



**Company**

*Shaw Communications Inc.*

**Industry**

*Communication*

**Number of Employees**

*6,500*

**Corporate Headquarters**

*Calgary, Alberta*

**Website**

*www.shaw.ca*



**Toronto**

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**Calgary**

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**Vancouver**

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**Edmonton**

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**Overview**

Shaw Communications Inc. is a diversified Canadian telecommunications company whose core business is providing broadband cable television, Internet, digital phone and satellite direct-to-home (DTH) services to approximately 3.0 million customers. Over the years, Shaw has greatly expanded its network and leading edge product and service offerings, becoming the leading residential broadband service provider in Western Canada. Shaw is traded on both the Toronto and New York stock exchange.

**Challenge**

The main challenge for Shaw was a lack of effective reporting on key management statistics required by their high level executives. Daily, monthly and quarterly production of these crucial statistics relied on a manual process to transform legacy reports into measures that conformed to external financial reporting guidelines. As these reports were constructed manually, they were prone to errors and quite arduous to create. Daily reports took up to 3 hours to build, while monthly and quarterly reports were not available until the 3rd business day at each month end and quarter end. The integrity of the reported key measures was dependent on manual quality checks and as a result, the created reports were not always accurate.

**Solution**

Ideaca Knowledge Services worked with Shaw to implement the first stage of a data warehouse. Ideaca's team designed a Data mart to allow for better reporting measures and also created a more efficient process for generating reports. The solution provided by Ideaca, allowed reports to be generated end to end without human intervention, thus eliminating the manual work that was previously done by Shaw employees to create key management statistics. The data structure was designed to provide Shaw executives with the ability to examine their numbers more extensively and also gave Shaw the tools to dive deeper into customer data analyses. Additionally, a large part of this project was knowledge transfer, which would enable Shaw to take on future projects.

**Benefits**

The Key Management Statistics solution Shaw implemented resolved a number of core business issues and provided significant benefits:

- Accurate and on time daily, monthly and quarterly reporting
- Reduction in time and human effort to generate reports resulting in increased employee productivity
- Ability to dive deeper into data for more accurate business insight and analysis