



Marine Atlantic Marine Atlantique

Navigates their DATA with Analyzer™

Executive Summary

Marine Atlantic is an independent Canadian Crown corporation whose mission is to provide a safe, environmentally responsible, quality ferry service between the Island of Newfoundland and the Province of Nova Scotia in a reliable, courteous and cost-effective manner. Marine Atlantic's fleet transports hundreds of thousands of passengers and tens of thousands of tons of goods each year, providing a lifeline for those who depend on it for timely delivery of food, medicine, and many other necessities.

With a partnership from:



www.shea.ca

Colin Tibbo
Marine Atlantic CIO



Overview

In 2011, Marine Atlantic embarked on a challenging journey of its own. This Business Intelligence (BI) journey was not without its own corporate risks and perils. For example, BI surveys done by The Data Warehousing Institute (TDWI) and others show that BI projects are not easy to execute successfully. As **Colin Tibbo, Marine Atlantic's CIO** put it: "I've participated in a lot of BI projects and through my experience I have concluded these projects tend to have very high expectations associated with them which makes it difficult for all stakeholders to agree on the degree of success." Three years after beginning their BI project, Marine Atlantic considers their BI implementation an unequivocal success.

Customer Quote

"When we deployed the solution to employees in Marine Atlantic's Quality, Risk, and Compliance division, their level of effort changed from weeks to hours." - *Colin Tibbo, Marine Atlantic CIO*



The Business Goal

Marine Atlantic, like most organizations, depends on a collection of disparate IT applications to run the various parts of its business. At a high level, these include Finance, Customer Experience, HR, IT, Operations, and Strategy. Compounding matters, each of these six areas contains multiple silos of their own. Marine Atlantic's main goal was to provide a unified, holistic view of the organization and provide management with timely data to enable informed business decisions.



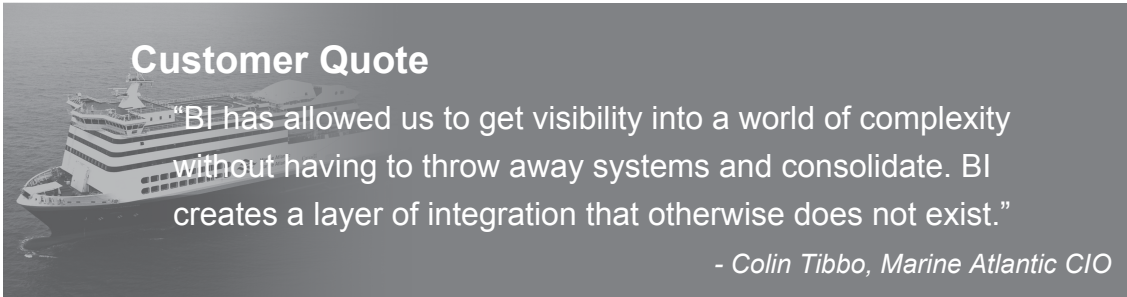
Analyzer is being used for delivering subscription-based information to users proactively, saving managers time so they can make critical decisions.

The Solution

Through a competitive Request for Proposal process seeking a partner that possessed both the business and technical expertise to help them reach their goals, Marine Atlantic selected SHEA Business Solutions of Mississauga, Ontario, Canada. SHEA brought with it to the project the Analyzer BI software solution from Strategy Companion of Irvine, California. According to **Michael McKee, SHEA's Director of BI and Analytics**, SHEA decided to bring the Analyzer BI software to the project based on the product's capabilities, ease of use, ability to work well with the Microsoft BI stack, and because of the quality of the people at Strategy Companion. SHEA wanted to bring in a technology partner they could work with not only for the Marine Atlantic project, but for whatever other projects they were going to undertake.

Bringing a proven, interactive workshop-driven framework and agile development approach to the project, SHEA worked closely with Marine Atlantic's IT Team and business users to deliver results quickly and generate excitement among the initial group of users from the Reservations and Ticketing departments. This excitement quickly spread through the organization, and employees representing all departments wanted to become part of the project as they began to hear of its successes. Marine Atlantic credits Analyzer's ease of use and fast learning curve for users as an integral part of making the iterative agile development approach successful.

Customer Quote



"BI has allowed us to get visibility into a world of complexity without having to throw away systems and consolidate. BI creates a layer of integration that otherwise does not exist."

- Colin Tibbo, Marine Atlantic CIO

According to **Jim Lane, Marine Atlantic's Senior Project Coordinator**, the initial phase of the rollout took less than three months from the first workshop session to having it rolled out live on users' desktops using Analyzer. "Analyzer was very easy to install, easy for people to learn, and easy for people to integrate into their everyday duties. That made a huge difference in the project because it made it accessible for people, and that accessibility really is a feature," said Mr. Lane.

Subsequent project phases enjoyed similar success. According to Mr. Tibbo, "When we deployed the solution to employees in Marine Atlantic's Quality, Risk, and Compliance division, who are responsible for compiling our monthly safety statistics, their level of effort changed from weeks to hours."

Mr. Tibbo says, “The solution is now being used by business users throughout the organization and staff outside of IT are referring to Business Intelligence as part of their day-to-day work life. To me, that is the ultimate success. BI has a life beyond IT simply pushing technology at people. That speaks to the approach, to the quality of the solution, and ultimately to the fact that we are improving our business processes.”

According to Mr. Lane, “The BI solution we’ve implemented, and particularly Analyzer, is being used every day in multiple departments across the organization. It’s being used for a lot of different things. It’s being used to do some basic reporting. Things that people couldn’t pull together before, now all of a sudden we have in one place so they can pull it together in a single Analyzer report and it’s easy for them to look at. It’s used for analysis, which was a big gap for us. We had a lot of data, but didn’t have a way to analyze it collectively in a quick, efficient manner. So, IT would have to go back to the business users and they’d have to spend a lot of time pulling it out to Excel, recreating the wheel every day to do analysis. Now we have it so that it comes in a format that’s very easy to analyze, and we have a tool that’s built for ad hoc analysis.”

Analyzer is also being used for delivering subscription-based information to users proactively, saving managers important time they need in order to make critical decisions. This is important to Marine Atlantic’s management team, because they no longer need to go looking for information - it’s now coming to them instead. Analyzer is also allowing Marine Atlantic to do new kinds of analysis they could never do before, such as being able to see and look deeper into the wait times in their commercial cargo deliveries.



Janet Willis, Marine Atlantic’s Financial Reporting Manager, said “Analyzer is my first choice for pulling the information quickly and efficiently. For me, Analyzer was an immense time saver. It helps me review information in a manner that was not previously possible, and create new reports faster than previously possible. Working with SHEA, we set up dimensions that provide information which used to take me half a day every time I had to organize the raw data. With these efficiencies we were able to save time in the development of our reports. We now get information out to the business users quicker than ever.”

Mr. Tibbo describes SHEA Business Solutions as “a trusted partner and strategic partner making them an exceptional choice for our organization” and says that thanks to SHEA, they have changed the way they look at their data and information. He pointed out SHEA’s expertise, wealth of experience, thought leadership, responsiveness, professionalism, carefully targeted and “surgical” approach, and their ability to know when to change direction to more fruitful areas of focus as keys to the success of the overall project.

Mr. Tibbo went on to talk about the importance getting a good Return on Investment (ROI) from IT projects. “Hands down, we received a good return on our investment and the solution is providing us with great business value. From a business perspective, I’m not sure there’s much more you can ask for.”

Marine Atlantic states that their BI implementation provides clear strategic value, allowing them to get business value from their data and understand their management and operational processes better, and to make timely business decisions, at different levels of the organization, based on data.

Mr. Tibbo described the widespread adoption of the project. “BI has been assimilated into our daily lives from the executive level to the front line employees. As an Information Technology-based business leader, I really like that people are using this technology, and they don’t even know they are using BI. You don’t normally hear people talking about “BI”, but a lot of people are using this technology and using the outcomes, and I’m not even sure a lot of times they even realize they’re availing themselves of the BI solution. So once a technology gets that pervasive that it’s just part of our day-to-day vernacular, that’s a rare instance.”

Simplifying the behind-the-scenes complexity of their many siloed information systems was another significant benefit to Marine Atlantic. Mr. Tibbo said, “In the short-term, BI has allowed us to get visibility into a world of complexity without having to throw away systems and consolidate. BI creates a layer of integration that otherwise does not exist.”

Analyzer™ Features

- Support for multiple data sources including Excel, Access, Oracle, SQL Server, MySQL, relational tables, SQL Server Analysis Services - Tabular xVelocity in-memory and multidimensional cubes
- Mobile BI support for iPads, iPhones, Android smartphones and tablets, BlackBerry smartphones and tablets, Windows Phone 7, and MS Surface
- Powerful and intuitive BI analysis with an easy to use drag-and-drop interface
- 100% zero-footprint browser client containing multiple reports and dashboards
- No special OLAP or MDX knowledge or coding of any kind is required
- Instant report drilldown, filtering, slicing, dicing, and much more
- Wide choice of advanced analytical capabilities
- Advanced visualizations ranging from 3D charts to color themes, heat maps, and more
- Dynamic, interactive analytic charts featuring 2D/3D, chart drilldown, optional linking to pivot tables, zoom-in/out, custom color palettes