

EDW Development (Market Share)

Large UK Airline

THE CLIENT PROBLEM STATEMENT

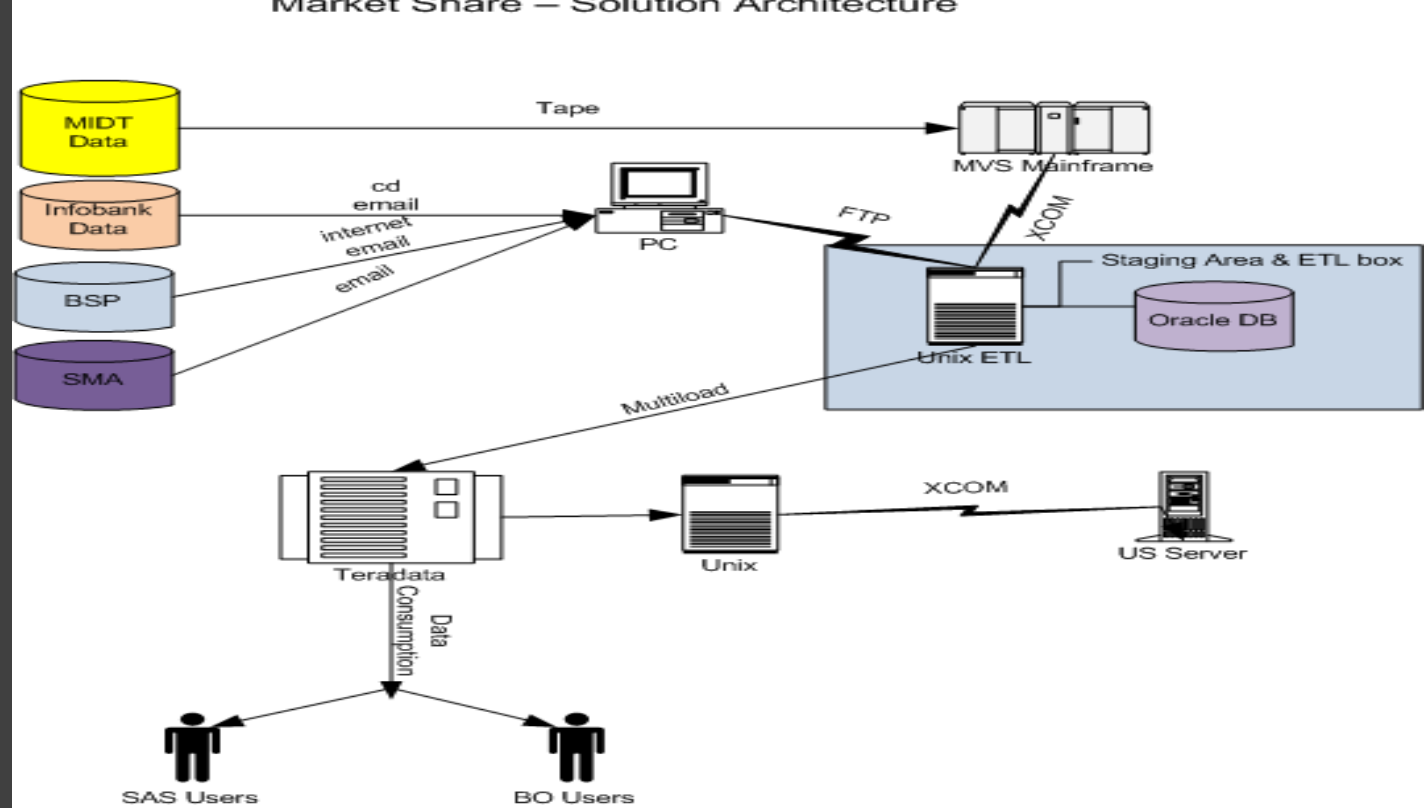
- To process and load volume of PNR data (30 GB monthly) in time sensitive manner.
- To cleanse and integrate various market share data (Booked, Ticketed & Traveled) obtained from different agencies



SOLUTION



- Provided a single strategic source of the ticketed, booked and travelled market share information that the Airline collects from other providers, alongside other key corporate performance measures.
- 90 person-months development project executed over 10 months linear timeframe



BUSINESS OUTCOME



- Simplified decision making process.
- Significantly reduced the cost of ownership.
- Improved time-to-market for decision support.
- Improved exploitation of the commercial data through wider availability of integrated performance measures.

