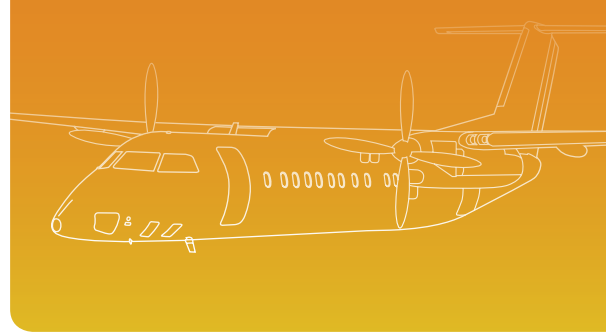


EIS and Reporting give Wings to InterSky's Business



INDUSTRY

- Air transportation/travel

SOLUTION

- Uniform information system and data warehouse

COMPANY / COUNTRY

- InterSky Luftfahrt GmbH / Austria

INFORMATION REQUIREMENT

- Purposeful, current and detailed sales data
- Multilayered, individual and meaningful reports
- Qualitatively better information for analysis and competitor information

SOFTWARE / SOURCE SYSTEMS

- arcplan Enterprise
- Microsoft SQL Server 2000
- Microsoft Analysis Services
- For flight reservations: RADIXX
- Webcontent / Pricfinder
- Next steps: Flight database

USERS

- 15 Employees

BENEFITS

- Improved ability to change pricing, scheduling, etc. to optimize revenue day to day
- Reduced cost of generating and sharing actionable information throughout the enterprise
- Improved ability to understand seasonal trends by route, type of traveler, etc.
- Creation of a more empowered work organization

InterSky Luftfahrt GmbH, based in Bregenz at Lake Constance (Austria), was first established as an airline in March 2002. The enterprise competes as a regional low-fare airline for the busy Lake Constance region. The company's four 50-seat aircraft provide service to and from destinations in Germany (Berlin, Hamburg, Cologne, Dresden), the Netherlands (Rotterdam) and Austria (Vienna, Graz) as well as the holiday locations Elba, Nice, Naples, Sardinia, and Zadar from its home base, which is presently Friedrichshafen. In addition, InterSky flies routes to Berlin-Graz as well as to Zurich and Munich. In 2008, the airline transported more than 210,000 passengers and the 100 InterSky employees realized a sales volume of 29 million Euros.

InterSky has identified three important criteria for successful growth, which must be managed using an intelligent EIS:

- Increase the volume of business travelers to whom the flexible dates and time frames are important. Business travelers help provide a steady flow of customers,
- Capture market share for tourists traveling to the Lake Constance region,
- Assure that revenue per seat is optimized, and
- Minimize the number of unsold seats, fully utilizing the planes' capacity.

In order to optimize routes, schedules, fares and cost of offering services and meet the stated objectives, InterSky created an EIS based on arcplan enterprise, the Business Intelligence software of arcplan, which makes it possible to create hierarchical reports and evaluate up-to-date, reliable data. Employee decision makers at headquarters and in the field can easily access required data over the web, create personalized ways to view it, drill into it to obtain details, and share it with others.

Consistent solution and precise information required

For many years InterSky used IT-supported analyses to view turnover figures, distribution channels or marketing information based on MS-Excel. The company created an online reservation system called "RADIXX," where all reservations and invoices were displayed. Additionally, applications had been developed in-house to supplement packaged applications that were implemented for accounting and for monitoring air traffic. The drawback, however, was that the company's ability to use the data in its many systems was stymied by the fact that the data sources were dispersed and it was difficult to access it. Management was only making decisions based on partial information, and in the competitive regional airline market, this was intolerable.

"Using a data warehouse and Executive Information System (EIS) with arcplan, we obtain information quickly, more accurately and gain valuable insight about our business management and key financial data. We can make better decisions based on validated data. Additionally, we are now able to access different corporate data centrally. We have drastically decreased the time it takes to execute many processes and steps in our airline operation since the introduction of the new solution."

Claus Bernatzik, Managing Director of InterSky



In 2007, management vowed to build an extensively automated EIS and Reporting System based on a data warehouse which would be able to support its current operation and enable it to expand, which was a critical success factor. The new system had to offer a uniform, solid database and an analytical application which the employees could directly, at any arbitrary place, access over the web with a clearly structured data model. It would perform analyses and evaluations quickly, accurately, and based on reliable data. After an intensive comparison of different solutions the airline decided in favor of arcplan enterprise in conjunction with the Microsoft SQL server and analysis services (OLAP). The superior flexibility of the arcplan BI application for the preparation of reports as well as the comparatively low acquisition, maintenance and support costs were deciding factors for this choice.

Accessing all relevant data

The new EIS application has direct access to the data Warehouse of SQL Server 2000 and the OLAP component Analysis Services. The operative data are loaded into the data Warehouse using an interface from RADIXX and the Internet, from which competitor data are obtained. Requirements for the reports and the application were defined in July 2007, and by August 2007 employees were already up and running with the first reports. This project was possible by the very close collaboration of arcplan-Partner actinium Consulting GmbH with the users in each phase of the project.

Decision-critical KPI at sight

Today, 15 employees use the EIS and reporting application called "Trend Climbing." It provides the following essential information:

- Revenue analysis for various criteria (route, time of day, reservation source, etc.)
- Analysis of the numbers of passengers on air route for different time periods and rotations
- Key financial data overview (daily)
- Forecast of air route for various time periods
- Competitor pricing analyses for air routes (daily)

About arcplan

arcplan is an established independent business intelligence solution provider delivering timely, contextual and actionable information that empowers businesses to improve business performance while leveraging existing infrastructure. Since 1993, arcplan has enabled more than 2,800 customers worldwide to achieve organizational efficiency through the powerful combination of information and analysis proving beneficial to the bottom line.

www.arcplan.com

Managers also benefit from the user-friendliness of the solution. Instead of placing Excel spreadsheets or other manually-created data sets beside each other to compare numbers, the sales managers can click through the data to view sales volume or numbers of passengers, and then utilize a drill down function to see details systematically. This drill-down capacity is particularly helpful to analyze a problem related to key financial data. The new application provides true business intelligence, and makes it possible for the company to view current data, open analyses and to compare daily sales volume as the airline passenger numbers develop. It is also possible to view reports across different departments. The marketing department, for example, can increase the effectiveness of marketing programs and promotions for the company by evaluating sales and marketing activities.

Rapid information, lower costs

In the business of a low-fare airline, decision-makers need up-to-date, accurate and accessible data in order to quickly react to changing situations. Next to the business management reports, permanent market observation of the competitors is important.

The new solution has also reduced overall company costs. The simplicity of the application has allowed the airline to cut the time required to make reports by 50%. In addition, employees are relieved of the time-consuming activity of dispatching reports since the report users can now access reports over the web.

