FLEET MANAGEMENT COMPANY

QUALITY BI SOLUTION DRIVES SIGNIFICANT OPERATIONAL IMPROVEMENTS

Poor Data Quality Hindered Operational Insight
Management Stepped Up and Took Ownership

CLIENT

A highly successful enterprise in the fleet management business serving a variety of industries including healthcare, manufacturing, and wholesale/retail. Our client embraced technology to deal with market changes in the automobile market, manage the large fleets of its customers, and enhance the driver experience.

CHALLENGE

The client wanted to develop a sustainable BI solution for vehicle, driver, and maintenance data for all its vehicles. This required clean relationships between car, mileage, and driver data, but the existing data quality was poor. Operational systems feeding the data did not have effective controls in place for data entry, maintenance, and archival. Furthermore, business complained about poor data quality, but was not taking ownership of the data.

SOLUTION

Netra consultants recommended that the client address data issues at the source with a plan to sustain data quality on an ongoing basis. Although the historical data was limited, we were able to construct the relationships between various subject areas. Partnering with client SME's, we helped cleanse, validate, and standardize the existing data. To ensure data quality on a continuous basis, Netra consultants built and installed an analysis and feedback mechanism with key data quality metrics, as well as processes to cleanse and enhance data as necessary. A data governance process was established to drive and sustain the data quality improvements. Following these efforts, our consultants built a scalable business intelligence system that enabled better decision making while providing the client with a cleaner, quicker snapshot of fleet operations.

"The improvements in data access and quality gave us our first true, trusted insight into our fleet management operations."
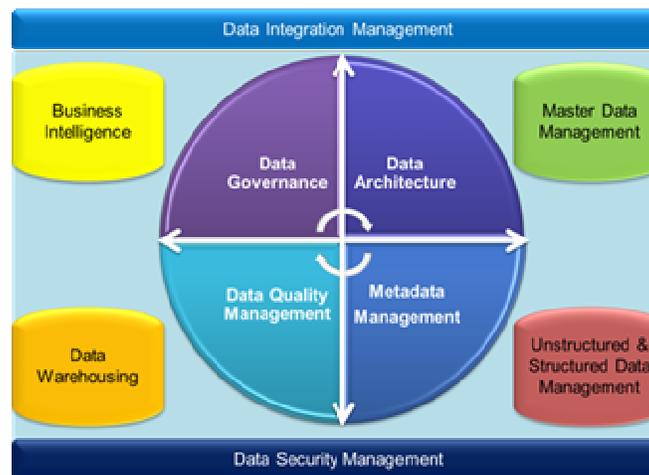
VP, Operations

Netra's solution included:

- Development of a new business intelligence system for various subject areas of fleet data
- Documentation and expansion of this process in preparation for enhancements to the BI system
- Assistance with establishing a data governance function and data quality program
- Recommendation of data quality metrics, data profiling, and quality review process

RESULTS

The new BI system, based on reliable fleet data, supplied business with much-needed information quickly and from a single, reliable source. The data quality enhancement enabled improvements in fleet operations management, marketing campaigns, and sales processes. The establishment of a Data Governance function to oversee ongoing data quality improvements helped build a solid platform for the future.

Netra EIM Framework

VALUE PROPOSITION

- Early identification and resolution of data quality issues
- Recommendations and implementation of best practices for organization and processes required to address data quality issues for this project and future initiatives
- High customer satisfaction due to continuous client involvement in the project
- High level of transparency to all stakeholders throughout the development process