



Manchester Airports Group plc
Manchester, England
www.manchesterairport.co.uk

Industry:

Travel & Transportation

Annual Revenue:

US\$593 million

Employees:

2,700

Oracle Products & Services:

Oracle Business Intelligence
Suite Enterprise Edition

“Oracle Business Intelligence Enterprise Edition has replaced a labor-intensive reporting process that provided limited data to a restricted user base by 11 a.m. on weekdays only with a process that delivers accurate, contextually appropriate, interactive intelligence to hundreds of users by 7 a.m., seven days a week.” – Martin Bell, Business Intelligence Analyst, Manchester Airports Group plc

Manchester Airports Group Turns Live Data into User-Centric Intelligence and Saves 60 Hours Per Week

Manchester Airports Group plc (MAG) is the largest British-owned airport operator. Each year 29 million passengers travel through its four airport—Manchester, East Midlands, Bournemouth, and Humberside—which between them serve 200 airlines offering flights to 345 destinations.

Challenges

- Maximize operational efficiency and profitability of aviation services, retail outlets, car parking, transport, airport advertising, and passenger facilities at MAG’s four airports
- Exceed customer expectations at all touch points to make MAG airports the first choice in a competitive business

Solution

- Replaced legacy reporting systems, which relied heavily on IT team input and were restricted to key users, with Oracle Business Intelligence Suite Enterprise Edition to create a real-time, interactive, self-service intelligence tool for all decision makers
- Uploaded statistics on terminal traffic, runway movements, bags handled, and flight delays from 25 heterogeneous operational and passenger systems into Oracle data warehouse
- Tracked results of MAG’s frequent passenger surveys on parking, transport, check-in, shops, flight punctuality, etc.
- Used data modeling tools to provide a single integrated view
- Ran 15 pre-defined, top-level bulletins each night to update performance of airports against operational and customer service key performance indicators over the previous 24 hours
- Delivered updated daily reports to hundreds of managers and analysts as desktop dashboards, by 7 a.m., seven days a week
- Provided decision makers with timely, personalized insights, enabling them to track trends and make fact-based decisions
- Gave analysts drill-down and slice-and-dice functionality into performance metrics, enabling them to identify highly granular intelligence for enterprise reporting and strategy planning
- Saved 60 hours each week by automating data extraction and report generation and distribution, while building a performance management blueprint for rollout to financial and human resource functions