TAP AIR PORTUGAL DISCOVERS TRUSTED INSIGHTS WITH MICROSTRATEGY

TAP Air Portugal is Portugal’s leading airline, headquartered in Lisbon. Founded in 1945, TAP carries millions of passengers to more than 80 global destinations. TAP is committed to the future by connecting people, economies, and communities.

Data silos prevented TAP from sharing information and compromised data analysis.

Technological advancement, growing data production, and new consumer demands create challenges for organizations—and when these companies are as complex and established as TAP, the challenges get more complicated. TAP needed to ensure high data quality, agile business processes, and user autonomy, as well as utilize technological trends like big data, IoT, and machine learning.

An analysis of the company’s BI infrastructure and business processes identified the need for a unified strategy capable of responding to the analytical needs of various departments. Silos from individual teams restricted data governance and created isolated reports that were not useful company wide. Previous BI initiatives were enacted “without total commitment of all business areas and [were] very focused on each business information silo,” said Rui Monteiro, BICC Manager at TAP.

MicroStrategy provided centralized data governance for greater transparency.

A new analytics strategy was developed in 2017. TAP chose MicroStrategy for its speed and efficiency in finding the right solution, ability to centralize information, and easy distribution of reports across the company. The team incorporated Web, Visual Insight, and Mobile into its digital transformation. This analytics modernization included “creating a unique image for the company with…report templates and the customization of graphic[s] that [give our work] identity,” said Monteiro.

The MicroStrategy solution allowed each business area to have customized workflows and equipped all types of users with the necessary tools to succeed in their roles—without technical knowledge requirements. Central governance improved security, standardization, and systems management. TAP also took advantage of the MicroStrategy capabilities they already had in place, which reduced implementation time and cost.
A single source of the truth now enables reliable reporting and streamlines operations.

Today the business has consistent, integrated data management across departments and produces reliable analytics reports essential for decision making. The new implementation directly impacts about 500 users. IT and business users now work more closely, and data silos are a thing of the past. Additionally, TAP has greater agility with reporting by providing users with autonomy, and the IT department can explore areas that may benefit from engaging new technologies. Customer service and productivity have also improved with increased efficiency and more accurate analysis.

Before MicroStrategy

• Data silos made for unreliable reports
• No business user autonomy
• Limited IT and business interaction

BI Goals

• Centralize data management
• Enable self-service reporting
• Create user-friendly interface

After MicroStrategy

• Single source of the truth
• Self-service reporting and analysis
• Improved security

Ready to learn more?
Speak with an expert and request a demo.

Call Us: 703-848-8600
Visit Us: www.microstrategy.com