



Portugal Telecom is the largest telecommunications service provider in Portugal. The company's activities cover every segment of the telecommunications sector: fixed, mobile, multimedia, data and corporate solutions. These telecommunications and multimedia services are available in Portugal, Brazil and in developing international markets such as Morocco, Guinea Bissau, Cape Verde, Mozambique, Timor, Angola, Kenya, China, S. Tomé and Príncipe and Namibia.

#### DEPLOYMENT SUMMARY

The Portugal Telecom Sistemas de Informação (PT-SI) division of Portugal Telecom selected TIBCO Spotfire® Analytics as its platform of choice for a new BI-as-a-service offering to corporate customers. Initially deployed internally, Spotfire Analytics saves PT-SI several days every month formerly spent compiling 1,000,000-row datasets in spreadsheets. In addition, line managers are now able to interact directly with their KPI data, no longer reliant on IT for report creation and changes.



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**Nuno Neto, Manager of Planning and Control  
PT-SI**

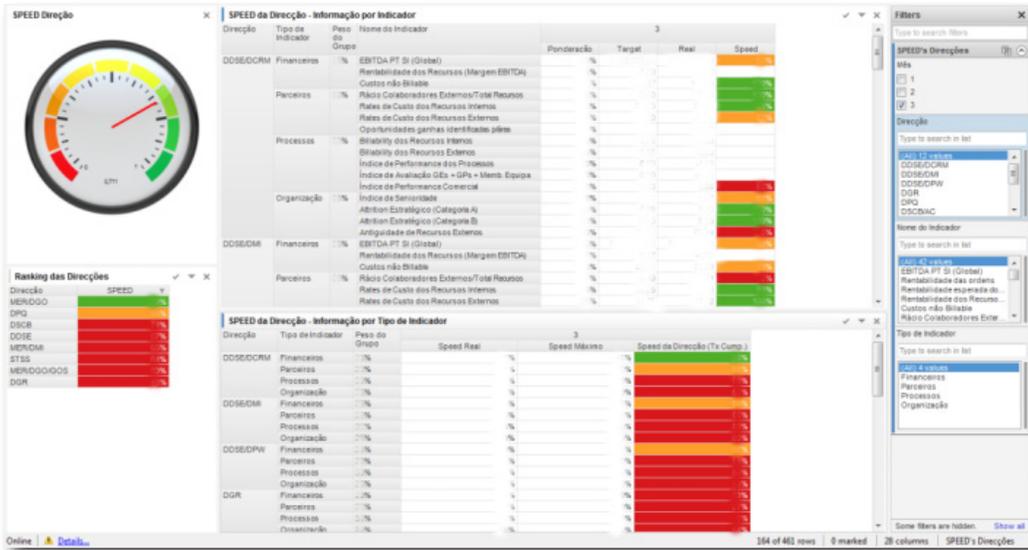
## Portugal Telecom Calls on TIBCO Spotfire Analytics as an Agile BI Service Offering and to Measure Its Own Business Objectives

Portugal Telecom Sistemas de Informação (PT-SI), a division of the Portugal Telecom group, develops and maintains the telecommunications provider's core IT systems – including project management, billing and BI. PT-SI's 1,500 employees manage projects, develop software, and integrate components both internally and externally. PT-SI uses an array of key performance indicators (KPIs) to manage the business, with an objective to understand billability, profitability, how resources are deployed, how knowledge is captured for and extracted from the knowledge database, for example.

#### THE CONCEPT OF “BI-AS-A-SERVICE”

Recognizing the importance of gaining insight into its own business performance factors, PT-SI sought to position itself as a leader in agile BI solution offerings. By offering BI-as-a-service, corporate customers of all sizes will be able to implement an analytics solution without investing in a costly IT solution with an unacceptably long development and implementation cycle.

After conducting an extensive proof of concept involving a short list of best-of-breed BI analytics vendors/applications, TIBCO Spotfire Analytics was chosen by PT-SI as the best technology because of the ease with which the software handled huge volumes of data from multiple data sources. Spotfire Analytics also excelled at enabling line managers to quickly become self-sufficient in analyzing KPI performance.



This dashboard is analyzed monthly to determine how each PT-SI department is meeting its KPIs.

**ANALYZING A MILLION ROWS OF DATA GENERATED EVERY DAY? NO PROBLEM.**

Before tackling the external market, PT-SI deployed Spotfire Analytics internally to analyze PT-SI’s business objectives and gain hands-on experience using the software.

PT-SI manages about 500 active projects, which generate 1,000,000 rows of data on a daily basis. The data sources are Planview for project management, Microsoft for customer relationship management, and Remedy for issue tracking. While the KPI calculations aren’t overly complex, the sheer volume of data associated with them overwhelms Excel’s capabilities. Performing analyses and creating reports required multiple spreadsheets that took dedicated resources three-to-four days to prepare the data and calculate the KPIs. Once the static reports were in the hands of line managers, if additional questions arose it could take days before new reports were run for them.

“Spotfire has dramatically decreased the time spent analyzing our KPIs,” says Nuno Neto, manager of planning and control for PT-SI. “It still amazes us that what used to take days in Excel can now be done in less than an hour with Spotfire.”

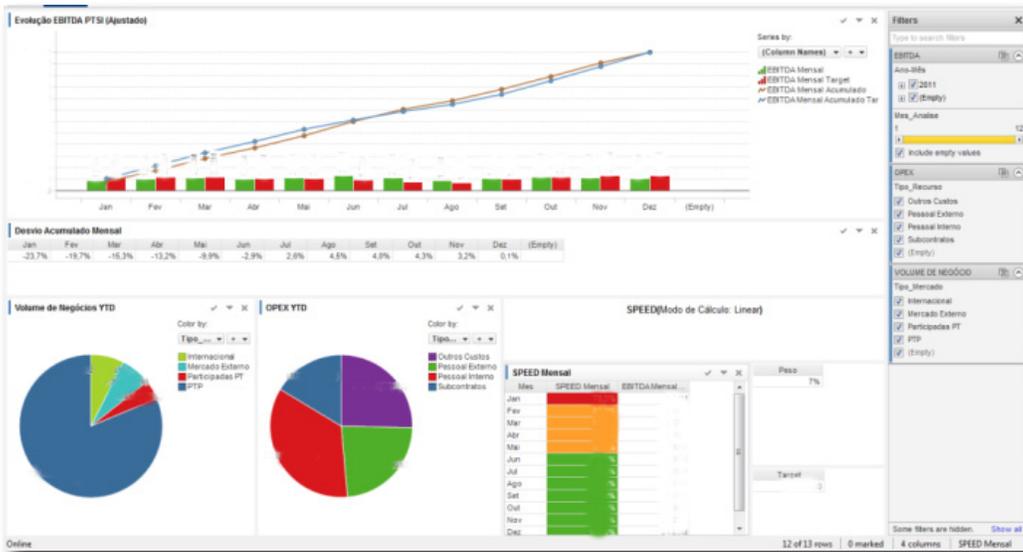
Rui Rodrigues manages the PT-SI team that implements KPIs through the Spotfire dashboard. He’s also a consumer of the analyses, as he needs to understand his own team’s performance. He notes how independent

managers have become, because Spotfire’s ease-of-use and drill down capabilities enable self-discovery in the data. Key users, responsible for developing new business rules, are no longer dependent on IT staff to make new KPI dashboards.

“It’s an incredibly informative and easy-to-learn BI tool that gives a great deal of freedom to our managers,” says Rodrigues. “They create new dashboards and visual analyses very quickly in Spotfire, compared to other traditional BI tools.” For those managers who want to view the data in tabular form, Spotfire provides a bridge to the past, enabling them to extract the analyses to view in Excel.

Joana Dias, a member of Rodrigues’ team, pointed out that Spotfire Analytics has enabled PT-SI to zero in on the root cause of issues to understand if a KPI is running well or if there are performance problems. “With Spotfire I don’t spend more than an hour trying to understand my team’s KPI performance,” says Dias. “That used to take days.”

Rodrigues’ team has given new meaning to Spotfire’s contextual collaboration capabilities. From the main dashboard, users can benchmark and directly compare their performance with counterparts in similar areas. This peer-to-peer comparison creates a healthy competition between PT-SI groups.



This dashboard represents the monthly progression of PT-SI's EBITDA.

**GREATER INSIGHT AND EMPLOYEE PRODUCTIVITY BENEFITS**

With Spotfire Analytics, PT-SI now has a template with calculations that only needed to be built once, instead of every month as was required in the past. Resources formerly dedicated to data preparation and compilation are now freed up to do other things.

Business managers are more independent because of Spotfire Analytics' self-discovery capabilities. And decision makers now have a

much better grasp on key factors/reasons that impact their business, thus allowing decision making to be faster and more insightful.

PT-SI has begun to successfully roll out Spotfire Analytics as its BI-as-a-Service offering to several corporate customers. Much more to come on that front.



**TIBCO Software Inc.** (NASDAQ: TIBX) is a leading independent business integration software company and a leading enabler of real-time business, helping companies become more cost-effective, more agile and more efficient. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to thousands of customers around the world and in a wide variety of industries.

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