



Moby s.p.a.
Milan, Italy
www.moby.it

Industry:

Travel & Transportation

Annual Revenue:

US\$373 million

Employees:

1,000

Oracle Products & Services:

Oracle Business Intelligence Suite
Enterprise Edition
Hyperion Essbase
Hyperion Web Analysis
Hyperion Financial Reporting
Hyperion Interactive Reporting

Oracle Partner:



Iconconsulting
www.iconconsulting.biz

“Moby users perceive the increase in efficiency. It is no longer static analyses that guide the business, but dynamism and data crossovers, with no need to wait for report generation.”

Michele Mangiatordi, Information Systems Manager, Moby s.p.a.

Moby s.p.a. Dynamically Supports Passenger Transport Business Policies in Near Real Time

Moby s.p.a. is Italy's leading ferry company, serving the islands in the northern Tyrrhenian Sea. Moby also owns Italy's largest fleet of tugboats and manages towing in all Sardinia ports.

Challenges

- Support marketing management with intra-day analysis of reservations in relation to applied rates
- Enhance relationships with booking agencies across the country
- Improve the ability to monitor trip profitability
- Enable future use of simulation to analyze potential changes in routes and fares

Solution

- Deployed Oracle's Hyperion solutions and Oracle Business Intelligence Suite to help the company improve its ability to analyze critical route and fare data to enhance efficiency and profitability
- Gained the ability to effectively manage pricing policies in order to issue discounted rates related to selected destinations where competition is strong or demand is low
- Controlled profitability in a detailed, timely manner
- Enabled historic analysis of bookings to be able to compare bookings in different years and determine pricing policies in advance
- Monitored and analyzed companywide profitability, in addition to routing, ship and individual-travel data, enabling Moby to understand which routes are more profitable
- Examined bookings and assessed changes in pricing policy in the marketing network and across agencies, enabling more services to be sold onboard
- Allowed Moby to monitor bookings on the basis of dynamic rates, increasing profitability and efficiency by issuing discounted rates only when needed