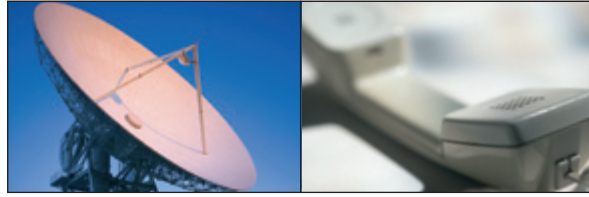


TAM TAM CONSULTING



“WHILE OTHER BUSINESS INTELLIGENCE VENDORS OFFERED A COLLECTION OF SEPARATE MODULES, COGNOS CONVINCED US WITH ITS TIGHTLY-KNIT, WELL INTEGRATED PERFORMANCE MANAGEMENT PLATFORM.”

- NIELS FABRY, CEO, TAM TAM CONSULTING

Founded in 1999, Tam Tam Consulting is a team of telecom and marketing experts providing independent, unbiased advice and operational support for their customers' telecoms and CRM projects. Their main objective is to optimize existing telecommunication infrastructure and investments. Tam Tam Consulting's financial status enables it to maintain a strictly independent stance: the company is paid by its customers and not linked to any telecom company.

Companies turn to Tam Tam Consulting because of the rising total cost of telecom expenditure per employee. Corporate businesses find it difficult to compare telecom operators' rates and have a real need for realistic and feasible recommendations to produce cost savings.

CHALLENGES FACED

- Offer a universal reporting service aimed at telecom cost reduction
- Extract, transform and combine information from a wide variety of data sources
- Translate information into one generic telecom language
- Consolidate information, present it in a uniform format
- Offer customers user-friendly Web access reporting and analysis

Deregulation of the European telecom market is a huge success if judged by the proliferation of providers, and the variety of their offerings. But it also leaves many companies puzzled about where to find the best rates combined with maximum productivity, reliability, and peace of mind.

Yet selecting the right telecom provider can make a big difference, considering that the total cost of telecom services per employee and per year doubles every few years. Cost management should also be an ongoing effort, when billing errors can amount to over 10% in excess charges.

Tam Tam Consulting realized that the available telecom reporting tools were greatly insufficient. The tools offered by operators have limited functionality and are difficult to integrate with companies' reporting systems. The absence of international invoicing standards and constant changes in operators' data structure also interfere with a reliable reporting and decision-supporting service.

STRATEGY FOLLOWED

- Develop a methodology for a reporting and decision-supporting service for cost-savings and productivity enhancement in the field of telecoms.
- Select a Business Intelligence provider.
- With the assistance of this provider, build a powerful monitoring, analysis, reporting, and consultancy service based on a hosting-model (ASP) providing customers with access over the internet.

Relying on telecom vendors for comparative information is like trusting a fox to guard the henhouse... As an independent telecom service provider, Tam Tam Consulting developed its Telecom Reporting And Consolidation Engine (TRACE). It analyzes the reporting of telecom expenses and comments on them, enabling companies to keep a finger constantly on the pulse, benchmark, and renegotiate their telecom contracts.

“After careful comparison with rival Business Intelligence solutions, we selected the Cognos platform”, said Niels Fabry, CEO, Tam Tam Consulting. “While others offered a collection of separate modules, Cognos convinced us with its tightly-knit, well integrated, and coherent total solution. Cognos was the only company with a far-sighted vision, supporting all our key Business Intelligence requirements with a single complete and integrated solution.”

Other decisive arguments included the solution’s user-friendliness for both Tam Tam Consulting and end-users, the short learning period, the extended web capabilities, the skills of the Cognos consultants, and the powerful Cognos support.

BENEFITS REALIZED

- TRACE combines high-level management and operational reporting and drill-down functionalities
- Easy integration of information from different sources
- Flexibility and adaptability to fast-changing data formats and structures
- Consolidated data are turned into a powerful decision-supporting service, available over the internet through the zero-footprint Cognos solutions

Using Cognos software, Tam Tam Consulting has developed TRACE into probably the only service of this kind in Europe, offering a universal service and consolidated overviews, encompassing Business Intelligence software, interpretation, and advice. Services offered to clients include access to TRACE data via the web, reports pushed to clients, automatic generation of audit reports, and notification via e-mail or SMS text messages on threshold crossing or monthly telecom spend per user. “The Cognos platform enabled us to build a powerful service for our customers, while development time was reduced thanks to the outstanding partnership approach, the quality of the Cognos in-house consultants, and the excellent Cognos support”, said Niels Fabry.

TECHNICAL ENVIRONMENT

- SQL Server under Windows on Dell

COGNOS SOLUTIONS IMPLEMENTED

- Multidimensional Analysis
- Managed Reporting
- Visualization and Notification
- Extraction, Transformation and Loading

INDUSTRY

- Telecommunications

For any further information, please visit www.tamtamconsulting.be or contact Cognos on +32 (0)2 712 10 42 or at infobelux@cognos.com.



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