

Austrian Airlines Group, Vienna



“The Cognos tools are helping us to convert the potential we have identified in many areas into tangible competitive advantage.”

Rainer Pichler, CIO, Austrian Airlines Group



“Fly with a smile” is the slogan of the Austrian Airlines Group, encompassing a wide and attractive range of scheduled, cargo, and charter services. Outstanding quality and punctuality, an excellent price/performance ratio, an extensive network of connections via the central hub in Vienna, customized options, all with that special Austrian touch, are just some of the features that set this group apart from its competitors.

In partnership with other members of the Star Alliance, a network of the world’s largest and most successful airlines, the Austrian Airlines Group offers its customers connections to more than 750 cities in 150 countries.

Challenges faced

Austrian Airlines has been using Cognos BI solutions in its sales operations for several years. This implementation prompted company-wide improvements to meet demanding requirements in terms of time and cost management, resulting in savings (time and cost) and optimal support for employees.

A new project was recently launched with the objective of creating a standard database to form the foundations of a homogeneous and comprehensive information system throughout the entire Austrian Airlines Group.

Strategy followed

A design project including an in-depth evaluation phase was carried out before the project started, involving input from many departments as well as central IT. The integrated solution from Cognos came out on top. Its attractive return on investment (ROI), scope of functions, and ability to use existing know-how were the deciding factors. The green light was also given to implement a company-wide data warehouse.

In September 2002, the Austrian Airlines Group decided to significantly expand its installed Cognos BI base. High user acceptance of existing Cognos solutions was

Sector:

- Airline

Country:

- Austria

Information requirement:

- Standard, comprehensive information system for the entire Austrian Airlines Group, company-wide data warehouse.

Platform:

- Microsoft Windows

Users:

- 2,500

Solution:

- Cognos BI
- Business Intelligence Competence Centre (BICC)

Benefits:

- Consolidated, rapid provision of information
- One version of the truth
- Significant time savings in data entry.

an important factor in the decision to create a company-wide integrated analysis solution with a user-friendly interface. In addition, the unbeatable functionality of the Cognos solutions and clearly demonstrated technical superiority made competing offers pales in comparison.

Products from other BI suppliers are now gradually being replaced to create a homogeneous infrastructure. At the same time, the company has decided to use Cognos tools to create a modern business intelligence platform to be rolled out to other business areas within the Austrian Airlines Group. The Cognos reporting solution has been selected for new projects. The company also plans to use this solution to analyze SAP/BW data. Cognos has, therefore, become the group’s worldwide strategic business intelligence partner.



THE NEXT LEVEL OF PERFORMANCE™

Benefits realized

Successful companies have one thing in common: they are more productive and achieve lasting competitive advantages through their employees' ability to make better decisions. To achieve this level of performance, the Austrian Airlines Group uses an ongoing process to constantly monitor its coordinated goals, strategies and measures, involving all employees and ensuring their active participation.

All of which demonstrates how Cognos solutions can help to optimize a company's performance throughout the entire value chain. A continuous cycle of planning, analyzing, and monitoring actions is carried out to steer company processes and achieve outstanding performance management.

The next step is to harmonize other areas of Austrian Airlines with the Cognos implementation in its sales division, resulting in a significant extension in terms of both content and users.

As a result of the extremely positive experience internationally in its sales operations, Cognos solutions are now being used centrally. "We are using the Cognos tools to convert the great potential we have identified in many areas into tangible competitive advantage," stated Mr. Rainer Pichler, Vice President IT Services Austrian Airlines Group.

The many BI projects planned over the next few years will result in the creation of a group-wide data warehouse and reporting environment. The objective is to make qualitative information available to all users, any time, anywhere, and from any device. Following on from this, access to Cognos technologies will be extended beyond the group's employees to partners and customers.

Business intelligence is no new topic. However, the fast pace of technological progress over the last few years has enabled more effective use of existing tools. In addition to high-quality information, rapid availability is crucial.

The establishment of a Business Intelligence Competence Centre has created a central organizational unit within the Austrian Airlines Group, coordinating the requirements and needs of different areas and identifying potential synergies. What's more, the strategic BI tools from Cognos are making a significant contribution towards integrating and preparing corporate data in the group's single-source data warehouse

Cognos Austria GmbH,
Favoritenstraße 7, A-1040 Vienna
Tel. +43-1-503 23 38-0, Fax +43-1503 23 38-5605,
austria@cognos.com
www.cognos.com/at

