

**KINROSS****Company:**

Kinross

Applications:

Mining operation iPad app

“As we have been implementing MicroStrategy, we have also been making significant business process changes as well. There is no debate that the solutions that we implemented both from a process and technology perspective are delivering significant value; and I would be very comfortable to say that in most cases it is delivering a payback of less than 12 months.”

– David Cefai,
VP Information Technology

Kinross, founded in 1993, has quickly grown to become one of the world’s leading gold mining companies. Kinross is Canada’s third largest gold producer and headquartered in Toronto, Canada. They have over 8,000 employees worldwide with mining operations in the United States, Brazil, Chile, Mauritania, Eastern Russia, Ghana, and Canada.

The need for analytics

“I didn’t get the right information at the right time to be able to make effective business decisions, or when I did get the information, I got it three weeks later than I really needed it and it was so manual that I questioned the data quality. Initially, we were going down a roadmap where we were using some of the other solutions and what we were finding was, we were spending way too much time maintaining the systems and getting them to the point where we can actually deliver business value. We needed to make a course correction in our BI strategy. That’s when we started to look to more robust solutions and ended up choosing MicroStrategy and I have been very happy with this decision,” says David Cefai, VP Information Technology.

According to Alexis Ricordi, Director of Project Management, Kinross completed a full analysis of all the available BI vendors to decide what would be their platform of choice. Some of the important considerations for Kinross are the speed of the platform, ease of use, mobile functionality, speed to develop and the costs of ownership. Once all these were considered, MicroStrategy was the leader.

Mobile first

Kinross has taken the approach to develop once and deploy everywhere. “When developing dashboards at Kinross, we make sure that we design them to run on PCs as well as on mobile equipment. One of the big advantages of MicroStrategy is that we can develop them once and they can run in different platforms.” Alexis Ricordi, Director of the Project Management Office.

Having a mobile application really has benefited Kinross’ fleet management supervisors who are always on the go. Additionally, with transaction services, the supervisors are able to input data directly from the field which leads to making the right decisions at the right time. The feedback from those in the field at Kinross has been very positive.



Internationalization

Kinross is a global company with employees that speak multiple languages including, English, Spanish, Portuguese, Russian, French and Arabic. They needed a mobile solution that could address their diverse workforce. MicroStrategy was able to meet that challenge and today Kinross' mobile application is used across multiple sites and they change automatically based on the language needed.

Return on investment

Prior to MicroStrategy, Kinross would compile data in Excel to present to management. They lacked the ability to drill down into the data in that format. Now, with MicroStrategy, not only can they drill down but they can also access the information while on the go. Additionally, Kinross has seen a reduction in time and cost to produce reports. This has given them more time to analyze the data and identify the areas where to improve mining operations.

"I have a dream. Currently, I would say we spend about eighty percent of our time collecting data and then twenty percent of the time analyzing it. I'd like to reverse that ratio. I'd like to spend much more time on analysis. I'd also like to eliminate all of our paper processes and I'd like to really enable effective decision making at all levels of the organization. I think MicroStrategy is going to help me achieve all of those objectives," David Cafai, Vice President of Information Technology for Kinross, states optimistically regarding their future endeavors with MicroStrategy.

