Digital Insights

Make Self-Service BI a reality with TIBCO Spotfire®
Speaker - Jeroen G. Cornelissen

• Advising organizations on data for 10+ years
• Expert in digital strategies across sectors

Roles
✓ Management Consultant at Sopra Steria Consulting Benelux
✓ BI Manager at Brussels Airlines

“Data is the lifeblood of the digital world. Let’s get it in shape.”
Sopra Steria

- European Leader in Digital Transformation
- Top 5 in Europe
- Dedicated Consulting Brand

Bringing value with consulting, services and business solutions

Turnover 2016: €3.7bn
People: 40,000
Countries: 20+
Consultants: 2,000+

Countries:
- FRANCE: 17,000
- UNITED KINGDOM: 6,700
- OTHER EUROPE-MEA: 8,500
- OFFSHORE: 5,100

Countries: 20+
Brussels Airlines

- Founded in 2002
- Member of Star Alliance
- Part of Lufthansa group
- Strong Belgian brand

- 3400 Employees
- 49 Aircraft (Airbus, Avro...)
- 625K Passengers Monthly
- 70+ Destinations (Europe, Africa, America...)

A STAR ALLIANCE MEMBER
Brussels Airlines was struggling with legacy BI

ISSUES
• BI Reporting dependent on IT
• BI Solution delivery time too long
• Results not in line with business expectations
• Frustration from all stakeholders

CONSEQUENCES
• Shadow BI using Excel based solutions
• Many duplicate reports, different versions of the truth
• Many resources used for manual reporting
• Unmanageable crises in case of changes in IT landscape
Identified Digital Transformation Drivers

Capitalize on data assets to optimize the business

- provide **more flexibility** for business analysts
- obtain a **single version of the truth**
- foster **higher trust** in data
- **faster availability** of new reports
- benefit from **Agile BI approach**, enabled by a new generation of data tools
Agile BI approach: visualize, imagine and optimize

**Data Discovery**
- Insights to own data

**Proof of Value**
- Preliminary visualizations
- Co-design final solution

**Solution Design**
- Leverage expertise
- Business point of view
- Linked to priorities of business team
- Master Data ownership

**Industrialization**
- Limited investment
- Early issues detection (data quality, exceptions...)
- Business point of view
- Technical coaching
- Raw Data provisioning
- Technical Support
- Technical Maintenance
- High quality
- Fast development

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Optimal amount of child life vests on board

Typical Use Case
April 14th 2016 . . .
SN 3290 TLV – BRU . . .

21

15 + 6

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Proposed Solution

Increase to 21 lifejackets on board of all planes

Impact

$ 700g

1140 € x 6 = 6,800 €
100 € x 6 x 49 = 29,400 €

+ impact on cabin space

xxx * 1000 € (denied boarding)

+ reputation damage

Make Self-Service BI a reality - June 6th 2017
Data-driven assessment by Fuel Efficiency expert

270,000 flights
3 years of data

Very few flights
with 8 or more infants
Data-driven assessment by Fuel Efficiency expert

- No clear seasonality
- Only 28 flights with 12 infants or more.
- Very limited # of destinations
Data-driven assessment by Fuel Efficiency expert

Clear seasonality: Jewish Easter!

Only 18 flights with 14 infants or more.

Only Tel Aviv (Taba no longer in network)
Final Solution

- Maintain 15 seat belts on board
- Increase temporarily to 21 belts during the Easter holidays
- Keep a safety stock at Tel Aviv airport (Kanban principle)

Impact

36,000 € saved in 10 minutes of work
Optimal forecasting of belly carrier cargo capacity

Typical Use Case
Challenge: Prediction of cargo capacity

- Loss of perishable cargo
- Reputation damage

Unused cargo capacity

$
Prediction of cargo capacity

*Use of Self-service BI with Spotfire to design and optimize the model*

Forecast as of 13 days in front for capacity planners and sales executives

**Key parameters:**
- Passenger luggage prediction
- Passenger no-show prediction
- Passenger capacity (based on bookings and historic data)

**Result:**
*Unused capacity reduced by a factor of 3 since 2016*
Conclusion after 10 months

Fast adoption of Spotfire
- Growing base of **190 Users**, amongst them 24 Analysts
- Several dashboards **used widely by top management**
- **Enthusiastic feedback** from most users
- **No major issues** during deployment and day-to-day use

Snowball effect
- Fast demonstration of **report value**
- Fast and better **knowledge of data**
- Better **control & security** of data broadcast
- Many **new requests** for data integration in DWH
- **Confidence** in new large data projects

15% of staff behind the scenes use Spotfire
Future: streaming analytics using live data

REAL-TIME TO THE RIGHT PEOPLE

Communication Hub

Self Servicing

Social Data

CRM

Orders PNRs

Passenger Service System

Refund

OPERATIONS DATALAKE

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Questions?