

Influential Software delivers BusinessObjects solution to efficiently streamline flow of data for Addison Lee

Many taxi firms collect large amounts of detailed data about sales, customers, journeys and vehicles. This data is often generated by operational booking and finance systems and may be stored in databases which are used to generate invoices, finance reports and automated feeds to call centres.

However, for many taxi firms, these processes are largely manual, posing a significant risk that the management information is delayed and furthermore is inaccurate due to operator error. This data could never be up-to-the-minute or instantly available. At the same time, the manual intensive processes require the time and effort of admin and supporting personnel, incurring unnecessary costs when compared to deploying a more efficient, intelligent solution geared towards enabling business users to have immediate and flexible access to key performance data.

Influential Software delivered a Dashboarding and Reporting solution, using SAP BusinessObjects software, which provides business metrics and performance indicators to key personnel to help optimise business decisions and performance. The solution interfaces directly to the booking system and other data sources to automatically generate high value business information by analysing and transforming the detailed data, and delivers a wide range of business benefits through dashboards and interactive reports including:



- **Smartphone Application usage and fraud monitoring**, allowing monitoring of key apps (iPhone, BlackBerry or Android) used for booking
- **Management Information reports for individual account clients.** This includes automated "report bursting" of monthly invoices via email for all the account holders.
- **Job reports** comparing statistics, e.g. today's performance against yesterday and last week.
- **Dashboards for current statistics vs. previous week and month** (bookings, jobs, top pickups/drop-offs)
- **Top client reports** with usage and spend.
- **Dashboard Visualisations** - XI 3.1 Refreshed WebIntelligence reports are fed into Up to the minute live Performance Dashboards using Live Office

Once the BusinessObjects Universe was designed and deployed a set of standard reports were created for the business, several of these reports were refreshed every 15 minutes and fed, using Live Office, into corporate dashboards which are displayed on HD Screens in Control point locations.

These dashboards bring together an "at a glance" picture of the performance of a given area of the business - alerting managers to under or over performance and providing the facility to "drill-down" to transactional detail and uncovering the root cause.

By removing the operational Overheads associated with the IT go-between team, Addison Lee have gained time for technical users to perform technical task and give enablement for Ad-Hoc reporting to the Business at the correct level.

To discuss how Influential Software can optimise efficiency for your organisation, please [contact us](#).

For further examples of our work, please [click here](#).