



VEON

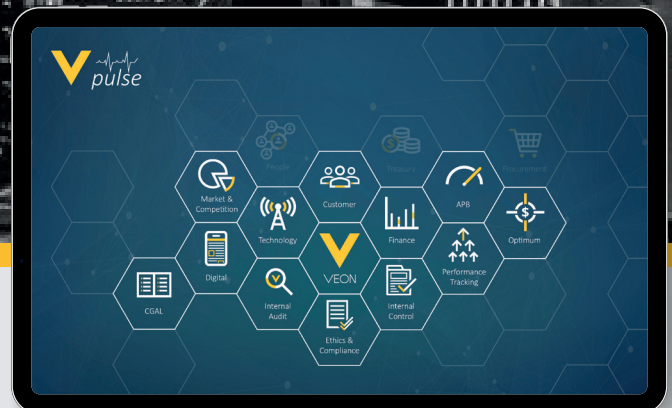
Central BI Project

VEON is a global digital operator that provides mobile connectivity and services to **217 million customers**. Its operators span nine countries and provide infrastructure, connectivity and digital services to a combined population of **680 million people**.



Project Scope

VEON's target is to transform lifestyles through technology-driven services that empower opportunity in some of the world's fastest-growing emerging markets. To succeed in this mission, it is key to have the VEON Group data centralized and one-click away available for effective management. The primary objective was to create a Group wide management BI platform hosting VEON Group data from multiple domains: Finance, Technology, Digital, Customer, Internal Audit & Control, Ethics & Compliance and Market.



Country	A3M Total	A3M	4G-DMB	PY	WY	BUD	ACT+BUD	FC	ACT+FC
Russia									
Pakistan									
Ukraine									
Algeria									
Bangladesh									
Kazakhstan									
Uzbekistan									
Armenia									
Azerbaijan									
Georgia									

With the project, we provided real-time accurate data to C-Level and increased our data readiness, transparency, ownership and consistency.

Many thanks to the entire project team and OBASE.

Okan Karliova

VEON - Group Director FP&A

Project Requirements

- Create a centralized BI data platform to host VEON Group data from multiple domains
- Support data driven management by a user-friendly and effective technology
- Shape visualised dashboards to support data insights
- Facilitate user security profiles, so users can access their own dedicated data
- Facilitate data insights and analytics to drive decisions and actions
- Feed the BI platform with new data on a daily basis
- Access the BI platform from mobile devices

Business Outcomes

With delivery of this high visibility project the data became available to management team; while improving the data transparency, data availability, data ownership and data consistency.



Main Accomplishments:

- Enhanced the transparency of data
- Increased data accuracy and consistency
- Ready-to-monitor near real-time data availability
- Better observations on the trends
- Data inclusion in conversations and decisions
- Ability to show more data in a comprehensive manner
- Ease to identify data issues and data gaps Ability to share data insights across the VEON Group
- Turned VEON Group into a more data driven organization

