

Case Study

Business Intelligence & Augmented Analytics

Augmented Analytics for a leading Construction and Infrastructure Development Company
in Saudi Arabia



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Client

Client is a Saudi Arabia based company established in 1976, offering a wide range of services across multiple locations. The Company started with construction of various private and government facilities such as residential and commercial buildings, roads and other infrastructure for the development of the Kingdom of Saudi Arabia.

With a pool of highly qualified professional managers, engineers and staff applying the latest technologies in business management and engineering techniques, the company provides its clients with a wide range of services. Services offered by the company include:

- ❖ General Contracting for building Roads, Bridges and Dams
- ❖ Water Treatment Plants
- ❖ Water Distribution Networks
- ❖ Sewage Treatment Plants and Sewage Networks
- ❖ Industrial Electrical Works
- ❖ Industrial Mechanical Works
- ❖ Operations and Maintenance Works
- ❖ Poultry Farms

- ❖ Plantations
- ❖ Electronics and Telecommunications Works

The Company eventually expanded into more diversified Group of Companies. Each one has proven to be successful in its respective area of services by not only being able to cope up with increasing demands, but also by maintaining the highest standards of services to their clients.

The company's employee strength is around 2500, consisting of Management, Technical staff, Admin, Support and Other personnel.

The Objective

The Client is using an Oracle Based ERP to manage their business. Transaction and Operational data is distributed across functional departments like HR, Finance, Accounting, Purchase and Subcontracting. With more than 35 reports running across a huge volume of approximately 6 million records, it is becoming increasingly difficult to cope up with new reporting requirements, and answer 'Why' and 'What' of the MIS needs without any Ad-hoc reporting tool or centralised repository of data.

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Being in an industry where cash flow management is very important and analyses such as debtor analysis, ageing analysis and cash flow projections were real challenges for the client, reporting capabilities within the existing ERP system were not able to cope up with volumes and various permutations and combinations required for such MIS.

Likewise, for the purchase department that handles about 50,000 items and SKUs, and tracking vendors, price trends, and stock levels was very important. For HR department, tracking performance and maintaining statutory compliance for contracted as well as permanent employees from various nationalities with total strength of 2500 plus employees were the major challenges for their IT department.

Within this environment and faced with these challenges, the IT department was finding it difficult to cope up with ever increasing need for more analysis, reporting and presentations of the users. Maintaining reasonable response and turnaround time of each new request as well as regular MIS reports from various departments were taking tremendous resources and time, which in turn was affecting decision making process and swiftness of the whole company.

To meet these challenges and improve performance across all departments, an enterprise scale Business Intelligence solution that is 100% browser based and has shorter implementation and training cycle was required.

The Solution

A comprehensive evaluation of various BI offerings in the market was carried out by the client IT department. Smarten was chosen after a stringent evaluation and Proof of Concept.

Smarten was chosen because it offers the fastest response and turnaround time of the Proof of Concept pilot, its simple to use interface, interoperability with various data sources, and very short implementation and training cycle. Also, being 100% browser based, it offered unique advantage of rolling out Smarten to various users across locations without any additional implementation efforts.

Smarten has been deployed on 64-bit Windows server, and integrated with Oracle 9i based ERP solution to provide Simple yet Powerful, Web rich (100% browser based) BI experience to users across all departments.

Smarten implementation team delivered comprehensive technical and end user training to key IT personnel via remote interactive sessions as well as onsite training. After training, the implementation team worked closely with IT department team members to build a central data warehouse and various BI

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objects such as Dashboards, OLAP Analysis, Interactive Graphs and Reports for all departments.

The first phase of the implementation fulfilled core requirements of all departments, and was rolled out to users across departments in about 10 weeks.

Technology & Platform

- Server : Intel based
- O.S. : Windows
- ERP : Oracle based ERP
- Backend(Database) : Oracle

Key business intelligence objects implemented in the first phase of deployment include:

Financial Reports (Overall/Branch Wise)

- Profitability Analysis
- Income Statement Analysis
- Balance Sheet Analysis

- Funds/Cash Flow Analysis
- LC, BG and Bank Facilities Monitoring

Project Management

- Project Health Analysis
- Resource Monitoring
- Resource Utilization
- Resource Performance
- Project Status Summary
- Project wise Accounts Receivable Monitoring

Human Capital Management (HCM)

- Human Resource Pools Analysis based on Demographic profiles
- Human Resource Pools Analysis based on Nationality
- Human Performance and Reward analysis

Inventory Management

- Item wise expenditure Analysis
- Vendor wise Price Variance Analysis

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Vendor Management

- Delivery Performance Analysis

Smarten Team Role

Keeping in mind the needs and business functions of the client, Smarten team provided dedicated consultancy and support services to the client for:

- Installation & Connectivity with Data Sources
- Designing Consolidated Data Warehouse
- BI Concepts and Best Practices Sessions
- Technical training
- Administration training
- Business Analyst training
- End user training

Conclusion

The Smarten team successfully implemented the Business Intelligence with augmented analytics and traditional and modern BI components in one platform. It addressed all needs of the client. Smarten team defined and implemented effective KPIs suited to client's business functions and monitored

their performance using various BI tools incorporated in Smarten Suite. This helped client teams answer critical business questions and derive desired information within a specified timeframe.

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

In addition:

- Rapid implementation of Proof of Concept was done and made available to all users.
- The simple, easy to use, intuitive interface reduced training needs and ensured more user acceptance.
- Smarten ensured that users at various levels could create reports and analytics on their own, without any programmer or developer support.
- Enterprise architecture with zero foot print browser interface ensured rapid roll out across various divisions to large number of users.
- Compatibility with all popular Smart Phones and Tablets made the solution available at their fingertips.
- Low cost of acquisition, Short rollout time, less training needs, added to lower TCO.

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Smarten has been a perfect fit for this client, optimizing the value of their existing ERP application and converting their information requirement challenge into a huge competitive advantage at an unbelievable cost and time.

The success of this project provides a perfect example of how Smarten's superior architecture, simplicity of use and short implementation cycle helps leverage value of customers' existing IT investments and offers the best TCO to customers.

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Contact Us

Elegant MicroWeb Technologies Pvt. Ltd.

A-305, Shapath - IV, Opp. Karnavati Club,
SG Highway, Ahmedabad-380051 India
Email: contact@Smarten.com
URL: www.Smarten.com

Sales & Partnership:

For sales, licensing and partnership related inquiries,
please send email to sales@Smarten.com

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