CASE STUDY

ultra mobile

| www.ultramobile.com

Industry

Telecommunications

Profile

Ultra Mobile is a nationwide mobile virtual network operator (MVNO) based in the U.S., which develops first-of-its-kind mobile phone services to improve customers' quality of life. Ultra Mobile focuses on delivering convenient, cost-effective, and unlimited talk, text, and data services both within the U.S. and between the U.S. and points around the globe.

denodo | **erwin** by Quest

Ultra Mobile Offers Best-in-Class Customer Service While Keeping the Rapid Pace of User Base and Profitability Growth Intact, Using Denodo's Data Virtualization and erwin® Data Intelligence by Quest® Platform

Ultra Mobile's mission is to connect the world by offering international voice communication of the best quality for the lowest possible cost. The company partners with local telecom operators throughout the world to establish a wide variety of contracts to deliver the best value. In 2015, the company achieved 100.8% growth over three years and was listed on the Inc. 500 as the fastest growing private company in the United States.

In order to support the rapid growth Ultra Mobile implemented a Hadoop based data warehousing platform to accommodate the new application data. However, even this modern platform could not produce consumable data structures at the pace that business users required.

Business Need

The rapid growth put a strain on Ultra Mobile's BI infrastructure, hindering the company's ability to answer basic questions about the health of the business and how best to retain customers. "*We're in a hyper-competitive industry,*" explains Kalpesh Vyas, Ultra Mobile's director of analytics. "*To generate our subscriber base, we need to continuously deliver new products and services. But with all of our new data sources getting populated with massive amounts of data, performance was beginning to suffer. But we still needed to provide information to executive leadership as quickly as we possibly could.*"

Ultra Mobile needed to de-mitigate risk for unmanaged changes like data gaps between different departments and managed change like difficulty integrating data documentation for each project. There was also the issue of inconsistent definition of business metrics residing in different platforms such as Confluence, Google Docs, JIRA etc. Ultra Mobile needed a data governance platform to help demonstrate quick wins and address the challenges integrating the current data ecosystems. The solution included Jira as the ticketing system, erwin® Data Modeler by Quest® to harvest metadata from these and other different platforms, and erwin® Data Intelligence by Quest® to manage and apply business definitions and governance, provide impact analysis and data lineage visibility. There was a need to create a holistic view of the organization's data, which the company needed for making tough optimization decisions.

Typical of the fast-paced growth, and indicative of the need, a timeline of five months was given as a window to Ultra Mobile BI team within which they had to start transforming the company into a data driven organization.

The Solution

Ultra Mobile designed and implemented a new BI infrastructure built around the Denodo data virtualization platform and the erwin® by Quest®. The Denodo Platform acted as a unified semantic layer that brought together all of Ultra Mobile's data from its SQL server databases, Salesforce data and the Hadoop based data lake and enabled the Ultra Mobile BI team to create a logical architecture. This semantic layer created a single point of entry to Ultra Mobile's enterprise data. Erwin Data Intelligence was utilized by the Ultra Mobile BI team to implement a company wide data governance framework and provide the business users with the power of self-service data discovery.

Erwin Data Catalog by Quest, part of the erwin Data Intelligence Suite enabled the Ultra Mobile BI team to add business definitions in a business glossary and implement a searchable repository for users to understand how data is used and stored. With these capabilities, the Ultra Mobile BI team was able to create a flexible and modern BI architecture that can integrate data from multiple disparate data sources, in real time, without physically moving any data.

"With the Denodo Platform's real-time capabilities, we can easily consume all data from a single data virtualization layer in real time, to populate our dashboards and applications, irrespective of any particular visualization tool that we happen to use, and without having to get the data from multiple data sources."

Kalpesh Vyas, Director of Analytics, Ultra Mobile
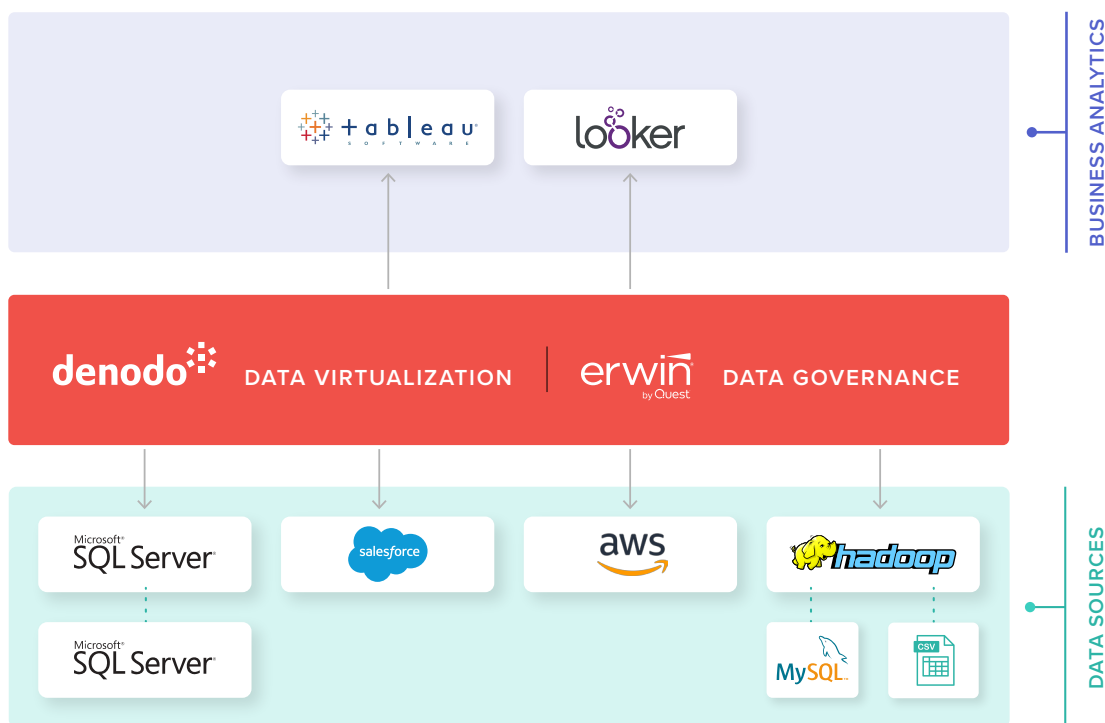
Benefits

The integration between Denodo and erwin Data Intelligence gives Ultra Mobile complete insight into the enterprise data sources. erwin Smart Data Connectors by Quest integrate with the workflow management system, enabling changes to be identified early and the impacts of planned and unplanned changes analyzed so corrective actions can be taken. In four months, the team's implementation of the Denodo Platform and erwin Data Intelligence enabled Ultra Mobile to move from siloed spreadsheet-based reports, with very little data-lineage control, to a process-driven, governed, consistent view of the data. This transformation led to the discovery of insights that had a significant impact on the Ultra Mobile business:

- Since implementation, Ultra Mobile has become profitable, and their quality of service delivery has improved as much as 22% in some international destinations.
- Quality-of-service issues are now proactively detected and corrected, averting mass customer churn.
- Ultra Mobile can now quickly identify process inefficiencies and make changes that drive profitability.
- Terabytes of raw data can now be virtualized in specific business views, ensuring that business users get the maximum value from the data, and promoting a consistency of reporting activities across business departments.
- The Ultra Mobile BI team was able to demonstrate the value to the business with complete traceability and auditability of data maps from a single source, including version and change management.
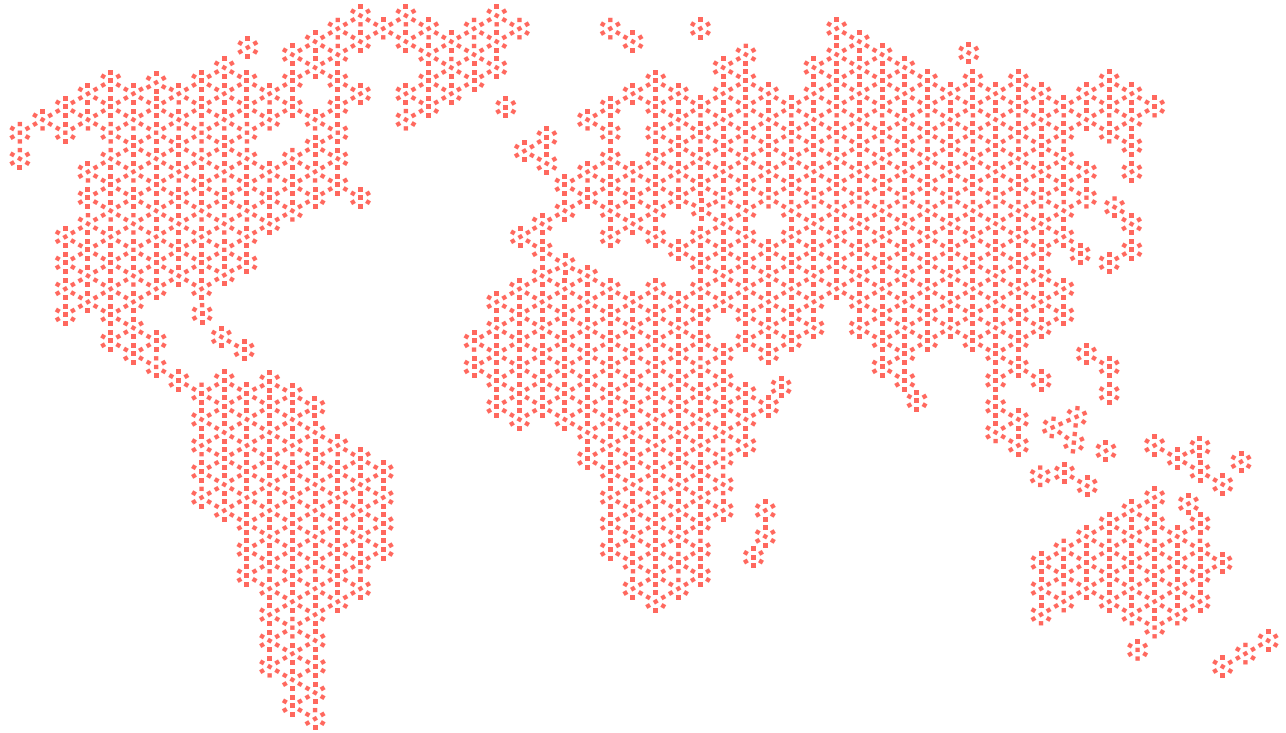
About Denodo

Denodo is a leader in data management. The award-winning Denodo Platform is the leading data integration, management, and delivery platform using a logical approach to enable self-service BI, data science, hybrid/multi-cloud data integration, and enterprise data services. Realizing more than 400% ROI and millions of dollars in benefits, Denodo's customers across large enterprises and mid-market companies in 30+ industries have received payback in less than 6 months.

For more information, visit **www.denodo.com**

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About Quest

Quest creates software solutions that make the benefits of new technology real in an increasingly complex IT landscape. From database and systems management, to Active Directory and Office 365 management, and cyber security resilience, Quest helps customers solve their next IT challenge now. With erwin by Quest enterprise modeling and data governance, customers can discover, understand, govern and socialize their data to mitigate risks and realize results. **www.erwin.com**

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