orbit
reporting + analytics

CASE STUDY

Dish Network

Dish Network, based in Englewood, Colorado, is a pay-TV service provider employing 16,000 people in the U.S. Publicly traded on NASDAQ, it has 12 million subscribers and annual revenue of approximately $13 billion. A Fortune 250 company, it is known for its innovations in the industry and its award-winning technologies include Hopper with Sling Whole-Home HD DVR enabling customers to watch live and recorded TV programming from smartphones, tablets, and computers; The company also launched Tailgater, a lightweight, portable satellite dish ideal for watching TV while tailgating, camping, in the RV or during outdoor activities. Sling TV from Dish is an over-the-top television (OTT) service that delivers the best of live sports, news, and entertainment to broadband-connected devices at home and on-the-go.

Project Scope

1. An operational reporting and analytics solution to enable business users to get a unified view and garner insights from data residing in Oracle, Teradata, Amazon Athena, and Amazon Redshift
2. To enable self-service analytics for business users from both real-time data and legacy data

The Challenge

Dish has been using Oracle Field Service Cloud solution since 2015 to automate and optimize the management of its field service team. Additionally, it uses Teradata warehouse for its data storage, Oracle GoldenGate to take a backup of critical data on Amazon S3, and Amazon Athena for running queries and analyzing big data on S3. The data is further transformed and pushed to Amazon Redshift for more analytics. Dish Network was looking for a tool for operational reporting and analytics that could provide a unified view of the data in the different data sources and run analytics from both real-time and backed up data.

The Solution

All the databases that Dish had have their own reporting and analytics tools. Additionally, Dish also tried Tableau and Power BI that work on data in Amazon Athena and Redshift. However, Dish was not satisfied with their capabilities and chose Orbit's operational analytics and reporting after an evaluation of several tools.

Some of the key capabilities of Orbit's operational reporting and analytics solution are:

1. Empowering the business user with self-service to generate real-time transactional reports
2. Enabling tracking of business metrics and KPIs in real-time, with mobile-ready dashboards
3. Pulling all relevant data scattered across different systems, in different formats, from both on-premise and cloud-based applications to provide a unified view
4. Allows drilling down from the summary to the lowest level of detail in any report
5. Plugins like Excel Edge for Excel Reporting, GLSense for Financial Reporting, and DataJump for data extracts
6. Visualization tools for building reports and dashboards quickly and as per user needs

7. Scheduling predefined frequency such as daily, weekly, or monthly for running reports
8. Collaborating with other team members by sharing reports for faster decisions

The Result

The user needed a solution that could talk to different data sources and integrate relevant data to provide a unified view. Orbit is a platform-agnostic tool that can read and pull out data from on-premise and cloud systems. It could work on top of Oracle ERPs -both cloud and on-prem, Amazon Athena and Redshift and Teradata, one of the key requirements for Dish.

Self-service is an empowering feature that lets business users generate their reports in real-time and "on-demand", without dependence on IT, to run analytics and speed up the decision-making process. The scheduling feature as well as the visualization capabilities further provide users with flexibility and ease of use. This way, users can keep pace with business operations as Orbit enables keeping track of business metrics and KPIs in real-time. Different queries can be posed to generate data summaries as required by the users.

Further, the Orbit reporting and analytics tool facilitates collaboration with other team members by sharing reports for faster decisions. Orbit's underlying technology architecture is designed with cutting-edge data management capabilities, with a focus on data security and data governance, and includes world-class data modeling capabilities.