CORPORATE DASHBOARD FOR PAYPHONE SERVICE: CASE STUDY OF PERNEC PAYPOINT REQUIREMENT

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< CERTIFICATE OF PROJECT PAPER

(PINK FORM BEFORE HARD COVER BINDING)>

Abstrak

Dengan tujuan untuk menyediakan perkhidmatan telefon awam yang berkualiti tinggi dan menyeluruh, cabaran utama untuk Pernec PayPoint, peneraju utama dalam industri telefon awam di Malaysia, ialah dalam membuat keputusan yang bijak dalam setiap operasinya. Dengan kaedah semasa, proses ini sangat memakan masa dan dari segi kebolehpercayaan terhadap hasilnya adalah kurang memuaskan. Oleh itu, satu "Papan Pemuka Korporat" yang sistematik dan bermaklumat perlu disediakan untuk peringkat pengurusan bagi menyokong mereka dalam proses pembuatan pemutusan. Projek ini mengkaji pembangunan rekabentuk aplikasi "Papan Pemuka" dengan menyediakan paparan skrin tunggal yang mengandungi analisis metric perniagaan yang relevan dan kritikal, bagi membolehkan proses membuat keputusan lebih efisen dan efektif. Metodologi yang digunakan dalam kajian ini dibahagikan kepada fasa keperluan, reka bentuk dan pelaksanaan. Pelaksanaan yang menggunakan sampel data telah mempamerkan potensi akan penggunaan "Papan Pemuka". Penemuan ini boleh digunapakai oleh pihak pengurusan sebagai titik permulaan untuk mengenal pasti punca masalah dan mengambil tindakan yang perlu untuk menyelesaikan masalah tersebut.

Abstract

With the commitment to provide extensive high quality payphone services, the major challenge for PayPoint, the leader in the payphone industry in Malaysia, is in making a good decision in its operation. With current practice, the process is very time consuming and the result may not be reliable. Therefore, a systematic and informative corporate dashboard need to be provided especially for managerial level in supporting their decision making process. This study propose a dashboard application design that provides a single-screen display of relevant and critical business metrics analytics to enable faster and more effective decision making. The methodology used in this research is divided into requirement, design and implementation phases. The implementation using samples data has demonstrated the potential use of the dashboard. The findings can be used by management as starting point to identify the root cause and to take the necessary actions to solve the problem.

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List of Abbreviations

BI	Business Intelligence
DSS	Decision Support System
HML	High, Medium and Low
KPI	Key Performance Indicator
PCD	Payphone Corporate Dashboard
PMS	Payphone Management System
POINTS	Payphone Operation Information System
UML	Unified Modeling Language

CHAPTER ONE
INTRODUCTION

1.1 Introduction

Making assured that managements are kept apprised of what is happening in the company is no small task in today's business landscape. The business processes employed in this century generate an astonishing quantity of data, which is gathered and stored in disparate systems across several locations. The challenge facing business organizations is how to consolidate that data, then extract and deliver useful information to key decision makers.

Furthermore, in the business world, executives must react and make decisions based on the data they received about the company's performance and operations. It is imperative for the data to be presented to all key decision makers in a way that allows them to rely on their finely tuned business instincts to make quick, yet accurate decisions. Fortunately, for companies and their executives, there are effective ways to do just that. One of the ways is by using corporate dashboard.

As the leader in the payphone industry in Malaysia, Pernec PayPoint Sdn Bhd faces the same challenges. With the commitment to provide extensive high quality payphone services, the major challenge for PayPoint in making a good decision in its operation. With current practice of pre-payment which depend on the manual operative mode the process is very time consuming and not much reliability on the

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