

“The ONTSI.Data Business Intelligence solution developed with Fujitsu enables greater transparency and flexibility when providing Spanish citizens with information.”

Luis Muñoz López – Head of Indicators, National Observatory of Telecommunications and the Information Society, red.es



Challenge

The Spanish National Observatory of Telecommunications and the Information Society (ONTSI), part of the public organisation red.es within the Ministry of Industry, Tourism and Commerce, is responsible for monitoring and analysing the country’s telecommunications and Information Society sector.

In particular, ONTSI monitors the development of Government policies on information and communications technology (ICT) in order to help improve and broaden their remit and recommend ways to ensure the viability and growth of online services in Spain. It also helps to promote widespread public access to the Internet by developing management tools that overcome any limitations in its usage or effectiveness.

In addition, ONTSI is responsible for helping to increase business use of the web and telecommunications, especially in small and medium-sized enterprises, by producing an annual report about their usage, including relevant statistical information. Finally, it analyses the overall development of the telecommunications and Information Society sector in Spain and evaluates the main initiatives on an international level.

To support its role, ONTSI chose Fujitsu to implement a solution that would provide citizens, businesses and other institutions with transparent access to a compilation of data, taken from various official and unofficial sources, about the development of the Information Society in Spain, the European Union and the Organisation for Economic Co-operation and Development (OECD).

Solution

Fujitsu worked with red.es to design ONTSI.Data, an innovative solution that enables a wide range of users to electronically prepare their own pre-defined or ad-hoc reports using the main Information Society performance indicators.

Luis Muñoz López, Head of Indicators at ONTSI, red.es, comments, *“At ONTSI, our mission is to help citizens by providing transparent and effective information about the development of the Information Society. It is, therefore, important that our services are*

SUMMARY OF KEY FACTS

Organisation

red.es (Spanish National Observatory of Telecommunications and the Information Society, ONTSI)

Services delivered

Consultancy, development and implementation of a flexible and easy to use ‘Business Intelligence’ web solution accessible by citizens, businesses and other institutions

Key metrics

- Over 40 million citizens in Spain

Benefits

- **Transparent information** – citizens, businesses and institutions can obtain reports and information dynamically
- **Improved customer experience** – everyone can access the data using a user-friendly and flexible web tool
- **Innovative global on-line service** – ONTSI is a leader among Public Observatories throughout the world
- **Enhanced operational effectiveness** – enables improved diagnosis of the state of ICT in Spain
- **Greater productivity** – facilitates better support for the preparation, monitoring and evaluation of public policies relating to the Information Society in Spain

accessible, dynamic and adaptable to the different needs of users. Specifically, the ONTSI.Data service, developed with Fujitsu, enables greater transparency and flexibility in the information that we supply to citizens about the state of ICT in Spain.”

As the starting point, ONTSI had a repository of Information Society indicators, classified under citizens, businesses, e-Government and ICT sector, that had been compiled from different sources, including red.es, the Ministry of Industry, Tourism and Commerce (MITyC), the Spanish Statistics Institute (INE), the Telecommunications Market Commission (CMT), the Bank of Spain, EUROSTAT, the International Telecommunication Union (ITU), the OECD, the European Commission, the Ministry of Public Administration (MAP), and the Ministry of Education, Social Policy and Sport (MEPSYD).

So, the first step in the development of the ONTSI.Data service was to create a database containing all these indicators, structured as a multidimensional information model, using the Microsoft SQL database. Then, to extract the information, a tailor-made application was developed, using Microsoft.NET technology, which enables data to be accessed based on various criteria, such as geography, time period, information source or a variety of other indicators.

The resulting reports can be uniquely structured and tailored to suit the needs of each user, with information displayed in a choice of different formats, including a data grid, geographical charts and maps, and conventional bar or pie charts. In addition, the required information can be exported in formats such as Excel, XML and PDF, so that it is easier to utilise subsequently.

Once the solution had been developed, the final step was to make this powerful tool available to every citizen. So, the application was published on the Internet, with an extremely simple web interface and instructions on how to use it for those people accessing it for the first time.

The result is an analytical web front-end application, powered and supported by a ‘Business Intelligence’ solution, that enables any citizen or business to extract data based on different criteria and in a simple, flexible and dynamic manner.

Luis Muñoz López adds, *“At the Observatory we had a lot of information on the state of telecommunications and the Information Society, but users could only access this through the reports that we publish. Fujitsu has helped us to replace this system with one that is more dynamic and we can now offer people the opportunity to do their own enquiries and access information online that they can work with electronically, and that is the real change.”*

Benefits

The ONTSI.Data Business Intelligence solution developed and implemented by Fujitsu is enabling red.es to benefit from:

- **Transparent information** – citizens, businesses and institutions, both nationally and internationally, can obtain reports and information dynamically
- **Improved customer experience** – everyone can access the Observatory’s data using a user-friendly web tool that is flexible enough to meet their different needs
- **Innovative global on-line service** – ONTSI is a leader among Public Observatories, offering a unique service in Europe and throughout the world
- **Enhanced operational effectiveness** – enables improved diagnosis of the state of ICT in Spain, so ONTSI can advise the Government on the state of the Information Society
- **Greater productivity** – facilitates better support for the preparation, monitoring and evaluation of public policies related to the establishment of the Information Society in Spain.

Approach

Fujitsu’s aim is to ensure that its customers’ customers have the best possible experience by ensuring that their expectations are fulfilled, and it is part of Fujitsu’s brand commitment that it has the capacity and capability to always turn that aim into reality.

The customer experience that Fujitsu offers is based on a series of factors such as technology, processes and people. In developing the solution for red.es, Fujitsu’s focus was on using a technology that makes searching for information a simple task and which, at the same time, fulfils the expectations of users.

Expertise

With over 40 years experience of supporting the needs of customers, Fujitsu has a proven track record in providing complex systems integration and application development and management services that reduce costs, improve productivity and customer services and deliver a compelling return on investment.

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