

PluralSoft has built a team of professionals with a cross section of relevant experiences who are qualified to deliver unparalleled end-to-end solutions for our customers.

A Large Cruise-line Company

Business Problem

A large US Cruise Line company was unable to obtain timely, consistent KPI metrics from their legacy operational support systems and numerous data repositories to support their business critical Total Yield Management practice. These inconsistent and unreliable metrics and misinformation made executive decision making difficult, untimely and error-prone. The inconsistency of metrics reported was due to:

- Major upgrades to legacy reservation system functionality that affected data quality
- Multiple siloed data marts and reporting data stores aligned with operational and business support systems
- Lack of standard business vocabulary
- Lack of understanding and cataloguing of the common information requirements across business subject areas and business units
- Heavy dependence on IT for new tactical reporting needs
- Instability of operational and decision support infrastructure

Further, profitability analysis and demand forecasting across different lines of business was manually massaged in spreadsheets after data extraction from siloed data marts and operational systems.

Executive management determined that an Enterprise Data warehousing and Business Intelligence strategy was necessary to enhance corporate information quality and push the frontiers of decision support to customer touch points. The project's objectives included:

- Achieve a "single version of the truth" in operational reporting, KPI calculations and analytics
- Ability to create and publish reports that combine integrated information from multiple source systems
- Data quality in data warehouse ties into source systems
- Enable users to create their own reports rather than having IT create reports for them unless reports were complex.

PluralSoft delivery methods include:

Onsite

Offsite

Offshore

Globally Integrated Teams

PluralSoft

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Engagement

PluralSoft was engaged to provide an Enterprise Data warehouse and Business Intelligence strategy with a three year roadmap for the solution which included:

- Existing Decision Support Infrastructure Assessment vis-à-vis business goals, objectives and pain points
- Recommendation of an Enterprise Data Quality Governance strategy
- An Enterprise Data warehouse Strategy to consolidate multiple data marts
- An Enterprise Business Intelligence and Analytics strategy that includes operational business intelligence
- A recommendation of the right mix of people/skills, process (business and IT governance) and technology to power the Enterprise level strategies
- A three year roadmap for Data Quality, Enterprise Datawarehouse, Business Intelligence and Analytics

Result

PluralSoft worked with business and IT stakeholders to identify, document and prioritize the universe of requirements. PluralSoft then performed an extensive data life cycle analysis of the operational systems for the major lines of business and the siloed data marts / reporting data stores to identify probable causes for common mis-information patterns across various business subject areas influencing determination of business KPIs. This exercise was followed by a recommendation of prioritized enhancements required in existing data management processes, skills and technology to formalize data governance, stewardship and information architecture. The recommended architecture and roadmap was blessed by industry gurus in information quality and data warehousing.

Tactical phases of the roadmap addressed technology infrastructure stability upgrades, optimizing data acquisition and delivery windows, and performance re-engineering of critical data marts. The first iteration of the strategic roadmap to data integration delivered enhance revenue analytics to add an important dimension to existing yield management analysis and metrics.

Right Service

The Right People

- Our model is not the same as the large consulting houses – we bring small expert teams to lead projects to successful conclusion, and work with our clients internal teams to ensure knowledge transfer at every step.
- We stand behind our commitments and take ownership of our responsibilities and we deliver what we promise.

The Right Time

- Our business is not to become integral parts of your business. We measure our success by our ability bring initiatives to successful completion quickly, and ensure self sufficiency.

The Right Methods

- Key to our success if our ability to bring proven methodologies

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