

Jenesys has developed a Mobile Number Management System for one of the leading mobile communications service providers in India. This solution addressed the client’s need for a complete data mining suite to enable detailed analysis of despatched, idle, suspended and active connections.

Efficient use of existing data is vital to gain the necessary knowledge that assists in making crucial decisions. Providing customized solutions, incorporating innovative utilization of technology helps in achieving this objective.

Jenesys’ expertise in multiple and mixed mode information gathering (including via e-mail, automated FTB, and Web-based information and survey mechanisms) allows it to offer a wide number of ways to collect data for a data warehouse. A number of engines and decision systems have been designed for the pre-classification and routing of information to the relevant databases.

As the project involved using the basic principles of data warehousing, tools like Informatica and Data Junction were used for the ETL part of the process. Some routines were also written so that the fundamental aspects of ETL were completely addressed.

The diagram below shows how data warehousing principles were used in the project.

