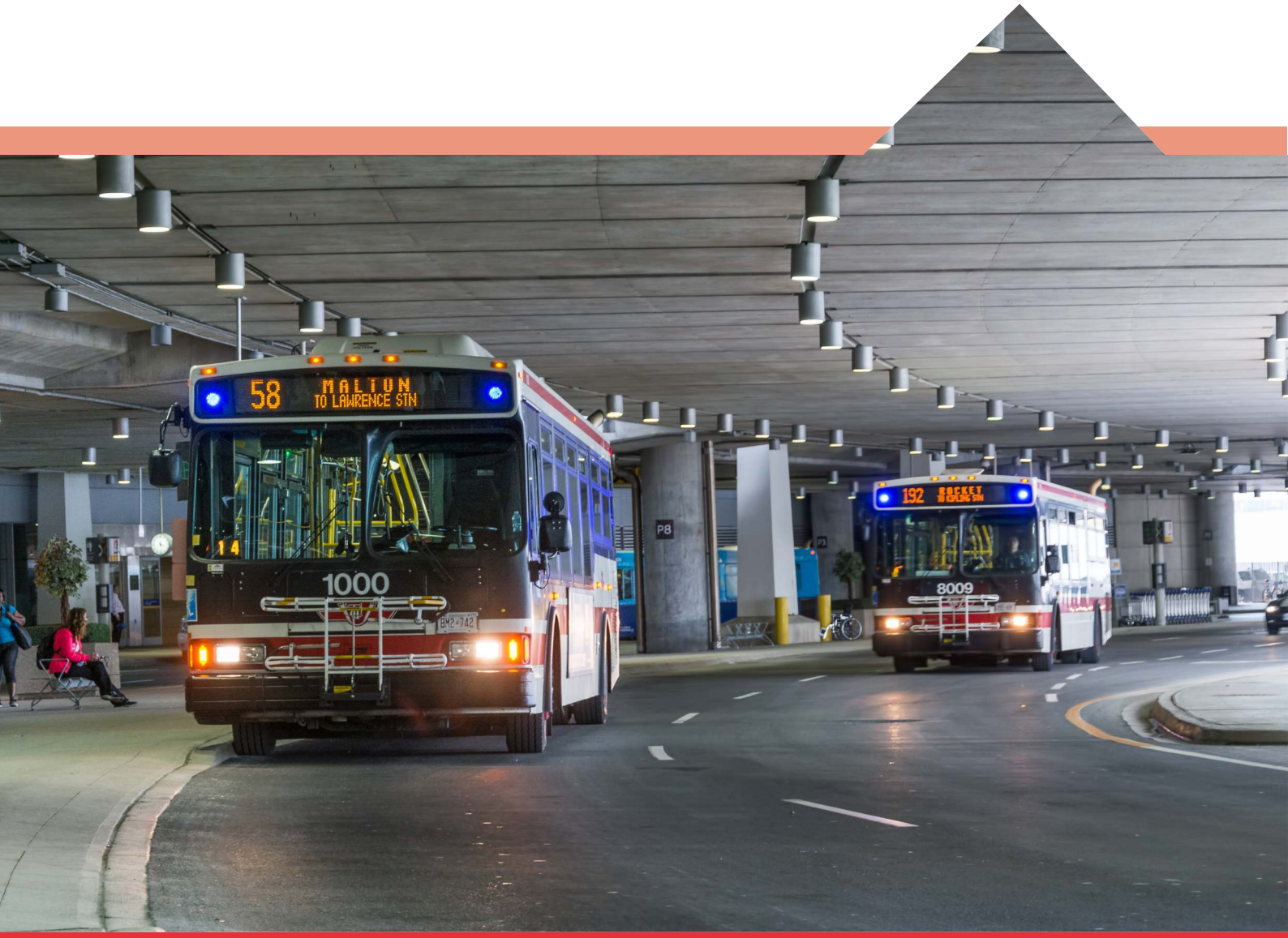
ITC INFOTECH
Business-friendly Solutions

Information Strategy to Accomplish Best Practice & Guiding Principle based Information Model to enable the Right Way Forward "BI Strategy"



SITUATION

The customer needed a dynamic framework to access its database to efficiently collate, organize and withdraw data to convert them into actionable insights through different facets of the organization

IMPACT

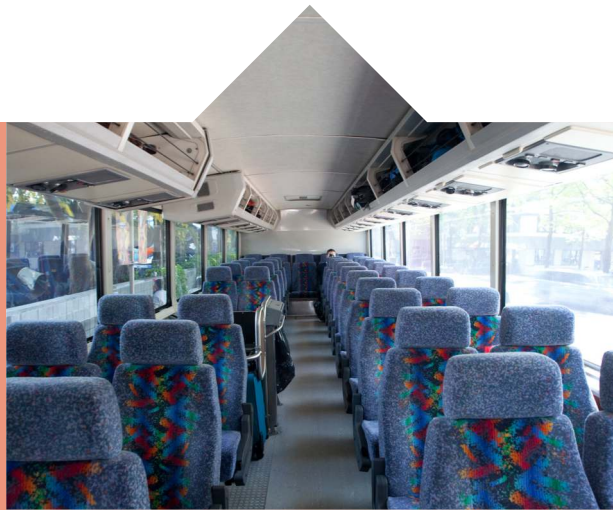
Analytics at a click of a button and do what-if analysis in order to maintain route profitability, identify profitable new routes, increase route efficiency, so the cost can be optimized and in turn provide better customer service

RESOLUTION

ITC Infotech assisted the customer formulate an efficient BI roadmap that helped them to leverage their existing Hardware and Software licensing investments and consolidate various source system to an integrated warehouse for optimal business insights

The Customer

The customer is a renowned public transport operator that provides bus-services across Hong Kong. With the reputation of world's best public transport operations, it has over 75 years of flawless expertise in working around enhancing efficiency, teamwork and innovation.



The Need

To provide Information Strategy to accomplish Best Practice and Guiding Principle based Information Model that can enable current and future business models – The Right Way Forward "BI Strategy"

Collating and organizing data that is strewn across multi-dimensional facets through the organization was extremely challenging.

Challenges

- Different application has data points at different dimensional level, collating or organizing these data by a planner is a time consuming activity
- Data Extraction across source systems is a challenge
- Limitation in accessing the past history. The source system do not hold historical data for a longer period
- No Master data available across the systems – Route information is manually modified across systems
- Reactive reporting & limited Drill down and root cause analysis
- Limited feedback loop to drive business from data
- Good amount of time is spent on extracting the data and to integrate the same
- Multiple DB platforms resulting increase in maintenance and support

The Solution

ITC Infotech, with its profound expertise in problem-solving and experience in complex handling information services, suggested a four-way approach to define a BI road-map that helped the Client meet and exceed customers' experience through a comprehensive delivery model. This helped the customer:

- Understand high level business and technical requirements including current BI Landscape and pain points (e.g., usage, availability, relevance and scalability)
- Understand the current state (AS-IS) of systems in each business area and technical challenges
- Map current state of affairs to the best practices
- Analyze different data definition
- Identify opportunities to assess the gaps
- Identify, assess and prioritize value opportunities to address the gaps

Business Benefits

- Reduce licensing, implementation, training and ongoing support costs
- Trusted data available in a single platform for analysis
- Historical data available for reporting/analysis
- Interoperability, Scalability and Drill through and down functionality to analyze the root cause
- Ability to process large volume of data
- Easy External data integration
- What if analysis & Exception Monitoring
- Improved turnaround time in replying to internal and external queries
- The system stabilization and breakeven period is almost a year, and post stabilization would result in annual savings of approximately 82%
- Automation of Manual reports, timely delivery
- Time for data extraction, integration and synthesis reduced approximately by 90%

ITC Infotech's DWBI & Analytics Practice

ITC Infotech's DWBI & Analytics Practice is a 380-member strong team which services domains like Banking & Financial Services, Retail, Travel, Telecom and Social Media & Entertainment. The professional services include Technology Consulting, Business Intelligence Strategy & Governance Definitions, Predictive Analytics Solutions, Vendor & Tool Evaluations, BI Platform Optimizations and Data Warehouse Integration and support.

The Practice focuses heavily on NextGen and Futuristic BI technologies and has developed capabilities in BIG Data Analytics, Mobile BI and In-Memory / NoSQL Databases and large data appliances. The Practice has developed its own customizable solutions for Enterprise Data Integration, Domain-specific Data Modeling, Social Analytics and Data Type conversions.

For more information, please write to:
contact.us@itcinfotech.com

www.itcinfotech.com

© 2014, ITC Infotech. All rights reserved.