



vanillainternet

## Credentials

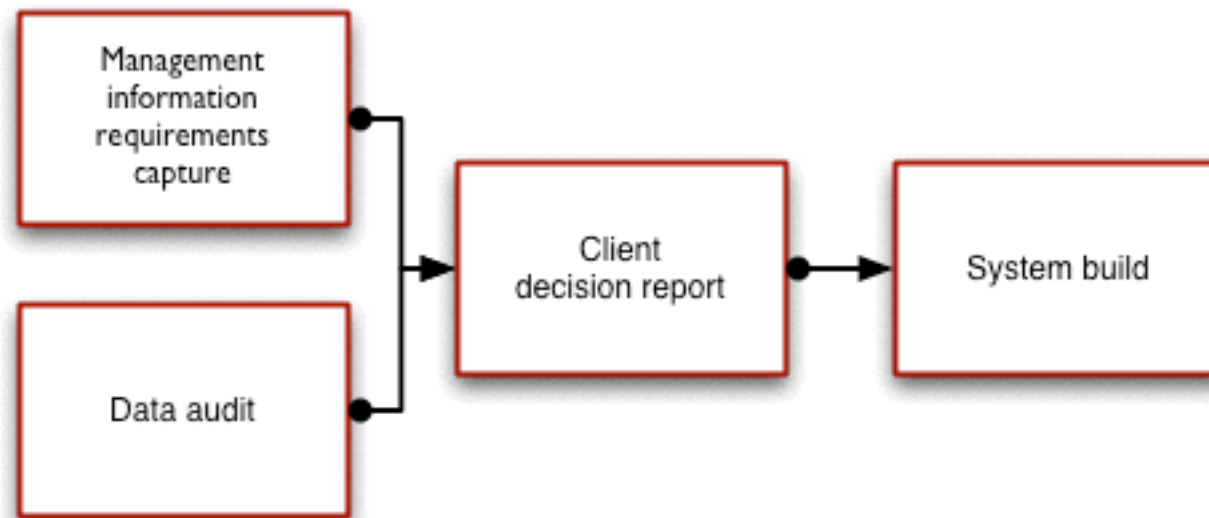
17th January 2005

## Who we are

- Founded in 1999
- Key personnel and experience
  - Nigel Shardlow - ten years working in internet businesses and telcos, in senior product management and new product development roles.
  - Ben Suffolk - ten years development and technical R&D experience in telcos
- Locations
  - Commercial: London
  - Technical: Bristol

## What we do

- In a nutshell, we help our clients extract meaningful information from the data they have accumulated around their businesses
- We normally use a three-stage process:



# Why we do it

- Companies are good at keeping data:
  - Storage is cheap
  - Good system design uses application logging as standard
- Companies are bad at making use of stored data:
  - Ad hoc data crunching is a bad use of internal technical resource
  - There are no 'general purpose' reporting tools - because there is no universal logging standard
  - Developing bespoke reporting tools from scratch is costly

# Our value proposition

- A fast, cost-effective way to close the gap between management information requirements and data stored across the business
- Key IT areas of focus:
  - Bespoke server applications
  - Legacy systems
  - Supporting new application build
- Market focus:
  - Telecoms, Internet
- Departmental focus
  - Product management, CRM, IT Operations and Development

## What our clients have said to us

*“Without decent reporting it's very difficult to manage a product effectively”*

*“I know we have the data, but I have to put in a work request to get at it, and that takes weeks”*

*“What we need is a web site where all the reports I need are pulled together so that I can find out what's going on, day-to-day”*

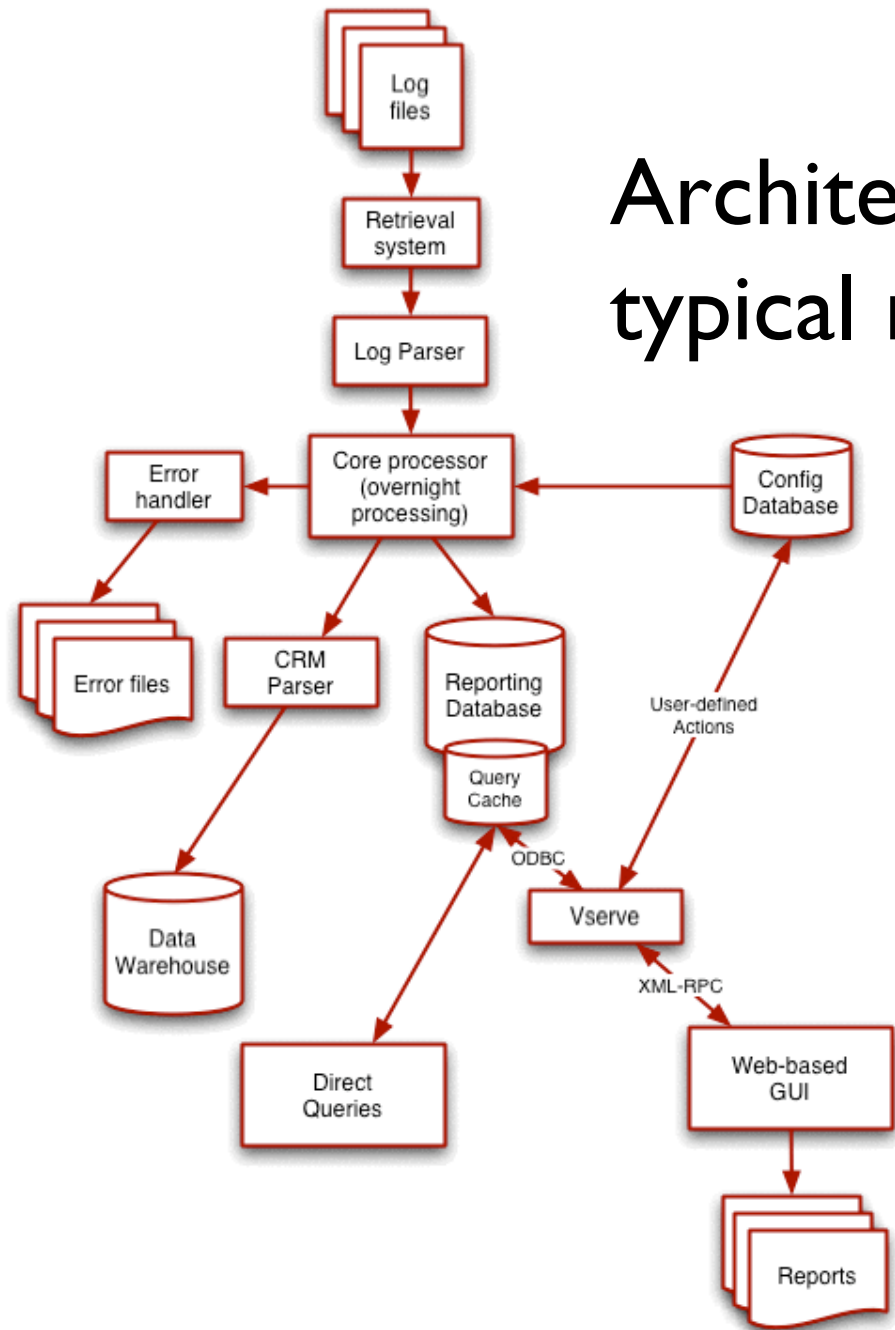
## Case study: WAP reporting tool

- Client: Orange
- Problem:
  - Orange collected and archived traffic logs from the WAP gateway, but had no easy way of looking at traffic levels and most popular sites on a day-to-day basis
- Solution:
  - Vanilla built a processing tool that collected, cleaned up, and distilled the log files into a single database.
- Benefit:
  - WAP content managers were able to see which sites were becoming popular and promote them accordingly; usability managers were able to identify dead zones on the WAP portal

# Case study: IOD reporting tool

- Client: Orange
- Problem:
  - Orange had a legacy information-on-demand service to allow customers to request sports results, news, etc. using text messages. Customer usage data for this system was spread across several log files and was impossible for the product managers running the service to access.
- Solution:
  - Vanilla built a system to collate and process the logs, put the results into a database, and allow the product managers to find out how the system was performing on a day-to-day basis using a simple web interface.
- Benefit:
  - Product managers could immediately see which service categories were under-performing and take appropriate action

# Architecture of a typical reporting system



## Current projects

- Reporting tool for a telco PIM platform
- CRM consultancy project, helping the client to assess data quality for a global segmentation project
- Usability support reporting - analysing in detail the behaviour of triallists on a complex online application

## Our services:

- Pure consultancy
  - Builds on our six-year experience of working with legacy log files and understanding client reporting requirements
  - Working with application developers to build reporting into systems in the design phase
- Outsourced / hosted reporting
  - We can provide an outsourced service for clients who want just reports, not reporting systems
- Reporting systems
  - Taking a client's reporting requirements and the data available, we design and build modular systems, hosted on the client's premises, that give the client day-to-day access to the management information they need to run their business effectively

# Our business model

- Consultancy
  - Time and Materials
- Software development
  - Core processing software licence (charged per processor)
  - Customisation fee
    - Log file retrieval and consolidation
    - Bespoke log file parsing for processing
    - Setting up custom reports
    - Branded web-based UI
  - Maintenance
- Outsourced reporting services