

BUSINESS *CASE*

Turning a worse case scenario into a roadmap to the future!



Inside Topics:

- *The Client: DHL Global Aviation BI Department*
- *Request & Problem Definition*
- *Solution Proposal*
- *Comments Of A Business Owner*
- *Case Facts*



CLIENT: DHL GLOBAL AVIATION BI DEPARTMENT

Based on Zaventem airport Brussels, Belgium, the DHL Global Aviation BI Department is responsible for the tactical and strategic information production cycles of one of the largest air fleets in the world.

With over a 1.000 airplanes DHL, part of Deutsche Post Worldnet, carries the heavy burden of keeping DHL's management board up-to-speed.

Working three global regions a flawless and reliable data streaming process capable of handling a vast quantity of data sources is mandatory. With only a three hour split window to finalize these processes there is zero to none room for error....



REQUEST & PROBLEM DEFINITION

DHL Global Aviation BI Department requested Redline Development for a second opinion regarding a third party developed, highly critical ETL-process. The original project seriously ran out of planning - a 24 months running time - at that moment.

In addition to that quite some serious question marks regarding the provided functionality existed. The ETL-process was hardly ever completed due to existing bugs and errors. The user community of over three hundred users, lost its confidence in the readiness and usability of the produced information.

And still, even if the ETL-process itself would have ran, the delivery of highly important business requirements like: an graphical ETL-process monitor, an integrated Business Rules Manager and/or an impact and dependency analyzer would have been at least insecure. Not to mention the required "Executive Dashboard"!

SOLUTION PROPOSAL

An in-depth reverse engineering procedure was conducted in order to get a clear and thorough picture of the actual development situation of the ETL-application. Based on adequate in-house knowledge and experience of the IBM DataStage environment, the results of the reverse engineering procedure for DHL contained a dark scenario. The ongoing change in project member assignment, inefficient coding and a lack of documentation, left their skin marks on the to DHL provided solution.

After careful assessment of the reversed engineering results Redline suggested an alternative, two step approach using Redline's Symbiont™ Solution Framework. Being convinced that the overall DHL business requirements (flexibility, maintainability, high performance, reliable data quality and a build-in Business Rules manager) were best served this way, Redline offered DHL a "Proof-Of-Concept".

The first step was "Quick & Dirty"; solving the most critical blockers from the old system enabling the business to proceed. During the second phase additional requirements were described and implemented in a new and future ready solution. After DHL acceptance, the Redline consultants, exercising a normal project setting, completed the job in less than three months.

COMMENTS OF A BUSINESS OWNER

“The project approach proposed by Redline was a refreshing eye-opener to me. Their consultants quickly anticipated the existing situation and helped us to “Quick & Dirty” serve our user community with better quality information. But that’s not all.

During the second step of the Redline approach, Symbiont helped us to create the best business solution possible. It’s fast, flexible, easy to maintain and use. The ETL-processes are defined using the “Drag & Drop”-functionality of the Designer and the execution can be monitored using a “state-of-the-art”, web based Monitor. Where other tools leave you in the dark, Symbiont offers full graphic process control and believe me, that is a truly comfortable feeling!

As a matter of fact, nowadays we monitor the entire procedure in a passive way; if something happens, the build-in early warning mechanism of Symbiont sends out a distress signal by SMS or email specifying cause and origin of the occurring problem. Basically the Redline solution has taken away our immediate dependency on third party consultants. In addition to that we need less Cognos reporting cubes because of a substantially better organized data warehouse and data mart structures around the solution; also the work of Redline.

The actual situation? Our department maintains the solution in the first line, overall data quality has improved significantly, the user community is satisfied and growing substantially. And even though the size of the data collection itself has multiplied, our processing time decreased by over two hundred percent! Symbiont allows us to create, modify and control “Executive Dashboards” whenever required and the reporting facilities are great. To me, Redline and Symbiont are a winning team!”

John McCarthy
Senior Vice President
DHL Aviation NV/SA

CASE FACTS

Fact	Old Situation	New Situation
Technology	IBM DataStage	Symbiont
Project Round Up Time	>24 months	<3 months
Status	Unfinished	Finished
Meeting Business Requirements	No	Yes
Maintenance	Third Party Specialist	DHL / Redline
User Community	<100	>4.000
Data Collection Size	100%	800%
Processing Time (3 times a day)	3 hrs, 20 minutes	1 hr, 40 minutes

CASE STUDY PROJECT FLOW: STAGE BY STAGE

