Business Intelligence

Government Analytics: What Governments Stand to Gain (or Lose)

For more info please contact:
Mr. Martin Gurria
mgurria@grupodelaware.com

INDEX

① ABOUT DELAWARE
② BI ON TOURISM
③ GOVERNMENT ANALYTICS CHALLENGES
④ DATATUR
⑤ CONTACT US
⑥ ANNEXES
01 ABOUT DELAWARE

01.01 INTRODUCTION

- Delaware is an international IT Services Provider Group with a focus in Business Consulting, IT System’s Integration, Outsourcing.
- Institutional Investors:
  - IFC International Finance Corporation
  - THE WORLD BANK
  - AXIS<br>

- Company founded in Madrid the year 2000.
- Specialized in Business Intelligence: BSS, OSS, QA, SVA
- Certification:
  - CMMI
  - ITIL

01.02 FOOT PRINT
"Business Intelligence is a set of methodologies, processes, architectures, and technologies that transform raw data into meaningful and useful information used to enable more effective strategic, tactical, and operational insights and decision-making."

Boris Evelson, 2008
BUSINESS INTELLIGENCE

- Easy and intuitive access to information. The access of strategic, management and operational indicators allows for better and most efficient decision making.
- Competitive advantages by anticipating market trends.
- A unique, integral and homogeneous of the Organization's Data.
- Better internal communication at all levels of the company/institution.
- Better decision making and greater efficiencies of corporate management by automating tasks and lowering risks.

02 BI On Tourism. Business Intelligence Services Per Sector

1 Banks and Savings Inst.
- Datawarehouse
- Dashboards:
  - Integral
  - Private Banking
  - Treasury
- Budgets and Financial Consolidation
- Reporting to Supervisory Bodies
delinquency
- Evolutionary Balances and Liabilities
- Cash Out
- Campaign Tracking
- HR
- Private Banking:
  - Analytical CRM
  - Trade Agenda
  - DB Documentary (Product Catalog)
- Financial Simulators
- Reporting to clients
- Campaign Manager
- Telephone Expense Management

2 Insurance Companies
- Datawarehouse
- Corporate Information
- Portfolio of Products
- Provincial Indicators
- Positioning in the Industry
- Production
- Benefits
- Actuarial Services
- Investment Funds
- Pension Plans
- Life Insurance
- Health Insurance
- Insurance
- Roadside Assistance
- accidents

3 Telecom
- Dashboards
  - Integral
  - Roaming
- COPE (Customer Value):
  - Activity KPIs, Margin and Profitability by Type of Client)
- Generation and Invoice
- Reconciliation of Large Accounts
- Data Governance
- Reporting
4 Pharma and Industry

- Datawarehouse
- Dashboards
- P & L
- Tracking costs of Commercial Activity
- Analysis of Products Lab facing the Pharmaceutical Market
- Analysis of Turnover and Budget Monitoring
- Reporting System for the Sales Network
- Management of Statistical Indicators for Hospitals Offers and Competitions
- Infrastructure Consolidation MCDI (MultiChannel Data Integration)
- Animal Health (Datawarehouse Statistics Sales)
- Estimate System

Undo edits

5 Public Sector

- Datawarehouse
  - HR
  - Crime
  - Tourism
  - Census
  - Drug Addiction
  - Pests
  - Dashboards:
    - Aliens
    - Promotion
    - CEDEX
    - Constitutional Court
    - Presidency
    - Provincial Government Finance Tax
    - Employment Service
    - Investment Monitoring
    - Management and Electronic Records Archives
    - Education Statistics

02 BI On Tourism

BUSINESS INTELLIGENCE: EXPERIENCE IN TOURISM

Design and development of the Data-Warehouse SIET-DATATUR.
Delaware has 12 year experience maintaining and developing the system.

Design and Development of the DASHBOARD for www.spain.info.

Design and development of the PREMIUM project. This system provides statistical analysis for the common assessment of 18 different markets for Spanish tourism.
BUSINESS INTELLIGENCE

The INSTITUTO DE ESTUDIOS TURÍSTICOS (IET) is in charge of researching about Tourism, including the preparation, compilation and assessment of data and statistical information.

IET is in charge of key statistical operations: Frontier Tourist Movement (Frontur) Tourist Expenditure Survey (Egatur) and the Spanish Tourist Movements (Familitur), generating data on arrivals of foreign visitors to our country, expenses and trips made by the Spanish and their characteristics.

IET operates similarly statistical information from multiple external sources, such as the evolution of foreign passenger arrivals low cost companies and employment in the tourism sector, disclosing information periodically. It also disseminates other statistical information of interest from other organisms.

DATATUR: A BI SOLUTION ON TOURISM

DATATUR

Datatur is an statistical warehouse created using Business Intelligence techniques. It enables the reprocessing of data from multiple different indicators for the purposes of tourism analysis.

The development of an "information supermarket" or interactive data processing centre accessible over the web harmoniously integrating statistics and documentary data.

Key Benefits

- Policy makers have a better understanding of the BIG picture affecting Spanish Tourism. They have an edge over countries trying to attract tourism without this type of information.

- Strategic actions and government policies are founded not in perceptions but in Real Facts.

- Private sector’s investment are grounded in updated data and a good grasp of socio-economic trends.
Key technical goals of DATATUR are:

• To store statistical data and keep them updated, supplemented by relevant documentary information for suitable use.
• To provide an agile, error-free updating mechanism.
• To meet external demand for short-term tourism information.
• To automatically feed IET's publications and scheduled reports.
• To enable access, tabulation, graphical representation and navigation of data and subsequent processing using final analysis tools.
• To specify and implement processes for data upload to the system so as to achieve integration with IET's present procedures for producing statistics.
Sistema de Estadísticas del Turismo.

(www.iet.tourspain.es)