

CUSTOMER SUCCESS STORY

Fertile

The prime objective behind establishing the company was to utilize the lean associated gas supplied from the onshore fields to manufacture fertilizers and to market them locally and internationally. It is comprised of one processing unit each of ammonia and urea.

FERTIL aspires to enhance its image & standing in the world markets. The new plant utilizes state of art technologies for safety, health, better energy conservation and reducing environmental emissions. FERTIL remains committed to its global role in increasing world food production.

Problem Statement

Fertil required to build a performance gauging platform where they would be able to have a strict eye on all the activities which have been carry out on regular basis. For this type of performance measures, it required the in-depth analysis of data which have been generated on daily, monthly and yearly basis so that they could effectively measure and evaluate key performance affecting factors of organization.

Solution

For the solution of above stated problem, Inseyab had decided to build an analytical application on the basis of balanced scorecard methodology in which organizations used to communicate what they are trying to accomplish and measure and monitor progress towards strategic targets. The analytical application had the capability to import maximum information from users as well as from other data sources. Furthermore, Inseyab developed insightful dashboards and reports for which KPIs will be available in an intelligent console that combines the four important strategic perspectives which gives insights about score of important Key Performance Indicators (KPIs), which will be effective in decision-making process.

Inseyab utilized platforms which included Microsoft SQL Server, Microsoft SharePoint and MicroStrategy.