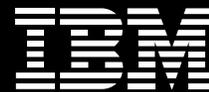


Guangzhou Sunrise Electronics Development Co., LTD

Sunrise BI



Solution Description

The Sunrise BI solution provides full analysis functions for telecommunication operators. The analysis functions include: market analysis, product-line analysis, customer segmentation and operation analysis. The system delivers superior performance, scalability and availability, leveraging database features unique to IBM DB2. It references 128 DB2 partitions and more than 300TB data volume.

Features & Benefits

Sunrise BI is an enterprise data warehouse and business intelligence (BI) system which centers on the telecommunications business and market. Data can be extracted from the operations supports systems, (e.g., OBOSS, CRM, etc.) and online analysis for hundreds of topics can be conducted. Key topics fall into nine major subjects, including: user, key account (KA), revenue, market competition, customer service, marketing, distribution channels, current business and new business.

Value Proposition

Sunrise BI empowers decision makers and key management employees to set the policy with insight derived from a closed loop information system. With powerful analysis tools, management teams are able to receive and analyze feedback and modify policies to improve future performance. Sunrise BI enables operators to focus their efforts on the core business and provide the services and products portfolios which yield greater profits and create a significant competitive advantage.

Company Description

Guangzhou Sunrise Electronics Development Co., Ltd was established in 1999 as a member of Guangdong Revenco Enterprises Co., Ltd. Sunrise is a total IT solution provider who offers large-scale IT solutions such as data processing; information management and telecom applications. Sunrise has many years of development experience and services for customers such as China Mobile, China Telecom and CNC. The company is based out of Guangzhou, with additional branches and support centers in Beijing, Nanjing, Shenyang, and Hong Kong. They currently employ over 600 people with 80% in R&D alone. Sunrise offers first class service, a professional working attitude, and high customer satisfaction. They aim to provide high-quality products and service to customers across many different industries.

IBM Segment

- Data Management

Business Function

- Analytics and Optimization

Target Industry

- Communications Service Providers

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