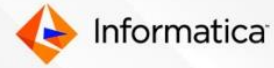**BBi**

دائرة الثقافة والسياحة
DEPARTMENT OF CULTURE
AND TOURISM

Informatica

Data Warehouse Modernization Project

Gartner Eye on
Innovation Awards
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Data to Decisions

Getting Results from Cloud
Data Warehouse Modernization

Case study

دائرة الثقافة والسياحة
DEPARTMENT OF CULTURE
AND TOURISM

Abu Dhabi DCT's Journey to
an Intelligent Data-Driven Strategy

The Problem

The Abu Dhabi Department of Culture and Tourism (DCT) regulates, develops, and promotes the emirate of Abu Dhabi. DCT needed an end-to-end, unified, scalable intelligent, cloud- native data platform that automated data sourcing, metadata management and data quality. DCT's business intelligence team worked with BBI, an Informatica Partner, to deploy an integrated Informatica Intelligent Cloud Services (IICS) solution.

Challenges

Operational inefficiency
- Public data was manual sourced from email attachment
- Manual DQ was time consuming, lacked a thorough review of data assets
- Manual data sharing with key stakeholders

Lack of trust
- Lacked an enterprise taxonomy for KPIs & critical data elements
- Reactive to in identifying DQ issues

Low business value
- More efforts in data collection, cleansing, etc. rather than providing insights & recommendations

Lack of innovation and scale
- Could not be done at scale with the given tools
- Lacked a focus on Innovation

Solution

BBI utilized Informatica's unified integration landscape to automate, integrate, & cleanse data. The solution was based on a hybrid architecture which combined cloud & on-premises deployment. For the first time, agile approach was used on a data project.

Explains Jaymin Darbari, Data Governance Lead, Abu Dhabi Department of Culture and Tourism: "Instead of reporting tourism data monthly, we are able to switch to daily reporting for important KPIs.

And we can now report monthly data the day after the month ends, instead of waiting two weeks for manual reconciliation.''

Key Benefits

- 1500+ hours saved in operational efficiency by straight through processing of data; no human touchpoints
- Timely sourcing of data through well defined 40+ SLA agreements, notifications with stakeholders
- Improved time to market of daily reports

"About DCT''. The Department of Culture and Tourism exits to establish the emirate of Abu Dhabi as a leisure and cultural destination of distinction. The Business Intelligence Department is the data brain of the organization: one-stop-shop of all data related needs for the Culture and Tourism sector & act as a statistical center, advisor to key stakeholders.

"About Informatica''. Our passion, inventiveness, and investments have created wave after wave of innovation, helping businesses unleash the power of their data for over 25 years. As the leader in enterprise cloud data management we are arming companies to take their businesses to new heights, fueling their innovation, even disrupting industries—intelligently.

"About BBI''. BBI is a global information technology consultancy firm helping enterprises survive today's business disruptions through data driven digital transformation initiatives that really make the change happen.