

# Management Reporting for Telematics Services

## Client profile

NTT DATA is one of BMW's largest providers of IT services. With BMW we have a long history of successful project delivery across all business processes and technologies. This project completes our project portfolio in the area of Data Analytics with automotive Connected Car - Tele Services.

## Why NTT DATA?

- We build innovative, industry-leading solutions that grow enterprises' revenue and keep them ahead the competition.
- We take advantage of the growing convergence of IT and connectivity services to connect people and things.
- We manage companies' applications, data and infrastructure to decrease costs and create greater efficiencies.



“The digital KPI report supports the product management as well as the markets in the flexible analysis of the take rate of options.”

**Nicole Wenckebach, Product Analytics - NTT DATA**

## Business need

The challenge lies in monitoring the use of services in the individual markets to identify and leverage process potential, considering that the customer has rolled out numerous telematics services (e.g. service requirements, roadside assistance, accident assistance, battery monitors) in over 40 markets.

## Solution

- Data Assets, Data Prep for departmental QlikView instance. Migration to QlikSense, Cloud Data Warehouse, AWS Platform,
- Implementation of Qlik dashboard for the evaluation of business-relevant parameters (e.g. call volume, process runtime, process quality, market comparisons). And implementation of formatted reports with Qlik NPrinting.
- User support and answering technical queries.
- Support in the transition of individual relational data sources to a cloud-based DataLake concept.
- Testing of alternative evaluation possibilities (e.g. Palantir).

## Outcome

- Receive higher degrees of freedom in the analysis.
- Obtain higher transparency about markets, new business model options defined.
- Better service usage and process metrics can be evaluated ad-hoc in QlikView dashboards and used for management presentations.
- Avoid redundant databases by transferring data sources into a central, cloud-based data lake.
- Leverage synergies across departments.

## TECHNICAL SPECIFICATIONS

To perform data extraction of large data volumes from various heterogeneous data sources on a global and daily basis, there was a need to transform local variations of data into semantical data structures. By creating a high level of data quality and reliability of the system, the reporting results are now used as a basis to calculate car dealers' provisions. This was done through a successful transition from a T&M project agile project based on a fixed price per user story.

Through the creation of a 'Holistic Options Management' cockpit, a controlling cockpit for vehicle and option data across 140 markets, NTTData conducted:

- Graphical representation of more than 700 option codes covering the most customer-relevant, profitable, and innovative topics.
- Flexible analysis platform in Tableau with ad hoc reporting.
- Implementation of complex calculation logic for HOM KPIs with Tableau.
- Multiple data sources with high data volume and diverse data structure.
- Rollout of the Tableau-Application.
- Analysis and provision of selected order and price data from SAP BW to CORE TG (Template Garage) and for the KPI calculation of Retail Target Fillrate
- Multiple data sources with high data volume and diverse data structure
- Worldwide rollout of the QlikView applications

The cockpit was used for product portfolio and market intelligence to ensure:

- Support of rough conception
- Business analysis of complex calculation logic for the HOM key figures
- Data structuring and preparation with Informatica
- Frontend development with QlikView
- Conception, implementation and integration of SAP BW, Oracle and QlikView within one project
- Support of testing and rollout based on QlikView applications
- Migration to new QlikView product versions and/or service releases (v10 / v11 / v12) QlikView 2nd and 3rd level support

