



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.







