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| Overview  Country or Region: Canada  **Industry:** Professional Services  Customer Profile  GuestLogix Inc. is a leading provider of onboard retail technology to the passenger travel industry.  Business Situation  To capitalize on market trends and increased industry demand for onboard retail solutions, the company needed to improve its business intelligence (BI) and analytical reporting capabilities.  Solution  GuestLogix decided to migrate to Microsoft SQL Server® 2008 database software to access new features including data compression, improve query performance and enhanced data warehousing.  Benefits   * Single version of the truth * Improved productivity * Deeper business insight |  |  | “Using SQL Server 2008 has proven to be a quick and cost-effective way to increase our market lead in the passenger travel industry.”  Jose-Manuel Aldomar, vice-president of product design and development, GuestLogix |
|  |  | GuestLogix Inc. is a leading provider of onboard retail technology to the passenger travel industry. The Toronto-based company delivers innovative products and services to enhance the customer experience and drive ancillary revenue growth for airlines. The company wanted capitalize on current market trends and increased industry demand for onboard retail solutions. To achieve this, GuestLogix first needed to improve its business intelligence (BI) and reporting capabilities and enable staff to access a single view of operational performance to evaluate sales efforts and make meaningful forecasts. With this in mind, GuestLogix has developed a new BI environment based on Microsoft® SQL Server® 2008. Workers can now more effectively collaborate with each other to deliver solutions that are most closely aligned with the needs of the passenger travel industry. |
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Situation

Given rising fuel prices and industry regulations, many companies in the passenger travel industry are looking to cut operating costs and find new ways to drive revenue. As a result, the days when buying an airline ticket that would cover full-service amenities such as snacks, beverages, blankets and extra carry-on baggage are disappearing.

This market scenario presents an opportunity for Toronto-based GuestLogix. The company develops wireless hand-held terminals for flight attendants that accept credit and debit cards. The terminals, for example, give airlines the capability to facilitate purchases from catalogues stored behind passengers' seats.

GuestLogix also provides hosted point-of-sale (POS) software for the airline and rail industries to help them closely manage cash, track inventories and forecast sales. The firm’s onboard retail hardware and software solutions deliver innovative analytics and workflow management technologies that help companies more accurately predict and respond to the demands and needs of customers on each trip. The solutions can be configured for short or long flights, or to handle cashless or multiple payment environments.

With a customer base comprising seven of the top 10 global airlines, GuestLogix serves more than 30 per cent of worldwide airline passenger traffic. In order to grow its market share, the company needed to extend its IT infrastructure to incorporate stronger business intelligence (BI) capabilities, says Jose-Manuel Aldomar, vice-president of product design and development, GuestLogix.

GuestLogix wanted a data warehouse that could track and manage its growing volume of transactional data. Workers at GuestLogix developed reports from a variety of systems and compiled them using Microsoft® Office Excel® spreadsheet software. While staff all had access to the same raw data, often there were discrepancies around reporting within departments.

“Our success is predicated on the ability to quickly analyze business trends and data to meet the needs of the industry, and our staff need to be able to request reports at any time. We want to guarantee to our clients and our partners that we can scale and grow along with their business. Our previous platform lacked the BI features we needed to meet our growing information management demands,” says Aldomar.

The company needed a single version of the truth based on accurate data, and greater visibility into operations to make better business decisions and grow market share.

Solution

While satisfied with its data warehouse based on Microsoft SQL Server® 2005 data management software and Microsoft SQL Server 2005 Reporting Services, GuestLogix required more complex analytics capabilities to meet its growing data management and reporting needs.

With an operating environment that includes Windows Vista® operating system, Windows Server® 2003 and the 2007 Microsoft Office system, GuestLogix decided that upgrading to Microsoft SQL Server 2008 would be the best fit for its BI requirements. SQL Server 2008 makes BI available to staff through deep integration with Microsoft Office, allowing employees at all levels of the company can see and help to influence the performance of the business by working with tools that are easy to use.

“We did conduct a thorough technology review and looked at a couple of third-party BI solutions. But from a cost and integration perspective, it simply made sense for us to upgrade to the latest Microsoft technologies,” says Adam Stretch, manager of technology, GuestLogix.

SQL Server 2008 is an integrated data management and analysis platform that enables growing organizations like GuestLogix to reliably manage mission-critical information and gain greater insight from key business information. SQL Server Integration Services within SQL Server 2008 provides a comprehensive platform that staff are using to extract data from diverse source systems, make any required transformations to the data or its structure and format, and then load the transformed data into the data warehouse. This includes enhanced online analytical processing (OLAP) capabilities such as key performance indicators (KPIs) for improved data reporting and analysis.

With a BI platform based on SQL Server 2008 in place, managers at GuestLogix now have the high-performance database and analysis tools the organization needs to improve business reporting. The company is leveraging SQL Server Integration Services to implement the ETL operations that are required to quickly build a scaleable BI data warehouse. The new platform also includes the SQL Server Database Engine to quickly consolidate business data from across the enterprise into a central data warehouse for improved analysis and reporting.

“We deployed SQL Server 2008 in late 2008 and were most impressed with the ability to integrate the solution within our environment and take advantage to the enhanced BI features right away. The reporting capabilities in SQL Server 2008 are excellent,” says Aldomar.

Benefits

Today, GuestLogix is realizing a host of benefits. Employees now have enhanced visibility into the company’s business processes, helping to increase productivity and provide better sales management as it moves to grow its presence in the passenger travel industry.

“Access to better analytics is key in this business. Our business wouldn't grow as fast as it's growing without SQL Server 2008. We are now able to more accurately track metrics, such as the number of global passenger trips, which helps us better develop our product and service strategies and meet market demand,” says Aldomar.

***Greater accuracy***

SQL Server 2008 includes Analysis Services that enable staff to drive broader analyses. Managers can now access a unified business data model shared across monitoring, analytics, and planning activities. Managers can more easily track and monitor business data and make better sense of what the data analysis is telling them – helping them to spot trends and opportunities and plan more effectively.

“We now have a single view of all data, whether it’s a customer, a transaction, a product or event. This helps us capture and analyze business data more quickly and efficiently and continue to deliver innovative analytics and workflow management technologies to our customer base,” says Aldomar.

***Improved productivity***

SQL Server 2008 provides GuestLogix with improved data mining and the ability to quickly create specific business rules for reporting. It has also helped improve employee productivity and reduced the IT department’s workload; staff now benefit from increased access to business information and can more quickly see whether the company is meeting its goals. This gives managers an opportunity to help set new standards as milestones are achieved.

“The ability to create our own data warehouse of all the metrics, versus a DBA having to do that manually, is a huge benefit. Reports that used to take days to generate can now be completed in minutes, helping to boost our operational productivity as staff don’t waste time waiting for the system to process report requests,” says Stretch.

***Deeper business insight***

The company is taking advantage of the Microsoft-based platform to better manage large volumes of data, concurrent queries, multiple applications and improve support of both batch and real-time loading. Close integration with the 2007 Microsoft Office System enables users to view business performance in a way that they are familiar with. The BI capabilities within SQL Server 2008 allows the company to deliver reports in the format preferred by most end users by using the new and enhanced Reporting Services Excel rendering capabilities, which enable managers to receive reports directly in Excel.

“On-board retail in passenger travel is growing and GuestLogix is now growing along with it as we prepare to deliver enhanced products and services such as theatre tickets, duty-free products and more. Our goal is to be the de facto standard on-board retail solutions provider and BI helps staff be more proactive in identifying market trends and opportunities and swiftly respond to our customer demands,” says Aldomar. “Using SQL Server 2008 has proven to be a quick and cost-effective way to increase our market lead in the passenger travel industry.”

Microsoft Server Product Portfolio

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|  | Software and Services   * SQL Server 2008 |

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For more information about GuestLogix Inc. products and services, call 416-642-0349 or visit the Web site at: [www.guestlogix.com](http://www.guestlogix.com)

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**SQL Server 2008**   
Launched in August 2008, Microsoft® SQL Server® 2008 has generated overwhelming customer and partner excitement. With over 1.5 million downloads to-date, more than 2,500 partners use this platform to deliver their solutions.

Regarded as a critical component of Microsoft’s acclaimed business intelligence platform, SQL Server 2008 has received industry recognition and is now considered the fastest-growing relational database in the world.

To find out how you can use Windows SQL Server 2008 to deliver your solutions, go to <http://www.microsoft.com/sqlserver/2008/en/us/default.aspx>