

## Increase processing power by consolidating small analytical platforms into a single very large platform



*Bell now has the capacity to run very large scenarios and models that were never possible before with individual organizational analytical platforms. The new platform is also able to provide analytical reporting capabilities to over 2000 dealer networks across the country.*



### Client

BCE Inc., more commonly known as Bell, is Canada's largest communications company, consistently investing more than any competitor in innovation to provide a comprehensive and ground-breaking suite of broadband communications and content services to consumer, residential, business, not-for-profit and government customers in Canada.

Bell Media is Canada's premier multimedia company with leading assets in television, radio, out of home and digital media, including CTV, Canada's #1 television network, and the country's most-watched specialty channels.

- ◆ BCE ranked number 262 on the 2011 edition of the Forbes Global 2000 list
- ◆ Products include: Fixed Lines & Mobile Telephony, Internet, Digital TV, Radio Broadcasting

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### Executive Summary

Bell has been recognized as a world class communication services provider. The Bell network reliability is second to none. Bell has been able to anticipate the customer needs and match it with the most advance technologies available. Bell strives for extremely high level customer satisfaction by constantly reviewing and ensuring service levels, quality of service and customer expectations are met.

This industry leading customer commitment has been made possible by making a significant investment in the analytical platforms over the years.

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## Challenges

The rapid rate of change in customer demands has forced Bell to acquire new entities and re-organize the organizational structure to optimize the success rate in meeting customer needs.

Analytics being the key resource for reviewing, forecasting & predicting customer and product demand meant that analytical

platforms were provided for each organizational group. This has met the analytical needs, but this approach has its challenges.



The proliferation of analytical platforms resulted in information and processing silos which were efficient within their respective organization, but inefficient when it came to looking at the holistic view of the business. This approach also made it quite difficult to maintain its excellent customer service reputation for customers that had purchased products across different organization with Bell.

The solution was to consolidate various analytical capabilities within each organization under one very large analytical platform. The consolidation of platforms provided Bell with analytical processing power and capability that was previously never imagined. It also allowed Bell to look at the holistic view of its customer and their needs.

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## How Denologix Helped

The implementation of such a large shared environment is not without its challenges. A consolidated environment necessitated an architecture that was flexible, extensible, secure and highly available.

Denologix created the infrastructure for providing real-time sales and market data reporting for 20 business units. The tools and techniques used were data management, data quality, statistical modeling, business intelligence reporting and forecasting.

Denologix has been leading the industry in architecting very large, flexible, extensible, robust, secure, and fault tolerant business intelligence platforms.



Denologix worked with Bell to design a multi-server shared grid analytical platform which allows reducing or extending capacity by simply adding additional servers to the shared grid. Each business unit is virtually separated from each other by using advance security techniques like access controls lists and fine-grained authorization. This allows for privacy for each unit while simultaneously giving them the ability to share data, analytics and results with other business units and third-party partners like dealers. The grid architecture provides high availability by spreading the load to other servers of the servers is not available due to a fault or maintenance.

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## Results

Bell now has the ability to analyze several scenarios & models simultaneously by different organizations without negatively impacting each other.

It also has the capacity to run very large scenarios and models that were never possible before with individual organizational analytical platforms.



The platform is also able to provide analytical reporting capabilities to over 2000 dealer networks across the country.

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