



Tridant helps Spirit of Tasmania continue to deliver on their customer promise by transforming their data into valuable business intelligence.

The Challenge

To create a culture of self service business intelligence with accurate, timely and relevant information, where the business can make fact based decisions from automated and governed data sources.

- **Centralised Storage of Key Data Assets.** As an already large and growing organisation, Spirit of Tasmania needed an enterprise-level data storage and management solution. The ability to provide a secure and effective single point of storage for key assets was seen as an important factor in the company's continued ability to execute on its customer first focus.
- **Turning data into intelligence.** Delivering on brand promise and customer experience is central to Spirit of Tasmania's success. Therefore, a strategic business intelligence solution delivering a sophisticated analytics platform that would enable the company to gather and action insights was a key requirement.
- **Data Governance.** A single view of the customer with easy access to data descriptions, definitions and business rules was required in order to provide users confidence in the data they were basing their decision making on.
- **Self Service.** Removing the reliance on IT, placing data directly into the hands of the business user and enabling them with the necessary skills and confidence to use that data effectively was seen as central to creating a culture of self-service.
- **Partnership based approach.** The focus was on selecting a vendor that not only had the right expertise but that would work in close partnership with Spirit of Tasmania to ensure project success.

6 Point Solution

Recognising that they could not address these issues in house, Spirit of Tasmania appointed Tridant to design and deliver a robust and scalable data warehouse and business intelligence platform.

In order to address the key business points and help Spirit of Tasmania realise real business benefits from their investment as quickly as possible, Tridant's solution focused on 6 key areas.



Strategic Analytics Roadmap. A critical foundation stone for the project's entire success, the two-year strategic roadmap created for Spirit of Tasmania was the result of extensive and detailed business and user conversations addressing the company's future facing needs from both a system architecture and software requirement perspective.



Bookings Datamart. Codenamed 'Project DNA', the effective capture and analysis of booking data is a fundamental and critical component of Spirit of Tasmania's operations, enabling the business to easily analyse volumes and values relating to bookings, freight, accounts and yield.



Freight Analytics. A high performing in memory IBM TM1 cube provides self service capability, giving users the ability to report on current and historical data for operational reporting and ad-hoc analysis.



Finance Datamart. Staging and transforming data from Sun Financials into groupings of information has made the collection and analysis of financial data easier, while at the same time empowering users with self-service capability.



Data Governance. A process for capturing and agreeing terms and rules for each and every data item now links all of Spirit of Tasmania's key data assets, ensuring that users can view the detail behind the data and feel confident that the decisions they are taking are based on sound insight.



Dash-boarding and Self Service Analytics. IBM Cognos Analytics provide business users direct access to business critical information from anywhere. Delivering gold standard, trusted dashboards for on the pulse views of the business, or self service analytics for further discovery, IBM Cognos Analytics has become Spirit of Tasmania's entry point for all analytic user requirements.

Key Outcomes

“The transformation of data, particularly financial data into business intelligence information, enables an organisation to grow, develop and become more profitable - reducing costs, improving income and alleviating wastage of time and effort”.

- Miranda Foster, Commercial Manager, Spirit of Tasmania

- A single source of truth information hub has not only structured Spirit of Tasmania’s data in a way that is meaningful to the business, it has also centralised business rules ensuring that users have total confidence in the accuracy of the data they are basing their analysis on.
- The enterprise analytics platform has put data at users fingertips and enabled Spirit of Tasmania to turn that data into real and actionable intelligence and continue to deliver on their customer promise.
- The introduction of IBM Cognos Analytics has created a culture of self-service with users taking control of their data with confidence in both the process and outcomes.
- The creation of a data dictionary outlining all data elements and associated business rules has removed the mystery behind the data.
- A report glossary supporting all reporting assets detailing data source systems, report owners, business rules and known issues has provided Spirit of Tasmania with a high calibre of reporting known as ‘gold standard’.

“The skills and knowledge transfer provided by the Tridant team have been invaluable to Spirit of Tasmania and assisted us in moving further along the data curve and allowing us to produce better insights into our business out of the systems that Tridant have built for us”

Miranda Foster
Commercial Manager
Spirit of Tasmania

About Tridant

Tridant is a specialist Information Technology firm focused on providing technology consulting services and the design and implementation of technology solutions optimised for planning, reporting & analytics, customer experience serving Public, Private and Government organisations throughout Australia and Singapore.

We help our customers leverage their data assets to improve profitability, increase revenue, reduce risk and make their businesses more responsive to customer expectations and market dynamics.

Our solutions are tightly integrated with key business processes and source systems, which help our customers to make the most of their investments in data, technology and people.

To learn more about Tridant please visit www.tridant.com.au or contact us on 1300 737 141



TRIDANT
data driving decision making