**Gray Matter**
Empowering Intuition

# Case Study

## CUSTOMER
GMR Airports, GMR GROUP, India

## TITLE
Managing Airports using Airport Analytics **AA+** Airport Analytics

## CUSTOMER SPEAK

*"The GMR group strongly believes in harnessing the 'Power of Information' across all its businesses. By deploying GrayMatter's Airport Analytics solution AA+ on SAP BO, GMR Airports has taken a quantum leap forward. The analytic solution enables GMR's Airport Management team to take quick, timely and informed decisions on various aspects of the airport business across all GMR Airports"*

**P S Nair – CEO, Corporate Airport Sector, GMR Airports**

## About the Customer:

GMR Group is one of the largest and fastest growing Global Infrastructure Enterprise from India with interests in Airports, Energy, Highways and Urban Infrastructure sectors. Employing the Public Private Partnership (PPP) model, the Group has successfully implemented several iconic infrastructure projects in India. The Group also has a global presence with infrastructure operating assets and projects in several countries including Turkey, South Africa, Indonesia, Singapore and the Maldives. The GMR group has developed and has been managing the Delhi International Airport, Hyderabad International Airport and Istanbul Sabiha Gokcen International Airport (ISGIA) at Istanbul, Turkey. GMR Group's Airport Business has a vision of delivering best-in-class airport operations globally with state-of-the-art Airport Infrastructure ensuring quality, timely, safe and delightful experience for all stakeholders like Airlines, Passengers, Ground Handlers, Service providers and Concessionaires.

## Key Challenges:

Every rapidly growing company across industries globally has to face the inevitable challenge of making sense of large amounts of historical and live Data and Information across their various data sources.

Following were some of the key challenges addressed:

- Excel sheets were used to collate information across key functions like Operations, Finance and Revenue
- Reaction times were high due to lag in consolidation of information across enterprise
- Manual intensive consolidation process consumed a lot of critical resource time and effort
- Integrating data across multiple Airport locations.
- Corporate level single view dashboard of Airport Business was a critical need
- Cost involved to achieve comprehensive solution was exorbitantly high
- SAP Business Objects 'the platform', was nascent in the organization
- Timeframe and speed of execution
- Data correctness across different data sources

## GrayMatter's Solution:

GrayMatter's pre-built stack and platform agnostic solution approach was a pre-requisite for quickly customizing solutions around customer's unique requirements. Following were some of the highlights of the Airport BI Solution which was deployed:

- Deployed KRAs and KPIs jointly identified and defined by GMR Airports & GrayMatter Teams, from all functional areas of the airport business with approximately 240 KPIs from operations, commercial, revenue management, finance and infrastructure.
- Consolidated data across different sources like AODB (Oracle 11i), SAP ECC version 6.0 flat files (Concessionaires/Planning data), SAP BPC version 10 and AMDB with the help of GMR Team.

- Key data elements were quickly identified from all data sources relevant to the pre-built and customized metrics.
- Created single version of truth with a centralized data repository
- Implemented GrayMatter's unique UI (user interface) and dashboards
- A technically sound GrayMatter's SAP BO and GMR team ensured strategic workarounds to achieve multiple business outcomes.
- The full stack of BO suite like Web Intelligence reports and Xcelcius dashboards was maximized and integrated together in the BI workspace with appropriate access and authorizations for business users/roles.
- Flexible distribution of analysis by browser, e-mail, PDF documents and mobile devices.
- This Innovative Multi-Airport BI Solution truly 'Empowers the Intuition' of the user by validating those intuitions with existing enterprise information.

## Results:
- Management will be able to get a quick snapshot of entire Airport Business
- Data correctness and ready availability of live data on Demand
- Pre-empt and enable Management to take proactive decisions to prevent any adverse incident
- Frees up some of the Strategic Planning Group's (SPG) time to focus on planning, analysis and business strategy, versus earlier when a major portion of their time, effort and cost was spent on data collection and report development.
- Helps the Airport business to perform a SWOT analysis in an accurate and timely manner.
- Receivables and Payable buckets made available online, thereby improving Finance decision-making abilities
- Ability to instantly communicate with concerned team if there is disconnect related to parameter / data values.
- Some of the Process deficiencies were identified and plugged
- Significant operational efficiencies will be achieved across key functional areas of the Airport Business.
- Commercial department can identify and eliminate leakages in Revenue on the Retail side
- Effectively advise Airlines on optimizing their Flight frequencies at the Airport, thereby increasing traffic.

## Why GrayMatter:
GrayMatter has a BI implementation track record of over 50 projects across USA, EMEA & APAC across multiple industries. Some of the key factors in favor of GrayMatter were as follows:
- GrayMatter's strength in Pentaho and understanding of the end-to-end BI implementation cycles.
- The pre-built Analytics solutions for addressing inherent pain points served as a strong reference base for arriving at effective and cost-sensitive solutions
- The flexibility that GrayMatter offered in using the existing SAP BO platform for the Airport Solution
- A diverse in-house Domain team covering every aspect of the Airport Business upfront in the pre-built solution.

- Technically sound and innovative Engineering team for SAP Business Objects with proven track record.
- The TCO was significantly lower than most other proprietary BI tools and solutions existing in the market.
- GrayMatter demonstrated their tried and tested mature Delivery processes and methodologies, built over a period of time through their pioneering efforts.

*GrayMatter Quote:*

*"Our Airport BI Solution consisting of dashboards, reports, analytics and alerts, will greatly benefit GMR Corporate to judiciously manage key financial results, improve operational efficiencies and grow overall Airport Business profitability in multiple airports. It has been a wonderful journey of discovery and innovation with GMR team's unstinted support always"*

**K S Krishnamurthy - VP, Airport BI & Product Development at GrayMatter**

*(Formerly, Airport Director, Airports Authority of India (AAI) & Head-Operations Coordination, Bangalore International Airport Limited (BIAL), Bangalore)*

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