

## Case Study

# Data warehousing system for a logistics regulatory body

*How a logistics major achieved easier monitoring of vessels and increased its market share*



### **Business Challenge**

The customer, the sole regulatory body for ports and maritime affairs of a leading republic in the Asia Pacific, protects the maritime and ports interests of the republic in the international arena by regulating and licensing port and marine services and facilities. It also manages vessel traffic in the port, ensures navigational safety and port/maritime security, and a clean marine environment.

In the wake of increasing vessel traffic through the port and booming number of users, the customer required a system that would provide an integrated framework in which end-users could perform online queries, prepare ad hoc reports and analyze data with user-friendly tools.

### **Mahindra Satyam Role**

Mahindra Satyam identified Data Warehouse (DW) as a potential and essential tool for high-level analysis and planning, and for faster and easier information management. The role involved developing a data warehouse (DW) application that has the capability of comparative or variance analysis, trend analysis, slice and dice, ranking, drill down, visualization on table, alerts and job scheduling etc.

### **Business Benefits**

- Helped the customer promote the nation as an important hub port and an International maritime centre
- Facilitated easier monitoring of the increased vessel movement through the port
- Enabled better understanding of customer behavior and customer profiles
- Helped customer increase its market share and understand competition better

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