International air freight soars with assistance from ibi™ and IBM Z

Customer Profile:

International commercial and freight airline provides scheduled and charter air transport for passengers and cargo to destinations worldwide.

Challenge

Make it easier for consumers and corporate customers to purchase, book, and manage travel.

Solution

Drive operational efficiency by visualizing their IBM Z data in the same context as other data sources. Use WebFOCUS, ibi's analytics platform, to create an online reporting environment that features up-to-date, 24x7 access to flight bookings and Corporate Pass usage history.

Benefit

Extending powerful BI capabilities to premier customers has helped generate sales, improve customer satisfaction, and solidify relationships. Achieve higher customer retention by keeping service performance levels high even as customer transaction volumes grow. Reduced costs associated with homegrown solutions and data ingestion to WebFOCUS.

> *"The ability to use the IBM Z platform in combination with ibi let us deliver an innovative analytics application in only a few weeks at an extremely low cost, proving that Analytics does not have to be an expensive or complex endeavor."*
>
> *Director*

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ibi delivers a modern data and analytics software platform that helps organizations harness the power of data to drive informed decision making. Fuel your digital transformation with data management and business intelligence capabilities to support large-scale deployments with embedded analytics and enterprise reporting built for cloud and hybrid environments and backed by deep industry expertise.