



Success Story

Overview

Telia is a new generation telco company with approximately 20k employees, serving millions of customers across the world empowering people, companies, and societies to stay in touch with everything that matters 24 hours in a day, 7 days in a week and 365 days in a year.

Telia's team needed a strategic data platform that can support various data and reporting needs to analyse data from various source system for their Intelligent business reporting to aid them with labour demand estimations, applications generation, candidates tracking, and onboarding.

Tech Mahindra enabled Telia's hiring team with business reporting, automating portals with python, and helping them with Adobe analytics

Client Background and Challenge

Telia is a Swedish multinational company hub in the digital ecosystem, connecting individuals, families, businesses and communities to the communication, ICT, and entertainment services that enable and empower their lives.

The major challenge faced by the company was absence of strategic data warehouse to analyse data coming from multiple data sets and feeds coming from different source system to support downstream reporting & analysis activities which leads to lack of Collaborative analysis from various systems to derive insights.

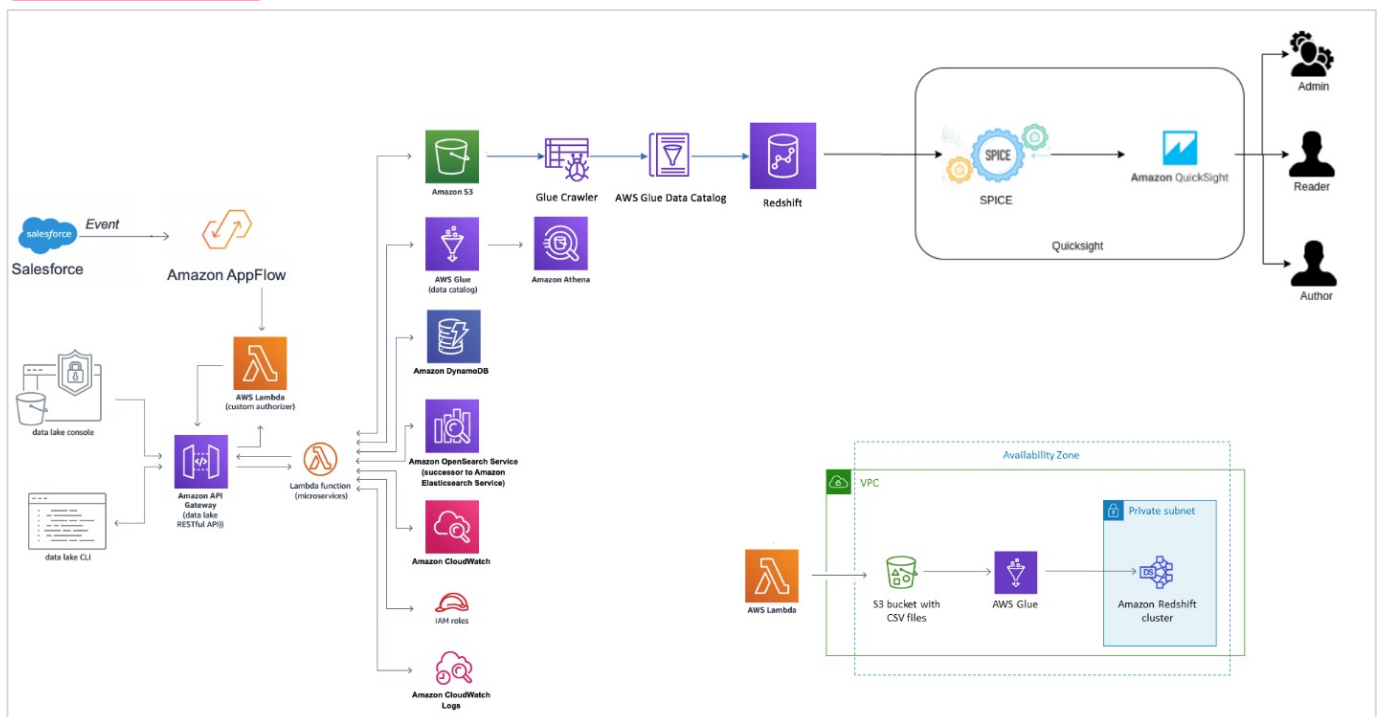
End users of the hiring team were not proficient in SQL hence writing day to day SQL queries to extract metrics was a complex task. Hence, we helped them with predefined canned queries to aid them with daily reporting requirements

- ▶ Absence of strategic data warehouse and reporting tools for multiple data sets and feeds
- ▶ Additional time and cost for new/ custom reports and feeds
- ▶ Data quality issues with the source data
- ▶ Cleansing and standardization of data before generating reports.
- ▶ Technical challenges of writing SQL queries for end user
- ▶ Creation of predetermined canned reports for regular use to saves time.
- ▶ Automating of existing hiring portals for data ingestion and other tasks.
- ▶ Creation of Interactive quick sight business reports to provide metrics for better decision making.

Our Approach and Solution

- ▶ Tech Mahindra built an analytical layer over existing data warehouse to aid hiring team with their analysis/reporting needs. The data was fetched from various sources like SFDC, data lake, and web portals are forklifted using AWS native tools like Appflow, Glue, Lambda and dropped into Redshift staging layer
- ▶ Tech Mahindra has created the data lake and data warehouse for reporting/dashboarding that integrates with various sources of information for hiring needs
- ▶ Enabled analytical capabilities for business growth
- ▶ Tech Mahindra has analysed the staging data for data quality issues and created business views by standardizing the data
- ▶ Hubble Reports are day to-day reports hiring users execute daily to get understanding of various metrics related to applications, candidates, Hiring Venues across sites and geo clusters.
- ▶ The views are further used to generating 2 types of reports - Hubble reports and quick sight reports
- ▶ Quick Sight reports provide end users with various metrics on their hiring needs. These reports aid hiring team identify labour demand, merchandize levers, employee hiring checks (background check, drug test) status, billings, promotions, candidate application tracking, and Day 1 starts
- ▶ Apart from reporting requirements, Tech Mahindra also helps hiring team with Python automation tasks in automating their portals with Data Ingestion and other useful enhancements.

Architecture



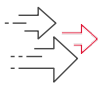
Differentiators

Tech Mahindra has global data and analytics presence for 22+ years across 14 verticals. 50+ countries, 15500+ associates, 70+ strategic alliances, 60+ technologies, 40+ IPs and industry solutions, \$ 1.2b + revenue from 335+ global customers speak about the industry expertise and proven track record in the field of data migration, data modernization, data governance,

data lake, data warehouse & data visualization as global services implementation partner. Tech Mahindra has excellent track record with customer for delivering data and analytics projects for the on-premises data lake project. Tech Mahindra has demonstrated capability and excellence for data migration with accelerators that brought the right value towards the critical success factor for the project, which was no business disruption. And Tech Mahindra's in-depth expertise in delivering solutions on AWS and with Redshift.

AWS was the strategic cloud partner for the customer. The customer has an experience of building and launching their web hosting and infrastructure servers on AWS. AWS Redshift delivers performance at any scale and helps to meet challenging storage demands. It run and scale analytics without having to manage data warehouse system. Redshift delivers performance at any scale with up to 3x better price performance than other cloud data warehouses out of the box, helping client to keep costs predictable. It also supports industry-leading security to protect your data in transit and at rest.

Business and Community Impact



Analytics platform with strategic data warehouse for advance analytics use cases



With ready-made tailored canned reports reduced time of user reporting



Hubble reports gives 60% reduction in creation of ad-hoc/frequently required reports by users (hiring, finance teams, operations group)



Automation of tasks with python reporting reduces manual effort and time efficiency to ingest data to portals



Set up of a strategic reporting platform serving as a one-stop solution as a data centre of excellence (60% reduction in response time to issues based on reports readily available).



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