

## **Abstract**

Business Intelligence has made its mark in the history since decades. Proper implementation of this amazing tool will work wonders. Though, it is an excellent tool to gather and store terabytes of data and retrieve valuable information and knowledge for making decisions.

This dissertation is divided into two main sections; first is the literature review where it is covering the concept of Business Intelligence, how it is acting as a horizontal application and implementation, what impacts it reflects on the internal business procedures for the organizations and especially within the telecommunication industry, how the change management and planning should be adopted before and along the Business Intelligence lifecycle. As it is not a standalone tool neither implementation, certain challenges exist before, during and after the BI implementation. In the Literature review, a productive review has been conducted to discuss all related BI challenges and risks, analyze them, and how to plan and act proactively for such projects within the telecommunication industry.

Second is the case study about one of the leading satellite telecommunications company in the Gulf region acting as a regional provider, discussing the various technical and managerial challenges faced prior, during and post the implementation of BI at this company. Both managerial and technical challenges were analyzed after interviewing the designated business intelligence architect and other project and business members who are working in the company, and reviewing their implementation scope, internal project

related resources and their overall experience. Similar challenges and their proposed solutions published in white papers and journals from the literature were reviewed to suggest possible solutions to the existing challenges in the company. Some of the simple yet effective solutions offered by the literature can be tailored accordingly to arrive at an approach for solving the present challenges in the satellite telecommunications company.