Grupo Piñero trusts Logicalis to become a data-centric company
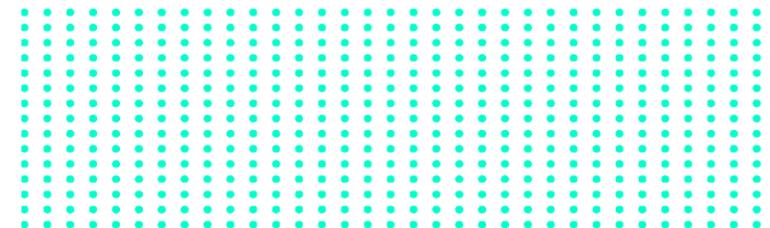
GRUPO PIÑERO

Industry: Travel & Tourism

Solution Area: Data Governance

"Logicalis has been key in the project, for their experience and deep knowledge of the latest technologies in the market, as well as for the high quality of their technical team. Capabilities that give us the confidence we need on the way to our digital transformation process, where it has been accompanying us from the start."

Mateo Ramón,
Corporate Director of Systems, Grupo Piñero

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The customer

Grupo Piñero has become one of the most prestigious Spanish tourism groups, based on three main pillars: to offer the very best customer experience, with the most modern digital technologies and the commitment of a high-quality team composed of more than 15,000 professionals who manage 9 million tourist stays per year in more than 30 countries.

The challenge

- Collect & consolidate all the analytical demand of the group and its divisions.
- Transform that demand into solutions that allow business areas to make decisions in an agile and simple way.
- That all this occurs under the paradigm of governance and traceability of information, so that the relationship with the client can be improved and personalized.

The solution

The BACC (Business Analytics Competency Center, managed by Logicalis, provides a unified view of the data in the client's processes and businesses. A vision that has been achieved thanks to the IBM InfoSphere Information Server solution, which also presents this data in a reliable, controlled and, above all, with an information governance, which allows maintaining the same quality criteria (KPIs) in the whole organization. Grupo Piñero was also aimed to increase its analytical capacity by implementing dashboards with MicroStrategy platform, which provides self-service, visualization, mobility and advanced analytics.

The objective is to enable the execution of loyalty, up-selling and cross-selling campaigns with Salesforce, thanks to the analytics and monetization of all these data.

The Phases

Currently, the project is in the phase of the so-called Customer Golden Record, which is the basis of the master plan for Data Governance. The objective of Grupo Piñero, until 2021, is to align the operation with its strategy and perform an analysis of the effectiveness of its data, from four strategic perspectives: financial, customer-market, internal processes and innovation and learning.

The Benefits

Grupo Piñero has managed to democratize the data, set KPI's standards for the group and quickly address new projects such as predictive analytics.

BI	**DATA**	**CUSTOMER 360**	**CRM**
First dashboards, analytics and self-services	Consolidate its Data Warehouse	Gather all the information in its Customer Master	Employee have a more personalized relationship with the client

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