

As one of Asia's leading telecommunication groups, AXIATA has investments in mobile network operations, network infrastructure and digital internet companies, serving approximately 350 million subscribers in 11 countries across the region.

Problem Statement

Axiata Digital Services (ADS) aimed to initiate a Business Intelligence project that can enhance their reporting and analysis capabilities. For this purpose, they required a suitable Business Intelligence tool that could meet their core requirements of getting meaningful insights from their data.

Solution

Inseyab proposed MicroStrategy as the Business Intelligence platform building upon data related to financial reporting. Providing single source of truth and useful insights to executives augmenting their decision-making abilities.

Furthermore, the business function required a more robust and reliable method for recording and reporting this complex financial data from currently used Microsoft Excel.

As per requirements highlighted by AXIATA, Inseyab proposed a web form be used for data insertion with a staging database on MySQL that connects directly to MicroStrategy. The design was flexible and scalable supporting current and future business objectives of the client.

