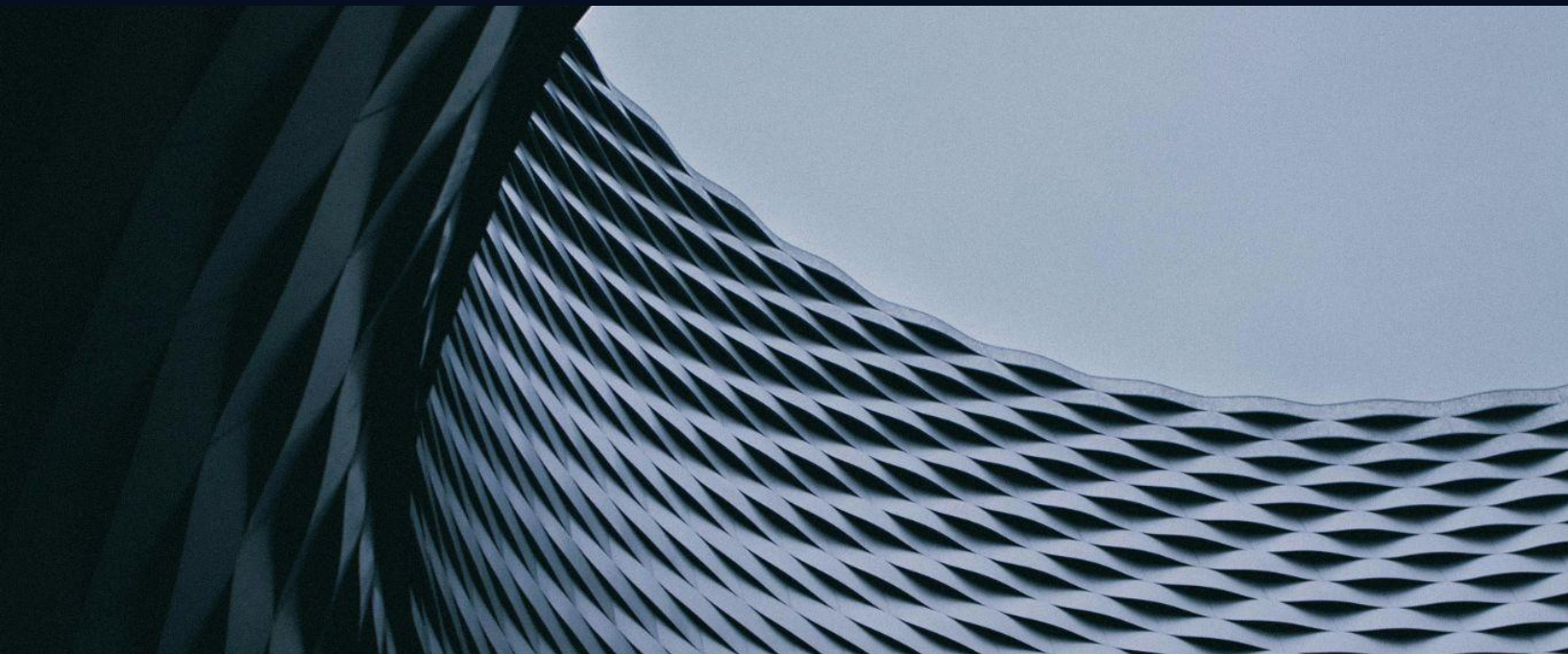


# Enterprise Reporting Platform Replacement

How DayBlink Consulting implemented a comprehensive reporting solution to replace a legacy system at a major telecom



## Introduction

A Fortune 500 telecommunications company faced a critical continuity gap when the third-party operator of its primary enterprise reporting system announced the platform's impending sunset. Although the organization had a long-term replacement strategy in development, that solution was projected to be two years away from readiness—leaving the business with no mechanism to generate essential operational reports in the interim. Facing a hard cutoff date and the potential loss of critical business intelligence, the company engaged DayBlink Consulting

to rapidly design and build a custom solution to bridge this multi-year gap. The new application needed to enable administrators to build custom reports and allow end-users to execute on-demand reports using real-time data.

What initially began as a replacement solution quickly demonstrated value beyond expectations. Rather than treating it as a temporary bridge, leadership recognized the solution's strategic potential and made the decision to expand its scope.

## Problem

Our client sought to transform a forced migration into an opportunity to unify disparate data sources and enhance reporting agility.

The legacy system served as the sole mechanism for generating complex reports across the client's critical Oracle databases. Because the architecture was deeply entrenched in daily workflows, the organization faced a 'blackout' scenario where essential operational data would become inaccessible. Without a custom bridge solution, teams would be forced to revert to manual, error-prone data extraction processes, which were time-consuming and prone to errors.

The absence of a replacement solution would create significant barriers to accessing and analyzing data stored across their Oracle database environments. Users who had previously relied on standardized reporting workflows would find themselves unable

to execute the on-demand reports necessary for their roles. This limitation would force teams to resort to manual data extraction processes, which were time-consuming and prone to errors.

The organization also struggled with the inflexibility of its previous reporting infrastructure. Integrating new databases had historically been complex and resource-intensive, preventing the company from adapting quickly to evolving business requirements. Additionally, the lack of user-friendly report creation tools meant administrative staff were dependent on technical teams for even minor report modifications, creating bottlenecks in delivering critical insights to stakeholders.





# Solution

Our team developed a centralized enterprise platform that streamlined report creation, integrated multiple database systems and empowered users with intuitive self-service capabilities

DayBlink Consulting developed a robust enterprise application that served as a centralized platform for custom report creation and execution. The solution provided comprehensive support for multiple database systems, including Oracle, MySQL, PostgreSQL, and MongoDB, enabling users to access real-time data regardless of the underlying database architecture. To address integration challenges, DayBlink Consulting implemented a streamlined onboarding process that dramatically reduced the complexity of incorporating new data sources. This modular architecture ensures the organization can easily integrate additional databases as needed without requiring significant redevelopment efforts.

A cornerstone of the solution was the development of an intuitive Admin

Module that empowers administrators to design, test and publish custom reports within the platform. This comprehensive interface enables both technical and non-technical users to create reports independently, with built-in testing capabilities to validate reports before deployment. End-users can then execute these custom reports on-demand, accessing real-time data insights without technical barriers.

The platform's architecture prioritized scalability and performance, with telemetry and observability capabilities integrated throughout the system. These monitoring enhancements provide administrators with real-time insights into platform performance and usage patterns, which then enable proactive system management and consistent performance.



## Digital Transformation

Legacy replacement enabling modern capabilities for enterprise reporting



## Scalability Foundation

Framework for future growth and seamless integration of additional systems



## Self-Service Empowerment

Path to independent report creation without requiring technical team support



## Strategic Enablement

Foundation for data-driven decisions supporting long-term business growth objectives



## Expanded Accessibility

Opportunity for universal data access across all departments and user types



## Real-Time Business Intelligence

Gateway to instant business insights from live data across systems

## Outcome

The platform successfully integrated numerous data systems, transforming legacy reporting into a modern self-service tool saving several million dollars in annual CAPEX and OPEX

Our solution delivered a flexible reporting platform that transformed the organization's data culture. By unifying these disparate sources into a single interface, we provided users with unprecedented access to diverse datasets that were previously siloed. This consolidation allowed teams to generate custom reports and access real-time insights without the friction of navigating multiple legacy systems.

The platform's flexible architecture enabled seamless integration with new data sources, providing the organization with agility to adapt to evolving business requirements. User adoption exceeded expectations, with the internal customer base growing substantially as administrators leveraged the intuitive report creation tools and end-users appreciated the on-demand access to real-time insights.

By replacing the legacy system with a modern, extensible platform, the organization successfully maintained business continuity while gaining enhanced capabilities for custom report creation and real-time data access. The success of this initiative established a foundation for improved data-driven decision-making across the organization.

**100%**

Elimination of legacy system dependencies for enterprise reporting

**60%**

Reduction in report generation time

**250+**

Reports available for general consumption

## Making the Case for Automation

We believe that reporting automation 'done right' can unlock significant ROI and fundamentally transform how organizations manage their data assets. By automating report creation and database integration processes, teams can redirect their focus from manual query management to strategic data analysis and insights generation. This approach enables administrators to independently build and deploy reports without IT dependencies, provides end-users with timely access to critical business intelligence, and enhances organizational agility in responding to evolving market demands—all while maintaining the robust reliability standards that enterprise operations demand.

**WASHINGTON D.C.**  
**(Headquarters)**  
*8609 Westwood Center Dr., Suite 110,  
Tysons Corner, VA 22182*

## **CONTACT US**

**Matthew Grocock, Senior Consultant**  
[matthew.grocock@dayblinkconsulting.com](mailto:matthew.grocock@dayblinkconsulting.com)



**[www.dayblinkconsulting.com](http://www.dayblinkconsulting.com)**