

Case Study: Transportation & Logistics

Elizabeth River Crossings Gains Deeper Insights with SAP Analytics Cloud

A critical infrastructure tunnel project to improve strategic decisions enabled the company to optimize one of its most critical assets – data.

Elizabeth River Crossings (ERC) is responsible for financing, delivering, operating and maintaining the Elizabeth River Tunnels Project in the U.S. With vast amounts of data across business functions and from different stakeholders, as well as exponential growth in project work, the company needed a better hold over all the data it possesses.

The company's incumbent business intelligence (BI) platform, SAP BusinessObjects, is good for daily, monthly and annual reporting but presents challenges when applying advanced analytics and scaling up performance. SAP BusinessObjects is limited by its data processing speed, storage capacity, predictive analytics capabilities, system performance and reliability, among other attributes.

At a glance

To improve business insights, ERC required a scalable, agile and security-rich cloud solution that would help it draw rich insights while improving system performance and reliability.

We helped the company migrate from SAP BusinessObjects to SAP Analytics Cloud on Amazon Web Services (AWS) and installed a system that delivers insights on critical metrics in near real time through a single window while, significantly improving data processing speeds and storage capacities.

Having migrated a significant portion of its on-premises infrastructure to the AWS cloud, ERC decided to also take its BI platform to the cloud. Its platform of choice: SAP Analytics Cloud on AWS. ERC expected the migration to provide greater insights on toll road usage, customer information, and costs versus revenue and internal operations, in addition to managing data processing and storage efficiently.

Actionable business insights with the power of cloud

The transport infrastructure provider turned to us for our expertise in migrating its BI platform to AWS. The need for predictive analytics was greater than ever, given the expanding scope of its projects. Specifically, the company was looking to gain greater insights on:

- **Toll road usage**, including seasonal toll road usage, the drivers of higher and reduced toll road usage, and traffic trends forecasting, among others.
- **Customer type**, including toll statement payment patterns, the drivers behind paying and defaulting, and individual versus commercial customers.
- **Revenue**, including day-to-day revenue realization and accrued revenues, as well as revenue in various stages of escalation such as collections, courts, etc.
- **Costs**, including the ongoing validation of costs incurred from external stakeholders for increased cost visibility.
- **Internal operations**, including ongoing performance trends, with an objective to plan customer service personnel based on forecasted call volumes.

The project involved the migration of the client's BusinessObjects (historically known as BOBJ) server and its components to the cloud, and the subsequent implementation and configuration of SAP Analytics Cloud on AWS. A key feature of SAP

Outcomes

- 90% improvement in data services jobs.
- Overall improvements in system performance and reliability.
- Faster data retrieval compared to on-premises set up.
- Efficient data storage.

Analytics Cloud is the creation of specific single-view dashboards that offer insights on:

- Customer payment patterns and behavior.
- Day-to-day traffic patterns.
- Traffic volume predictions.
- Customer care center call volumes.
- Operational performance monitoring.
- Transactions and the revenue expected from them.

Better data management and improved business insight

Migrating ERC's BOBJ servers and implementing SAP Analytics Cloud on AWS delivered a host of tangible benefits, including:

- **360-degree view of the business.** Using SAP Analytics Cloud on AWS, we helped ERC seamlessly integrate its existing data and planning solutions to get a 360-degree of the business. Access to all data and analytics can now be embedded directly into business processes, allowing the company to combine data from different sources, create compelling data visualizations, run ad hoc reporting and more.

- Improved overall system performance and reliability.** Leveraging the cloud's inherent features, availability and reliability, powers SAP BusinessObjects and SAP Analytics Cloud.
- Improved SAP Data Services job performance by over 90%.** Jobs that typically run for around six to seven hours are now completed in just under 45 minutes.
- On-demand capacity.** SAP Analytics Cloud empowers the business by providing on-demand access to capacity and reduces the need for complex storage requirements forecasting.

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