



Company:

Dallas/Fort Worth International Airport

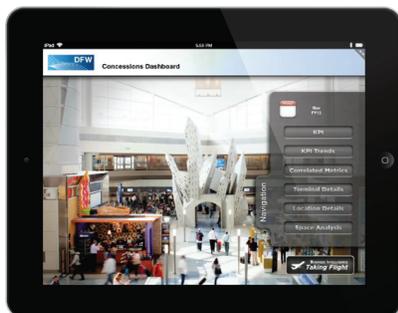
Applications:

iPad Operations Analysis



"We've seen a return on investment by implementing this mobile application. We have reduced our paper by 50% in terms of usage. In addition, when I would go to a board meeting, I would have two stacks of paper. Now everything is on my iPad, and I'm able to just hit a button and see performance at a glance."

– Anella Campbell
VP of Concessions



Dallas/Forth Worth International Airport is the third busiest airport in the world (in terms of aircraft movements). The airport was created in 1968, and is run by a Board of Directors who has the responsibility of managing all aspects of the airport.

The need for change

The process of accessing critical information was extremely cumbersome for DFW as they had a large amount of data on multiple platforms. Previously, over 50% of the staff's time was spent compiling, transferring and inputting data. Then many hours were required to proofread the data to make sure that it was accurate and that the manually created spreadsheet had all the correct formulas in each of the cells.

The DFW IT department worked with the MicroStrategy to create a uniform data warehouse. With the new database, the probability of human error due to manual data entry has been eliminated, as the data is updating automatically.

The DFW mobile app

The MicroStrategy powered mobile app has allowed DFW to increase the level of accountability, transparency and efficiency within the various business units. Their iPad app includes a variety of features including the ability to check crucial KPIs with the latest data. One of the most beneficial widgets within the app is the heat map as it allows users to focus on certain key areas of the airport. Further, with the new app, users are able to push a button and instantly see how a specific location in the airport is doing and how that location compares to the rest of the terminal.

DFW's app allows users to create reports, rank terminals, utilize data and compare and contrast important data factors. The app enables all business units and helps them achieve their goals. One of the main areas of focus is parking, as it is the second largest revenue maker at DFW. Parking generated over \$100 million dollars last year and DFW is looking for ways to increase this revenue. By using the MicroStrategy platform, DFW is able to analyze parking trends and customer behaviors to understand and provide services demanded (i.e. valet parking).



"We operate out of five different terminals and have over 200 locations and we manage over 250,00 square feet of concessionable space. I can't cover all terminals all the time. So the heat map allows me an opportunity to really hone in on those areas that are of concern."

– Kenneth Buchanan
EVP of Revenue Management

Benefit of mobile

Chris Poinatte, the Chief Financial Officer at DFW shared that during a conversation with one of their concession tenants, he was asked to reduce rent due to declining sales. Fortunately, with the DFW iPad app in hand and access to real time data, Chris Poinatte was able to show that the tenant's sales were not declining but actually had increased 10% from the previous year. Having this kind of knowledge in the palm of your hand is a game changer.

The future of DFW's mobile app

DFW initially wanted a tool that was mobile and could provide information regardless of location. They were able to achieve this goal with the DFW mobile app. DFW is currently focusing on developing as many tools as possible so that managers and leaders can be better equipped to make decisions in a timely, efficient and knowledgeable manner. In the near future, DFW is looking to create apps that work on the iPhone to ensure that all employees are able to use the app (only a handful of employees use an iPad).

As DFW evolves as an organization this tool will evolve with them, and it will become even more important. So far, DFW has "been experiencing a great increase in productivity, a greater increase in understanding the business which is critical for any organization to develop in their young leaders is to an understanding of what is actually happening in the market and how to be able to effect it." Armand Cruz, Vice President of Parking at DFW.