

## A new performance dashboard drives productivity value

*How V/Line gained improved operational control via data visualisation*

### Problem defined

#### Restricted reporting capabilities affecting operational responses

Complex service operations were compromised by multiple software systems for finance, human resources, customer services and transport scheduling. Reporting processes were cumbersome: management reports were compiled manually, often taking days to produce instead of minutes and ad hoc queries were almost impossible to achieve.

### Approach

#### Analyse reporting frameworks to achieve dynamic reporting capabilities

Oakton assessed disparate data sources to provide unified and robust reporting including:

- reliable and timely information
- easier access to the data required by the HR department, such as payroll and employee records
- a data warehouse that sourced its data from the operational databases to allow them to report on data sourced from different areas of the business.

### Recommendations

#### Reports on key metrics easy to access and rapidly generated

Oakton recommended executive dashboards be developed using Microsoft SQL Server Business Intelligence to source data from a Microsoft Dynamics AX database using SQL Server Integration Services as the ETL tool. Excel spreadsheets are used to provide some target information and the data warehouse utilises an SQL Server database to provide a range of fact and dimensional tables.

### Results

#### Data visualisation improves productivity

Key operational indicators and metrics as well as crucial reference data are now presented visually, giving greater context to the information in a timely manner. Users drill-down by department, geography and labour codes to generate detailed comparative reports, simply by selecting from indicators on the main dashboard.

Importantly, the data visualisation solution greatly boosted productivity as users of all kinds, whether IT savvy or inexperienced, are now able to monitor and manage real-time reporting quickly and efficiently. The solution was implemented quickly: Oakton's methodology helped to successfully achieve these goals.

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