

Case Study: Single Currency Reporting

Summary: Our single currency module consolidated sales and revenue from different countries into the head office reporting currency enabling easier management of local, regional, and global markets.

The Problem:

Colin the Chief Commercial Officer of a mid-sized airline was having challenges in getting regular and standardised information on sales and revenue performance from the fifteen countries that the carrier had flights to and another twenty or so where they had GSA representation in place. Their carrier had invested in excellent Revenue Management systems and Business Intelligence tools however, the challenges remained in terms of accessing information in a timely manner due to the amount of workload on the data analysts to extract and manipulate from different data sources. They had to also convert the data from multiple countries into a single head office currency which again created delays.

The Solution:

Colin rolled out Airline Metrics for their team that collated all sales data from both direct and indirect channels for all markets globally. Not only were dashboards, reports and graphs available for the head office team in local market currencies, the single currency option meant Colin and his head office colleagues could view all information also in the company's preferred currency. All data was updated daily and they did not need to manipulate or process any data sets at all. Being cloud based also allowed the regional and local teams and GSAs to access their information in local currency as well and not have to await monthly data releases.



The Result:

Implementing Airline Metrics removed multiple handling and data processing work within the analyst team and they also did not need to manually convert data sets into a single currency. In addition, the teams were able to access not just sales information but also forward revenue projections in local and head office currency collated for all markets. Another benefit was the ability to monitor regional and global agreements using a single currency and drive a more robust management of such agreements. All this saved a massive amount of time and resources in reprocessing data and the analyst team were freed up to take on other priority projects for the business.