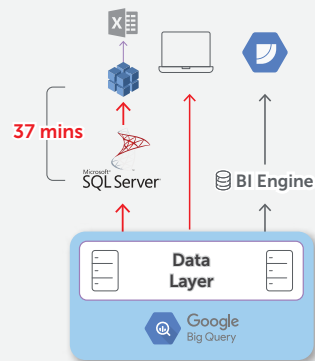


Empowering Analytics - A Seamless Migration to Cloud-Based OLAP

Online Analytical Processing (OLAP) is a technology that allows businesses to analyse multidimensional data interactively, helping uncover trends, correlations, and insights.

The OLAP cubes migration project emerged as part of the Vodafone Nucleus program, an ambitious initiative to consolidate analytics platforms across Vodafone's global offices.



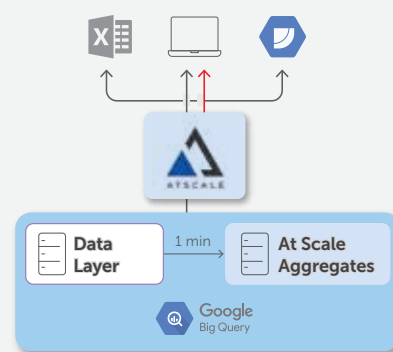
WITHOUT AtScale

PROS

- Reduced GBQ cost Through "extract and then process model"
- Incumbent technologies

CONS

- Data movement and duplication of data
- Long cube refresh (37min+)
- Data silos
- Definitions of data in each tool
- Security is more complex
- Limited Scale of Data



WITH AtScale

PROS

- Single definition of data
- No data Movement
- Autonomous Data Engineering
- SQL & MDX Endpoints to same data definition
- Speed to refresh cubes (1:1 min)
- Single Security Definition
- Simpler Architecture

CONS

- Queries against GBQ

CHALLENGE

Vodafone Portugal's on-premises OLAP system struggled with Big Data demands, cloud integration, and governance, creating unmanaged data silos and inefficiencies in metric definitions.

Reliance on costly third-party connectors and outdated processes hindered timely insights and escalated maintenance costs. To address these challenges, transitioning to a scalable, cloud-native analytics solution became critical for meeting current and future business needs.

SOLUTION

Celfocus and AtScale implemented a modern analytics solution for Vodafone Portugal using AtScale's Universal Semantic Layer on Google Cloud Platform. The migration from SSAS to AtScale replicated OLAP structures, ensuring a seamless transition for users relying on multidimensional analysis.

Celfocus managed all phases of the project, from assessment to deployment, integrating the solution with Vodafone's ecosystem while addressing technical and business needs. This approach delivered advanced analytics capabilities and ensured smooth collaboration with stakeholders throughout the process.

BENEFITS



Faster Decision-Making:

Reduced processing times from 3 hours to 45 minutes with real-time data access.



User Empowerment

Enabled self-service analytics without extensive IT support.



Cost Optimisation:

Reduced BigQuery and manual costs while eliminating SSAS connector expenses.



Scalability

Seamlessly scaled to manage growing data and new domains.



Enhanced Data Governance

Centralised metrics ensured consistent, error-free reporting.

