Optimizing utilization of Data Assets with "Single Version of Truth" for a leading Asian Airline

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Business Need

Design and implement a "Single Version of Truth" from varied datasets residing in disparate legacy and packaged systems to enable democratization of data assets through self service and lay the foundation for institutionalizing reports and advanced analytics

Customer Solution

Creation of "Single Version of Truth" across disparate data sources

Building a foundation for descriptive and analytical reports for actionable insights

Technology

Oracle, Business Objects

Business Problem

- Disparate source systems with proprietary data types resulting in laborious task of presenting consolidated MIS reports to top mgmt.
- Lack of actionable insights due to limited visibility into disparate datasets
- Reporting domain is limited to key analysts and users have to rely on them for all reporting requests and restricted to key managers and unable to empower users across roles & locations

Sonata's Solution

- Provided Data Warehouse Solution that serves as a "Single Version of the Truth" by integrating key applications and data sources
- Historical/ trend analysis and forecasting made possible through the data warehouse.
- The solution facilitates analysis of key performance indicators through daily, weekly reports
- Implementation of dynamic reporting and advanced analytics capabilities

Technology Stack: Oracle, Business Objects

Reports covered include:

- Flight Performance (fixed/variable)
- Break Even Analysis (flight level)
- Head-count contribution
- Customer Net Revenue
- Flown as Booked
- Non-conformance (quality)
- Hub Operations Performance
- GHA Performance
- Cargo (SPL/GEN) Performance
- Aircraft & Warehouse Utilization

Business Benefits

- Empowered business users with self service capability for informed decision making
- Reports are published in Infoview to democratize usage of actionable insights from data assets
- Social Sentiment Analysis helped business owners run personalized campaigns
- Historical/ trend analysis and forecasting improved operational efficiencies

Deep domain expertise in travel
10+ years of experience with many marquee names in the travel industry
Experience across multiple segments: Tour Operators, OTAs, Railways,
Hotels, Cruises, Airlines, and Corporate Travel
600+ domain experts

Best-fit solutions for enterprises
Industry ready solution assets that reduce TCO and time-to-market
Proven large scale implementations

Delivery Excellence through customer-specific CoEs
Focuses on adoption of best practices and enhanced productivity
Delivers sustained value over the long term
Helps clients across maturity levels: from travel leaders seeking innovation
to start-ups exploring disruptive ideas

Global Delivery Model
Reach, Quality and Cost-Effective Service

Sonata's **Platformation™** approach helps clients to choose a solution that best fits their needs; balancing readily available platforms and solution customization

1. Sonata READY: End-to-end, industry-specific digital business platforms

2. Sonata ACCELERATE: Deploy popular horizontal platforms adding required functionality

3. Sonata CUSTOM: Engineer custom platforms that deliver unique digital capability and scalability
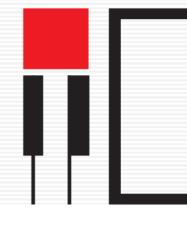
Sonata Software is a global IT solutions firm focused on enabling platform based digital business and technology transformation for enterprises in the Travel, Retail, Distribution and Software industries. Sonata's products and platforms, anchored on its proprietary Platformation methodology, reflect the company's commitment to enable connected, intelligent, open and scalable business systems.

Sonata's portfolio of products and platforms include Rezopia Digital Travel Platform, Brick & Click Retail Platform, Modern Distribution Platform, Kartopia E-Commerce Platform, Halosys Unified Enterprise Mobility Platform and RAPID DevOps, CloudOps and Testing Platform. These platforms have been deployed by leading enterprises across the globe to achieve future ready digital businesses.

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