

SpagoBI for Fiat Group Automobiles

FIAT GROUP AUTOMOBILES CHOOSES SPAGOBI FOR A DISTRIBUTED *.LINK.INTELLIGENCE*

Key Words:

- SpagoBI
- Automotive
- Open Source
- Business Intelligence



Organization

Fiat Group Automobiles

Market

Automotive industry

Status

Industrial enterprise

Objective

Development of the *link.e.intelligence* analytical component

Country

Italy

OW2 Project



Fiat Group Automobiles has chosen SpagoBI as the open source business intelligence platform for the realization of *link.e.intelligence*, the analytical component of the *.link* product, aiming to support the selling activities of Fiat Group Automobiles international distribution network.

The Company: Fiat Group Automobiles

Fiat Group Automobiles is the largest industrial enterprise in Italy and one of the founders of the European motor industry. With strong propensity for international expansion and innovation, Fiat Group Automobiles is an automotive-focused industrial Group, which designs and manufactures automobiles, trucks, wheel loaders, excavators, telehandlers, tractors and combine harvesters. The company carries out its industrial and financial services activities through companies located in 50 countries and commercial relationships with customers in over 190 countries.

The need for innovation and efficient enterprise management processes

SpagoBI has been chosen by Fiat Group Automobiles as the open source business intelligence platform for the realization of the *link.e.intelligence* analytical component of the *.link* product, aiming to support the selling activities of Fiat Group Automobiles international distribution network. The *.link* application enhances the capability and efficiency of the *retail* channel within the distribution network of the Group. The commercial/servicing activities have been renewed towards an advanced Customer Relationship Management. This has been realized through the integration of customers' management processes, network operation processes and other connections and communication activities towards Fiat Group Automobiles. The increasing innovation of the company is confirmed by the adoption of SpagoBI platform for the development of the *link.e.intelligence* component. At the same time, it confirms the suitability of the platform to the development of strategic applications for enterprise management activities.

System architecture

SpagoBI platform has been used for the development of the *link.e.intelligence* component, which meets the requirements of a wide range of users, offering:

- operational analysis, providing reports with a detailed description of the services provided by the enterprise, in relation to the defined goals; it also offers OLAP documents for free detailed analysis.
- intermediate analysis, providing reports and dashboards with data synthesis on specific sectors.
- directional analysis, providing advanced dashboards composing the enterprise cockpit.

The project has taken advantage of different SpagoBI analytical engines, such as reports, OLAP documents, charts, dashes and composed documents. SpagoBI behavioural model has been set up so as to allow a scalable analysis on the temporal, geographical and productive dimension at all enterprise levels, according to the logged-in users' profiles.



The project was completed over five months, including an assessment phase by an international company, which had collaborated with the client to define the functional requirements for the new cockpits.

- External and independent assessment;
- SSO and integration with the clients' technological environments
- Data model and ETL
- Differentiated outputs and functionalities according to the end-users' roles

Main Benefits

SpagoBI platform proved to be a great asset to:

- Allow a rapid deployment of the new application with limited technological impact.
- Ensure that technical targets are matched and that technical quality meets Fiat Group Automobiles requirements.
- Provide high-level interactive analysis for intuitive inquiry of data.
- Ensure efficient enterprise management processes.

Professional Support

- SpagoBI is supported by Engineering Group (www.eng.it), an IT global player and Italy's largest operator in the IT services market. See support services at www.spagobi.org



OW2

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About OW2

Founded in January 2007 as a result of the merger of ObjectWeb and OrientWare communities, OW2 is an independent industry consortium dedicated to developing open source code middleware and to fostering a vibrant community and business ecosystem. Building on the legacy of ObjectWeb and OrientWare, OW2 federates more than one hundred organizations and 6000 developers in Europe, Asia and the Americas. OW2 hosts over one hundred technology Projects, including Lombos, Sync4j, eXo Platform, XWiki, SpagoBI and JOnAS. Several of the OW2 projects are combined into market-driven Initiatives, such as the ESB/SOA Initiative and the Business Intelligence Initiative, which facilitate their implementation by systems integrators, OEMs and end-users. A typical global open-source organization, OW2 aims to bring together grassroots communities across all continents through Local Chapters. **More information about OW2 is available at <http://www.ow2.org>**