

# Ultra Mobile Offers Best-in-Class Customer Service While Keeping the Rapid Pace of User Base and Profitability Growth Intact, Using the Denodo Platform



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.

***“The ability to quickly react to change isn’t sufficient anymore in driving business growth - you must evolve to become a proactive business that empowers everyone to analyze data and recognize trends. The Denodo Platform has provided a practical, cost-efficient solution that has allowed our IT/BI teams to surface data with increased speed, quality, and agility. This has been transformational for our ability to produce and deliver the highest-value products and services to our customers.”***

— Tyler Leshney, **President**,  
Ultra Mobile, Inc.

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. This approach, coupled with a commitment to provide outstanding customer service and dealer support, fueled Ultra Mobile’s unprecedented growth. In 2015, the company achieved 100,849% growth over three years and was listed on the Inc. 5000 as the fastest growing private company in the United States.

This rapid growth also required a rapid evolution of the supporting IT systems, and Ultra Mobile’s BI team implemented a Hadoop based data warehousing platform to accommodate the new application data. However, even this modern, flexible platform couldn’t produce consumable data structures at the pace that business users required. This required skilled subject matter experts (SME) to manually assemble and cultivate key pieces of information, but this was not sustainable.

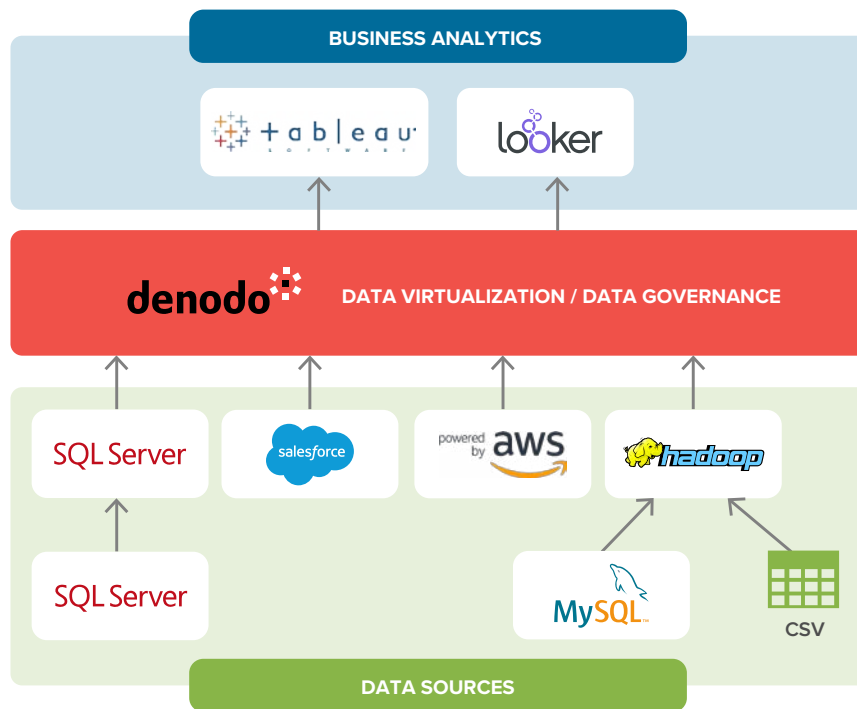
## Business Need

Ultra Mobile’s business users needed to answer questions such as “Where will the next phase of growth come from?” or “How do we best retain our customers?” Unfortunately, their business intelligence and reporting solution could not keep pace as quickly as the business evolved. Though revenue had increased significantly, Ultra Mobile lacked a holistic view of the organization’s data, which the company needed for making tough optimization decisions. This need was recognized by Tyler Leshney, Ultra Mobile’s president, who challenged the Ultra Mobile BI team to improve the quality and speed with which information was delivered. Typical of the fast-paced growth, and indicative of the need, a timeline of five months was given as a window within which to start transforming the company into an organization based on data-driven decision making.

## The Solution

The BI team established three use cases to test various solutions. First, the solution needed to establish a governance layer that would allow data SMEs to present a cultured business data model to the organization. Through their siloed development style, Ultra Mobile had created significant overlap in the underlying data attributes, and it wasn’t always clear which business rules had been applied. The solution also needed to insulate users when data migrated from operational systems to the Cloudera data lake. Finally, the solution needed to accelerate the performance of the Impala queries against the Hive structures in the company’s data warehouse, as the current performance wasn’t acceptable for driving the interactive dashboards the team hoped to deliver.

The solution needed to present data in a consistent, single view, as the blending and federation of data in the BI tool was not mature. The team settled on a combination of the Denodo Platform, for data virtualization and governance; Looker, as the primary delivery layer; and Tableau/Power BI, as the analyst tools. While there was some overlap in the modeling capabilities between the Denodo and Looker products, the team quickly discovered the best pattern and established a governance process that surfaced the right data, at the right time, with the right confidence and performance.



## Benefits

Innovative data delivery, provided by the Denodo Platform has enabled data-driven decision making throughout Ultra Mobile:

- Data is now governed through a consistent, stable process that leverages the capabilities of the Denodo Platform.
- The time-to-market of BI releases has reduced from weeks to days or hours.
- It is now possible to pass billions of rows of business and consumer data through online dashboards that operate at close to the speed of thought.
- Data from MySQL, SQL Server, Excel, and Cloudera databases are blended in a consistent, performant, and reliable format.

In four months, the team's implementation of the Denodo Platform 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.



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.