



## MLL TELECOM CALLS ON INCA, TO CONNECT WITH THE FUTURE

### MLL TELECOM SHARPENS FINANCIAL FOCUS USING COGNOS PLANNING, ALLOWING STAFF TO CONCENTRATE ON CORE TASKS

MLL Telecom is a medium-sized company that plans, deploys and manages wireless backhaul networks for UK mobile operators. A leader in radio wireless technology - and its augmentation with copper or fibre - MLL is one of the UK's largest providers of wireless backhaul.

MLL's financial data is split into two main groups: existing contracts and prospect information. Using spreadsheets to account for these two very different data models was becoming increasingly impractical, according to Zoe Turner, Financial Planning Manager at MLL Telecom. She says, "We rely on our financial data to make accurate forecasts for the future," she explained. "But our spreadsheet-based system was becoming unmanageable. The system was so complex that it needed an expert to run it, and it could take up to half an hour to refresh the data". Zoe continues, "We weren't comfortable with our data's integrity, as the spreadsheets were exposed to potential corruption. In turn, we couldn't rely on producing accurate sales predictions and forecasts".

MLL needed a business planning tool that would not only speed up access times, but also present accurate and relevant data - to ensure that revenue forecasts could be relied upon to support the business. Furthermore, Zoe and her team needed a future-proof reporting tool that could be developed in line with market changes.

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### INCA OFFER THE BEST FITTING SOLUTION - IBM COGNOS PLANNING

MLL Telecom trialed six planning and forecasting products, including offerings from Brixx and Sage before choosing the best fitting solution. However, Zoe and her team opted to implement IBM Cognos Planning with Inca, an Avisen Plc company, after meeting them at a Softworld event. Zoe says, "We selected IBM Cognos Planning because of the strong dimensions and the size of the data cubes - it was the only solution on the market that exactly suited our needs. The time analysis and rolling forecast features mean we can keep a real-time eye on our budgeting". Zoe goes on, "It was clear to us that choosing Inca and the implementation of IBM Cognos seemed to be the best solution to meet all our needs. The other providers didn't come close in proving they could meet our demands".



## KEY BENEFITS:

- Use Microsoft Navision as ERP System alongside IBM Cognos
- Presents accurate and timely data, eliminates spreadsheet errors
- Inca professional services team offers on site consultancy throughout implementation process
- Enables in-depth data analysis at a click of a button
- Flexibility of IBM Cognos to adapt to company changes
- Reduces reliance on key individuals to maintain and amend data

Once MLL had chosen the best fitting solution they then went through the process of designing the tool to meet their needs and implementing the product with Inca.

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Zoe comments, "the experience of using Inca consultancy was excellent, along with the design and implementation stages". Inca trained Zoe and her team to be able to build, manage and maintain a model on IBM Cognos Planning - to anticipate future developments in the market. MLL's finance team can now follow a step-by-step process to submit data and access the information they need at the click of a button.

## NEW ABILITY TO ANALYSE DATA RATHER THAN DISTRUST ITS INTEGRITY

"Before, we spent most of our time worrying about what our data was. Now, we can actually concentrate on what it really means," Zoe explains. "IBM Cognos Planning has actually changed the focus of our department to give us several benefits for the future". Now, MLL is considering a wider roll out of IBM Cognos Planning to the sales teams and account managers. Zoe comments, "Our sales teams give information to us and we input that data into the system. In the future, we'd like to cut out that middle stage, and allow the sales teams to use the solution themselves". In conclusion, Zoe says, "IBM Cognos Planning has transformed the way the finance team works - allowing us to concentrate on what we're there to do".