

Customer Case Study

TATA Chemicals adopts 1KEY Agile BI Suite

April 2008

MAIA Intelligence

1KEY AGILE.

TATA Chemicals gets required information with Dashboards and KPI of 1KEY AGILE BI SUITE

Overview



TATA Chemicals Limited
Mumbai, INDIA
<http://www.tatachemicals.com>

Industry:
Manufacturing



Vikas Gadre
CIO
TATA Chemicals Limited

I.T. Infrastructure:

Managed by outsourcing to multiple parties
SAP ECC 6 at all locations in India.
Legacy system in Kenya
ERP in UK & Netherlands
JD Edwards in USA

"We have experienced 1KEY BI implementation very easy and fast. 1KEY reports especially the Dashboards & KPIs were well appreciated by our top management. 1KEY Dashboard showed actionable information in graphic formats which are easily understood."

- Vikas Gadre, CIO, TATA Chemicals Limited

TATA Chemicals is a TATA Group Company with operations in India at 3 locations at Mithapur for Soda Ash, Cement and Tata Salt, at Bagrala for Urea & at Haldia for Phosphate Fertilizers. The company is also having operations outside India. It has a JV in Morocco and has acquired Cunomon 3 years back. The company has Plants for Soda Ash in UK, Netherland. Manufacturing facilities for Soda Ash at Magadi in Kenya. Very recently in March they acquired a company in US – General Chemicals GC. This year we will have a turnover exceeding 6500 crore & company is on growth path. TATA Chemicals has presence in US, Europe, Africa, and India.

Challenge

Company of this size requires actionable information & MIS at various levels in the organization.

- Top management team requires information which is quick, analyzed already and based on which action can be taken related to customers, employees, production programs, global supply chains.
- At middle management level, they require information related to tactical decisions & operational matters.
- At grass root level, field people, sales officers require information related to customer interfaces.

All this information which comes from multiple sources such as SAP, legacy systems, customer contact or care system, lotus note based workflow system, they need to be integrated. And we do have BI W7 a very stable platform on which we could that.



“We are trying to model this on the basis of typically a newspaper industry, where there is a daily newspaper which gives certain amount of KPIs, but on Saturday & Sunday there is a separate edition. So on weekends, we would actually have dashboards which are far more detailed in nature where senior executives at home can look at these dashboards and then can take decisions related to business. So, there should be some variation. There should not be a dashboard which looks similar every day. That’s what we are trying to build in.”

Vikas Gadre
CIO
TATA Chemicals Limited

Solution

Currently we chose that, considering the need of immediate information requirement & the Dashboards which are required by the top management for taking quick decisions, we considered various options available in the market apart from SAP BIW. We considered 2-3 international options available as well as 1KEY.

After having met the MAIA team, we evaluated 1KEY BI tool very extensively in terms of whether it will suit needs of our top as well as middle management. We came to a conclusion that, based upon the capabilities of the product, based upon our organizational needs, based upon the speed with which we want Dashboards & key analytics to be deployed in the organization, 1KEY is a suitable one.

We have decided to go with 1KEY. Once started, we did a quick POC & presented in front of our top management team. 1KEY was able to display, 5 dashboards based upon sales, dispatches, safety, production and collection.

We then decided to roll out 1KEY in two separate areas: 1) We shall use 1KEY Dashboard for excellence model (we call it as Tata Business Excellence Model) where large number of KPIs are required which are monitored 2) We shall use 1KEY BI for extracting information from our SAP & BIW and generate Dashboard which are for the top management.

Both these lines of action are in progress and by the end of this month, we hope that a large number of Dashboards, which are actually useful, which will display actionable information, which will give KPIs for the operating people as well as it will give KPIs for the top management.

We plan to deploy this multiple ways. To start with we shall set this by folders of e-mail; subsequently we will put it on our Intranet with security features so that people can see those Dashboards.

Give the TCO & the benefits that we are like to get & we anticipate to get from these dashboards we are very certain that the ROI would be very high. And I would not hesitate recommending this particular product for somebody else also,



“I would like to compliment MAIA Intelligence team and their partners Nelito Systems, who have so the kind of service, that they have provided and actually in some cases they have worked day & night in order to ensure that the required dashboards at the POC level are available for displaying it to the top management.

And the kind of levels of enthusiasm, kind of understanding of the product knowledge, ensuring that the customer remains satisfied are very high for both the teams. And I really compliment them for this.”

Vikas Gadre
CIO
TATA Chemicals Limited

because although there are many other products available in the market. Many of them are very high priced, would require a large team for deployment.

1KEY Roll out roadmap

With 1KEY I found that, deployment is fast, easy. We will roll out 1KEY and use it more for Dashboard to start with. Subsequently, in our monthly review meetings for sales, production, etc. for on-fly analysis required we shall use 1KEY dashboard. E.g.: dashboard for Region wise customer wise sales for last one month, top 5 customers and sales for last 3 quarters. This kind of analysis is expected from 1KEY Dashboard than & there itself.

It will actually help; it will enrich the discussions that will happen in such monthly review meetings. It will also help in promoting 1KEY enterprise wide and actually make people aware that analysis of the data can help the business.

Roadmap

Apart from rolling out 1KEY in India, we shall roll out in UK, Kenya and USA, where information from different ERPs and legacy systems will come to India and on a daily basis we'll incorporate that for the top management dashboards for a worldwide view of what is happening for Tata Chemicals will actually be presented through 1KEY.

About 1KEY Agile BI Suite

1KEY Agile BI Suite is the only single layer, interoperable, ground up built end-to-end BI product. Our Customers' CXO level group have experienced the benefits with highest adoption ratio where in 1KEY AGILE BI Suite is now used by both expert BI analysts and operational business users in mass.

For more details visit www.maia-intelligence.com/agile.htm.

