

# Panorama Case Study

## Barak Telecommunications

### **Background:**

Three communications giants; Sprint, France Telecom and Deutsche Telekom created Barak Telecommunications. These companies were also jointly responsible for the founding of the global communications company Global One, which is represented in Israel by Barak. Barak provides a wide variety of telecommunications services to and from Israel encompassing more than 65 countries around the world.

### **Challenge:**

Barak Telecommunications needed a fast, intuitive way for people in different departments to access and work with company data. Barak wanted to reduce the amount of time that analysts spent on getting data into an easily understandable format, to optimize the amount of time they could spend actually analyzing the data.

### **Solution:**

Panorama's NovaView BI Platform allows employees to create easily understood reports, which are sent to other departments. The timely detailed reports facilitate the flow of information within the company, ensuring consistent communication across all departments. The finance and marketing departments are easily able to run daily budget follow-ups to make better decisions that generate results.

### **Results:**

- ▶ Enterprise wide access to more accurate consistent information
- ▶ Tailored analytics to specific departments or functions
- ▶ Ability to adapt rapidly to changing service requirements
- ▶ Optimized resources
- ▶ Self serve access to information
- ▶ Leverage customizable reports