



Issue LXI, December 2013

## The Deloitte Corner Booth

*A Deloitte Consulting Newsletter for the Chicago Booth Community*

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### Editors

Matt Lackowski

Nate Demmy

Tonia Shen

## Greetings from the Editors

We hope everyone enjoys their time off during the holiday season, and has a safe and healthy New Year! Here at Deloitte, we look to take some time off and relax ourselves, and look forward to continue to get to know 1<sup>st</sup> Years on campus in 2014.

In this edition of The Deloitte Corner Booth, the newsletter dedicated to keeping in touch with the Chicago Booth community, we share our impact on a mobile music service provider in their data analytics and reporting capability.

We would also like to recognize the winning team, the Case Crackers (Enrico Biasiolo, Raquel Gomez Sirera, Jason Wang, and Morgan Williams), from the 27th Annual Booth Case Competition. Please join us in congratulating them on campus and wish them luck at the National Case Competition on January 9<sup>th</sup> through 12<sup>th</sup>.

**As always, we want to hear from you! Submit a Virtual Coffee Chat question and your name to [thedeloittecornerbooth@deloitte.com](mailto:thedeloittecornerbooth@deloitte.com) for a chance to be featured in an upcoming issue.**

In this month's newsletter, we're featuring the following:

- **Deloitte at Booth** – Check out when we'll be on campus!
  - To learn more about careers at Deloitte Consulting, please visit [our website](#)
- **Issue to Impact** – Learn about the impact we have on our clients
  - Deloitte Consulting develops a scalable reporting & analytics solution for a Mobile Music Service Provider to support international growth
- **“Strategy”** – Listen to the latest thoughtware from Deloitte Consulting
  - Read about Technology trends for 2014 from Eric Openshaw, Deloitte LLP vice chairman and U.S. Technology, Media, and Telecommunications leader
- **Why Deloitte?** – Link to what others are saying about Deloitte

Thanks,

The Editors of the Deloitte Corner Booth

### Key Dates

~~Saturday, December 21<sup>st</sup>; 5:00PM CT~~ ~~Friday, January 3<sup>rd</sup>; 5:00PM CT~~  
Intern Resume Drop Deadline  
S&O Senior Consultants and Business Technology Masters

Thursday, January 30<sup>th</sup>  
Round 1 Intern Interviews  
S&O Senior Consultants and Business Technology Masters  
Harper Center

Friday, January 31<sup>th</sup>  
Round 2 Intern Interviews  
S&O Senior Consultants  
Deloitte Chicago Office

Friday and Thursday, February 6<sup>th</sup> – 7<sup>th</sup>  
Round 2 Intern Interviews  
Business Technology Masters  
Deloitte Chicago Office

## Issue to Impact

*Learn about the impact we have on our clients*

### Deloitte Consulting develops a scalable reporting & analytics solution for a Mobile Music Service Provider to support international growth

#### The Issue

A national prepaid wireless provider developed an unlimited music product that is included as part of the wireless rate plan. The digital music is accessed directly via the mobile device. The product has experienced dramatic domestic growth, outpacing expectations. Given the success of the product, the client was looking to replicate and offer the same product in partnership with various international wireless providers. The client's current reporting & analytics solution was not designed to support the exponential data volume growth or international label royalty settlement. Deloitte was asked to design and implement a reporting & analytics solution that will be scalable to support the growing data volumes and configurable to support international reporting requirements by label and carrier.

#### The Action

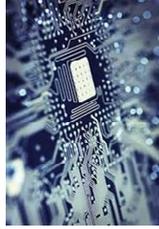
Our reporting & analytics team collaborated closely with the client's reporting and settlement team, as well as the international expansion team to define the solution. The team's analysis uncovered serious data quality issues, platform limitations, and significantly different international music royalty settlement requirements. To address client needs, the team:

- **Conducted workshops** with key technology organization stakeholders to finalize design approach and technical requirements
- **Collaborated closely with the international team** to ensure alignment with the new international music product platform and new reporting requirements
- Adopted a **phased approach** for implementation to quickly deliver value
  - Release 1 focuses on developing the foundation of the solution and the royalty settlement engine and reporting
  - Release 2 focuses on delivering the analytics capabilities including dashboards and ad hoc analysis
  - Release 3 focuses on granting carriers and label access to the solution through a web portal and the data archival strategy

#### The Impact

Explosive subscriber growth coupled with an aggressive international expansion plan increased the urgency for a new reporting & analytics platform. Deloitte's solution offered the client the flexibility to support international requirements and a single platform that will be scalable with subscriber growth. The solution also integrated the capability to store mobile music play history, billing transactions, and subscriber demographics, allowing a consolidated view of customer analytics that was not available before.

**Need some insightful reading outside of class? Download the latest in Deloitte publications...**



#### 2014 Outlook on Technology

Read the interview with Eric Openshaw, vice chairman and U.S. Technology, Media, and Telecommunications leader, who shares his perspective and thoughts on trends for the technology industry in 2014.

Check it out [online](#).

## Why Deloitte?

*Link to what others are saying about Deloitte*

Learn about Deloitte’s new acquisition of Banyan Branch, a leading digital and social media agency

Read about it [online](#).

Also, check out the following links!

- [FORTUNE's 100 Best Companies to Work For 2013](#)
- [Top 50 Companies for Diversity](#)
- [CNNMoney.com's Top MBA Employer](#)
- [Consulting Magazine's Best Firms to Work For 2013](#)

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