Pursuant to Abu Dhabi government's general policy agenda and vision, the Abu Dhabi Housing Authority (ADHA) champions the mandate of implementing Emirati housing programs in Abu Dhabi. ADHA oversees receiving and reviewing prospective applications from citizens for different housing programs and housing loans. Driven by the power of information associated with an Emirates ID, ADHA has simplified the applications process by manifold.

Problem Statement

ADHA required in depth analysis based on the statistical data for its different housing programs in Abu Dhabi. Reporting needs required to met with help of suitable Business Intelligence tools. Along with the provision of BI tool, they required to be made familiar with proposed BI tool for self-service analytics.

The Solution

Inseyab effectively used a host of information available to ADHA and equipped decision makers with the power of analytical reporting of statistical data - driven by actionable information, which was relevant, and of high quality. Using clean data from a single data source, namely the Core Business Application (CBA), key performance metrics and reporting needs around this business function need to be enabled for BI. Inseyab offered a series of consulting deliverables to ADHA in order to familiarize the IT team in the development of a Business Intelligence roadmap. This consultation provided ADHA with the knowledge of ETL, data marts from an analytical processing standpoint. A series of sessions around the concepts of BI allowed ADHA to

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conduct a litmus test for BI at a fraction of the cost, while still being able to generate a more accurate understanding of the value of the solution with the help of fulfilling practical and dynamic reporting needs. The objective was to allow centralized BI capacity to deliver intuitive, interactive, pixel-perfect reports and near real-time dashboards to represent operational and transactional data. This system provided decision makers to take informed decisions by viewing actionable information.

BI Tools Proposed

Data was pulled in from scattered systems into a Microsoft SQL Server based Data Warehouse, where linked data marts were created and populated with ADHA data, for onward provision to the BI layer. MicroStrategy was the tool utilized for BI layer and insightful dashboards were created and made available to management on desktop as well as hand held devices, for decision making on the go. The solution has added tremendous value to get unanimous agreement over difficult decisions, for which experience and gut were the only decision-making criteria prior to having our solution in place.