

# FON Business Intelligence Query & Reporting Solution

### The Client

*FON is a highly innovative WiFi community, revolutionising broadband roaming through the creation of a low cost global network. FON's technology enables its members to publicly share the spare capacity of their broadband connections using a special 'Social Router'.*

### The Challenge

Over the course of 2006 FON's WiFi network was seeing dramatic worldwide growth, and the company brought in over half a dozen new country managers to run business development activities on a regional basis. Soon, every week was seeing the launch of several new campaigns and promotions designed to attract new FON users all over the world.

FON quickly realised that there was a critical requirement for a more sophisticated business intelligence solution capable of tracking the large quantities of information being generated by, and supporting, these sales and marketing activities. Specifically, rich, standardised data was needed to evaluate the effectiveness of new and ongoing promotions (for instance in terms of network growth and activity) and to generate KPIs and high level management information for the board, which included investors from Google, Skype and Index Ventures.

### The Solution

Combining the knowledge we had acquired of the FON technical platform and our deep understanding of the company's complex business model with the expertise of our business intelligence team, Bluetab undertook a comprehensive BI tool review. Taking into consideration FON's technology philosophy as well as functional requirements, there was never any doubt that the open source Pentaho suite was the solution of choice for their new BI platform.

**REACH  
FURTHER  
with  
your WiFi**



Having selected the right tools for the job, we kicked off the new platform build with a detailed requirements analysis covering all departments of the business, followed by a system audit to establish where all the relevant data was originated and stored.

Based on these inputs, we then designed and deployed a complete BI data model, supported by the impressive capabilities of the Pentaho data integration tool, *Kettle*.

Once the data warehouse was designed and populated, it was time to implement the data access layer. We opted for an approach which would provide two different levels of access to the data to support different types of BI task:

- Using the Pentaho *Reporting* design tool, we built a range of pre-defined reports which could be configured and generated on-demand, based on parameters specified by the user.
- To support more sophisticated marketing analyses and data mining we also implemented OLAP Cubes using Pentaho's OLAP tool, *Mondrian*.

The result was a powerful, fully automated business intelligence solution integrating FON's global business data and delivering it through flexible, rich reporting capabilities. Using Pentaho's open source tools meant we could deliver the platform rapidly and satisfy all of the user requirements in an extremely cost-effective way.

### Could your business benefit from Bluetab's BI solutions?

#### About Bluetab

Bluetab is a technical and business consulting company with particular expertise in building state-of-the-art solutions for billing & settlement, e-commerce and business intelligence applications.

With operations in London and Madrid, we offer bespoke software, technical support and consultancy services to help our clients automate complex business processes in a wide range of industry sectors including mobile telecoms, Internet services, consumer goods and finance.

#### Contact

Unit G.07, 31 Clerkenwell Close  
London EC1R 0AT  
+44 (0)20 7014 3425

Maiquez, 18  
Madrid 28009  
+34 91 400 89 72

[info@bluetab.net](mailto:info@bluetab.net) | [www.bluetab.net](http://www.bluetab.net)