

Case Study

Business Intelligence & Augmented Analytics

Augmented Analytics for a leading Construction & Infrastructure Development Company in India



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Client

Founded in 1982 as a construction company, client has successfully positioned itself amongst the top 10 construction & infrastructure management companies in India. Client has to its credit many prestigious projects in the Industrial, Power, Institutional & Infrastructure sectors across India.

They are one of the few construction groups certified under ISO 9001:2000 quality management system, having a turnover of above USD 225 Mn in the fiscal year 2007-08. The Company's major projects are highways, power projects, urban and rural infrastructure, airports, ports, railway terminals etc. Some of the renowned clients are reputed business houses like Wipro, Welspun, Indian Steel Corporation, Maruti Udyog, Raheja Group, Prestige Group, Mantri Group, Videocon and Asian Paints.

The Company's total employee strength is around 2200 consisting of 18% of Project Management Staff and 10% Managers, located across more than 50 sites and locations.

The Objective

With the Company's well equipped offices at strategic locations spread across various metros of India and multiple project sites located across India, integrated reporting with analytical intelligence should be adopted to get an insight into the day to day operational and tactical management.

The company has developed an in house ERP for construction industry with inbuilt reporting capabilities. The traditional reporting built in to ERP was inflexible, non-interactive and tightly coupled with data structures of the ERP. Managerial reporting and ad hoc reporting needed development by IT staff and due to overburden on the IT staff, reporting would get delayed, affecting the decision-making process. To gain additional efficiency from operations and tactical managers, and to lower overall operational cost, the management decided to evaluate various Business intelligence tools available in the market.

To address these analytical needs, the company wanted to have a business intelligence solution that was built on an industry standard architecture, interoperable with their existing platforms (Unix, Linux, Windows, Oracle RDBMS, other small database and spreadsheets), can be rolled out to all offices and project sites in minimal time, can be hosted through their centralized IT infrastructure at their corporate office, and a solution which is

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simple to use for all its managers and users. Offices and Project sites were spread across India, so time to roll out, time required for training, and access rights at various levels (even at dimension value level) were some of the most important aspects of the evaluation.

The Solution

Smarten was chosen as client's enterprise BI solution following a rigorous technical & functional evaluation and a comprehensive Proof of Concept exercise by Client's highly experienced IT team.

Smarten has been integrated with the Oracle based ERP solution to meet the Data Mining & Analysis needs of users across all company offices and site offices, with some of them located in very remote rural areas.

Technical training and self-serve data preparation was given to IT executives and some power users, and this few hours of training worked as a self starter package for this key team formed at the client site. Majority of the implementation and deployment tasks were performed by client staff on their own.

End user training sessions were designed, and class room as well as work shop training was delivered to more than 50 users across various departments like Assets, HR, Project Management, QA & ISO, and Accounts.

Smarten was deployed on the organization's IBM's AIX server v5.3 -64 bit OS and ETL was performed by Smarten's self-serve data preparation module after connecting to Oracle based ERP system.

The simple and practical deployment process and very short training requirement for end users has allowed the IT team to take control of the implementation phase and roll out Smarten across various locations in India in less than 8 weeks time. Leveraging their own resources for deployment on production environment, client has succeeded in reducing the Total Cost of Ownership significantly. Key business intelligence objects in the first phase of deployment includes:

Accounts and Finance

- All Expenses based on percent of total Income
- Account Head / Group head wise ranking of items consumed
- Yearly cumulative asset accumulation
- Yearly Growth Rate

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Procurement

- Ranking based on procurement price for each Item

Inventory and Logistics

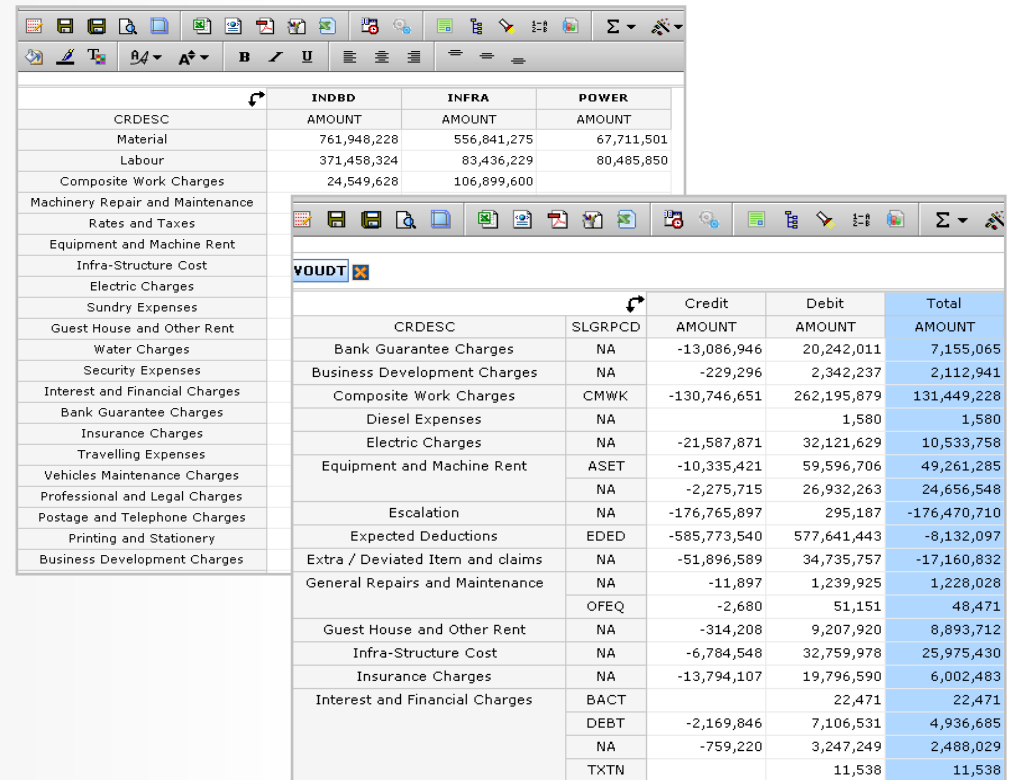
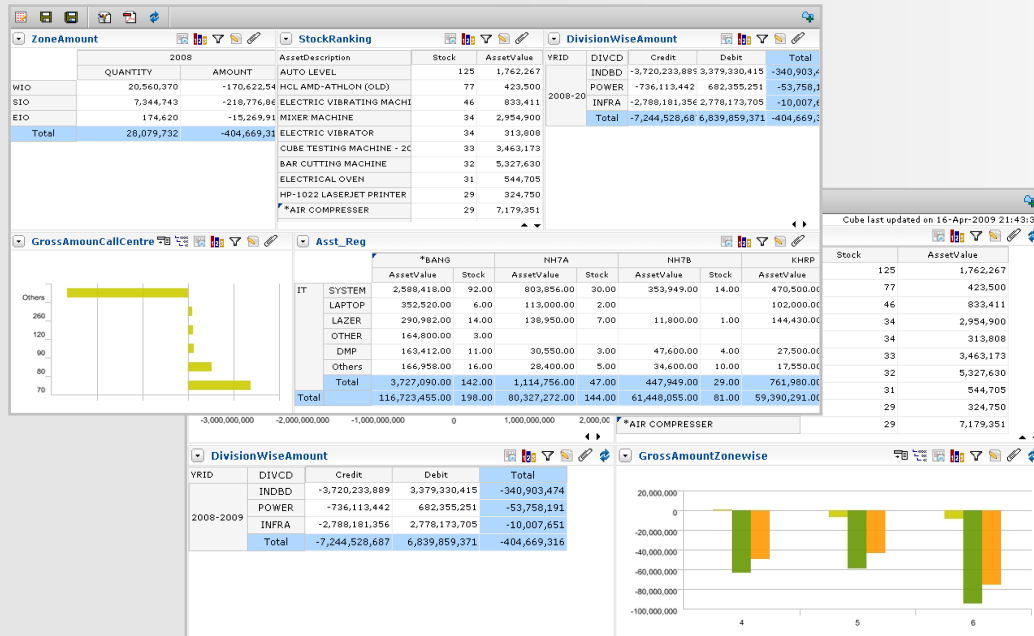
- Item wise consumption
- Stock value analysis

Human Resource

- Trained Employees Vs Employee need training

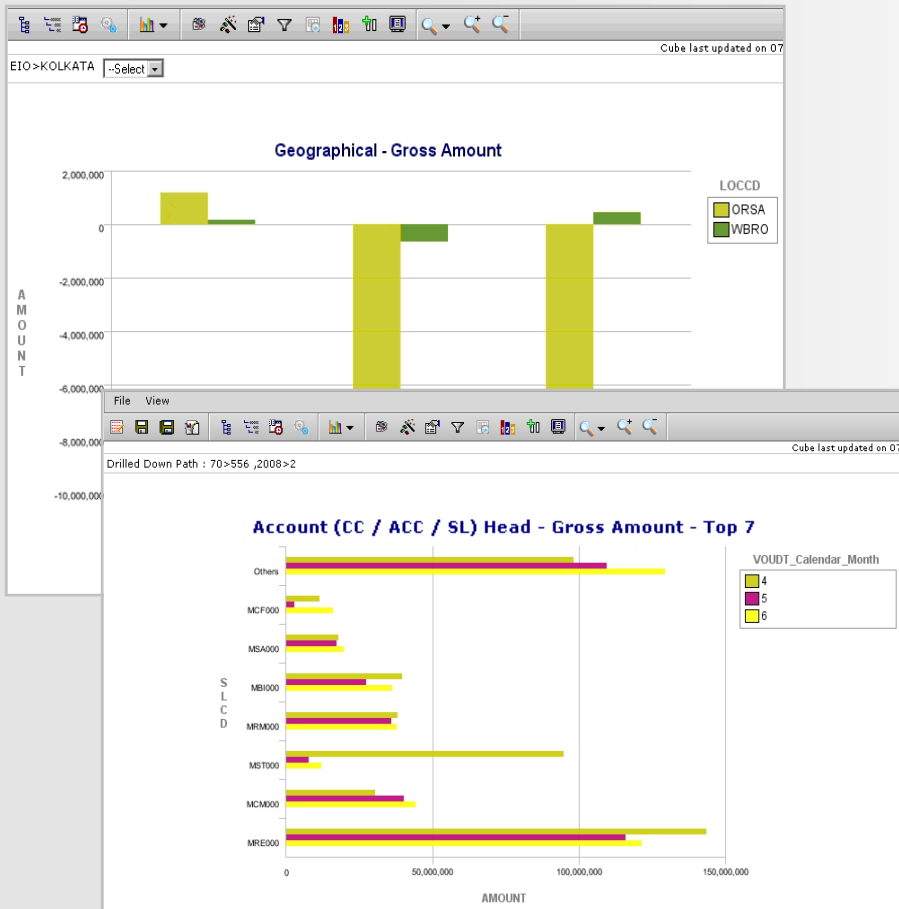
Quality Assurance

- Work done Vs Cost of Quality



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The Smarten Team Role

Smarten team and functional consultants provided consultancy and training to IT staff, power users and other end users, keeping in mind the needs of the company.

Dedicated consultancy, training and support services were provided to the client for:

- Technical training
- Business Analyst training
- End user training
- Deployment
- User Acceptance

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Conclusion

Being a growth oriented business, the focus was to get the best possible ROI from Client's existing and future IT systems and roll out the system with appropriate access rights at locations across India in minimal possible time.

Smarten's primary value propositions – Simple to use, Practical to deploy, and Affordable to all, contributed to the success of the project.

- Rapid implement of Proof of Concept was done in a week while the system was up and running and available to all users within eight weeks.
- Simplicity with easy to use, intuitive interface, reduces training needs and ensures more user take up
- Enterprise architecture with zero foot print browser interface ensures rapid roll out across locations to large number of users
- Low cost of acquisition, Short rollout time, less training needs, adds to lower TCO

Smarten Business Intelligence and Augmented Analytics platform helped users to understand operational performance, improve quality of data and reports, reduce time for generating reports, and provided intuitive, self serve analytical environment to develop insights for corporate data and performance. Smarten has been a perfect fit for this construction & infrastructure development company, optimizing their existing ERP and converting the information requirement challenge into a competitive advantage in unbelievable cost and time.

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SMTNR1015CS – CaseStudy – Augmented Analytics for a leading Construction & Infrastructure Development Company in India – Version1.0 – Published 2023

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