

# Ultra Mobile



**Industry:**  
Telecommunications

**Solution:**  
erwin® Data Intelligence by Quest®

**Region:**  
Americas

## Ultra Mobile enhances customer service while managing explosive growth with data governance from erwin® and data virtualization from Denodo

### ► Challenge

Ultra Mobile's rapid growth in a hyper-competitive industry put a strain on its BI infrastructure, hindering the ability to answer basic questions about the health of the business, including how best to retain customers. "To maintain and grow our subscriber base, we need to continuously deliver new products and services, but the proliferation of massive amounts of data was beginning to negatively affect our performance as a BI team," explains Kalpesh Vyas, Ultra Mobile's director of analytics. "We needed to provide information to executive leadership as quickly as possible." The company also needed to mitigate risk for unmanaged changes, like data gaps between different departments, and manage change, like difficulty integrating data documentation for each project. Differing definitions of business metrics in different platforms, such as Confluence, Google Docs, Jira, etc., were an issue. Ultra Mobile needed a data governance platform to quickly address the challenges of integrating all its data ecosystems, including Jira for ticketing and erwin® Data Modeling by Quest® for data modeling, and harvesting the metadata. The Ultra Mobile BI team was given five months to transform the company into a data-driven organization.

### ► Solution

Ultra Mobile designed and implemented a new, logical BI infrastructure based on the Denodo platform for data virtualization and the erwin Data Intelligence Suite by Quest for data governance. The Denodo platform serves as a single, unifying semantic layer to bring together all data from Ultra Mobile's SQL Server databases, Salesforce and Hadoop-based data lake. erwin Data Intelligence provides a company-wide data governance framework that gives business users the power of self-service data discovery. With it, the Ultra Mobile BI team can catalog data assets, add definitions within a business glossary, and maintain a searchable repository for understanding how data is used and stored. With these capabilities, Ultra Mobile now has a modern, flexible BI architecture to integrate data from disparate sources in real time, without physically moving any data.



### ► Client Profile

Founded in 2011, Ultra Mobile is a nationwide prepaid mobile carrier with a mission to democratize wireless by making international calling more affordable and accessible. Serving the millions of people in the United States with extended families, friends and colleagues living around the world, its international services reach over 200 destinations. In 2015, Ultra Mobile was ranked #1 on the Inc. 500 as the fastest-growing private company in the United States and had activated more than one million users onto its platform. Ultra Mobile is headquartered in Southern California and has a growing team of more than 150 employees.



### ► Partner Profile & Project Role

Denodo is an erwin partner that transforms the way organizations innovate and operate their businesses. They are a leader in data virtualization providing agile, high performance data integration, data abstraction and real-time data services across the broadest range of enterprises. They handle cloud, big data, and unstructured data sources at half the cost of traditional approaches. Denodo's customers across every major industry have gained significant business agility and ROI.

## ► Results

The integration of Denodo and erwin Data Intelligence gives Ultra Mobile visibility into all its enterprise data. The addition of an erwin Smart Data Connector by Quest to harvest data from the workflow management system means changes can be identified early, and the impacts of changes, either planned or unplanned, analyzed so corrective actions can be taken. In four months, the implementation of Denodo and erwin Data Intelligence enabled Ultra Mobile to move from siloed, spreadsheet-based reports, with very little data-lineage control, to a process-driven, governed and consistent view of data. This transformation and subsequent data-driven insights led to significant achievements:

- Ultra Mobile is profitable, and the quality of service delivery has improved by 22% in some international geographies.
- Quality-of-service issues are proactively detected and corrected, averting mass customer churn.
- Ultra Mobile can quickly identify process inefficiencies and make changes that drive profitability.
- Terabytes of raw data now can be viewed with business context, ensuring business users understand it for maximum use and promoting consistency in reporting activities across departments.
- The Ultra Mobile BI team can trace and audit data maps from a single source, including version and change management, to demonstrate value to the business.

erwin Data Intelligence is a one-stop shop to see all comparisons. It's easier to manage and monitor – and the erwin Smart Data Connectors are the glue that makes it all work. The integration partnership with erwin is also key. They had the ability to understand our business and its nuances.

### Mike Burkes

VP, Enterprise Information Management  
Ultra Mobile



Click here to learn more about erwin Data Intelligence and request a **demo**.



#### About erwin, Inc.

erwin provides enterprise modeling and data intelligence software enabling customers to discover, understand, govern and socialize their data to mitigate risks and realize results. The erwin EDGE platform creates an “enterprise data governance experience” for IT and business collaboration in driving meaningful insights, agile innovation, risk management and business transformation. Integrated data modeling, data governance, enterprise architecture and business process modeling capabilities ensure information flows to the right people to guide smart decisions. With erwin, government agencies, financial institutions, healthcare companies and other global enterprises can unlock their potential by maximizing the security, quality and value of their data assets.

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