and close to impossible in such an environment.

These drawbacks lingered the efficiency of sales operations at Vodafone Egypt which play a pivotal role in the organization. Vodafone Egypt needed to establish a business intelligence (BI) application that would automate the report generation task and provide historical reports on sales activities. Senior sales management and top management should be able to, consequently, monitor these reports and use them to measure actual versus expected sales targets and improve sales forecasting. Vodafone Egypt needed a partner to implement a Sales ScoreCard solution using Java technology and IBM WebSphere within a very tight deadline.

Technologies and Software

- Struts (JSPs) Framework
- WebSphere 5
- Java Script
- Borland Together Control Center (TCC)
- Oracle 8i

The Solution

ITWorx successful track record with Vodafone Egypt was extended with delivering the Sales Scorecard project. The Sales Scorecard is a web-based application that helped Vodafone Egypt monitor and evaluate quotas for its Point-of-Sale (POS) channels and distribution channels. ITWorx implemented the Sales Scorecard application based on data extracted from the POS data warehouse. The data is extracted via overnight jobs in order to save time. Extracted data is then used to generate daily and month-to-date (MTD) reports and diagrams. The generated reports and diagrams allow sales and channel managers to monitor the various activities at Vodafone stores and distribution and business channels.

ITWorx was able to deliver Vodafone Sales Scorecard application under a tight deadline and budget. The application was developed using Struts framework to implement the Model View Controller (MVC) which handles requests received by end-users and presents it in the required view. Moreover, ITWorx used Borland Together Control Center (TCC) for the object oriented analysis and design. ITWorx maintained strict validation rules throughout all of the pages by using the Java Script Technology.

Region	Stores	Installation		Holiday		El Khat		Post Control		Yearly Control		Data Sim		Lines Total	
		Daily	MTD	Daily	MTD	Daily	MTD	Daily	MTD	Daily	MTD	Daily	MTD	Daily	MTD
Alexandria Region	Agamy Kiosk	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	CityCenter-Alex	0	0	12	16	1	8	5	30	0	0	0	0	8	54
	Alexi Store	0	0	1	3	1	3	2	16	0	0	0	0	4	22
	Marina Kiosk	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Alexi Kiosk	0	0	0	1	1	1	2	11	0	0	0	0	3	13
	Zahran City Mall	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Total	0	0	13	20	3	12	9	57	0	0	0	0	15	89
Cairo Region	MaadiCityCenter	0	0	1	8	0	6	5	21	0	0	0	2	6	37
	Maadi	0	0	5	16	3	13	5	27	0	0	0	1	13	57
	Merghany	0	0	13	32	5	10	13	33	0	0	0	-1	31	74
	WTC	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Sidi Stars	0	0	4	78	4	10	7	38	0	0	0	1	13	127
	Sheraton Kiosk	0	0	2	8	6	12	2	11	0	0	0	2	4	12
	Horeyah	0	0	2	7	2	2	3	14	0	0	0	0	7	23
	Swissotel	0	0	1	12	2	9	10	39	0	0	0	1	13	60
	Benesh Mall	0	0	0	16	1	3	6	26	0	0	0	0	7	45
	Mohandeseen	0	0	9	33	2	31	22	81	0	0	0	1	4	34
	Total	0	0	37	210	22	96	73	269	0	0	0	4	12	136
Delta Region	Mansoura	0	0	2	1	0	5	13	26	0	0	0	0	12	32
	Zagazig	0	0	1	1	1	3	1	13	0	0	0	0	3	17
	Tanta	0	0	0	1	1	3	2	12	0	0	0	0	3	16
	Total	0	0	2	3	2	11	14	51	0	0	0	0	15	65
Suez Canal Region	Port Said	0	0	1	1	0	2	1	10	0	0	0	0	2	13
	Suez	0	0	0	0	1	3	7	22	0	0	0	0	8	25
	Ismailia	0	0	1	1	2	7	25	0	0	0	0	0	8	28
	Total	0	0	1	2	2	7	15	57	0	0	0	0	19	66
Upper Egypt	Asiut	0	0	1	4	2	0	0	10	0	0	0	0	9	14
	Luxor	0	0	1	4	2	2	8	23	0	0	0	1	11	30
	Aswan	0	0	0	3	1	1	1	4	0	0	0	0	2	8
	Total	0	0	2	11	2	3	9	37	0	0	0	1	13	52

The Benefits

Improved sales performance

ITWorx implemented Vodafone Egypt Sales Scorecard application and automated the process of data entry, gathering, and analysis. Through a set of comprehensive reports and illustrative diagrams, Vodafone Egypt senior management can now view sales activities and trends at POS channels, evaluate their performance, and quickly interfere if there is a slowdown. This wealth of information helped the sales department improve its performance.

Increased efficiency and revenue

As a business intelligence application, the Sales ScoreCard solution improved the sales process cycle time and recovered employees lost time. The report which took around half a day to develop is now ready for use at the beginning of the day. The application that ITWorx developed helped Vodafone Egypt reduce staff hours dedicated to this tedious task, and better utilize its resources in other areas. It also helped in pushing sales activities round the clock; increasing the sales organization revenue and operational effectiveness.

Improved data reliability and analysis capabilities

With much more analytical capabilities, in such a shorter time, data is now more reliable and can be the basis for correct analysis and future sales forecasts. Historical data are much easier and quicker to find. Periodical monthly or weekly reports can be generated to compare performance and examine sales peaks and how to reach them.

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