

ZonesCorp is the largest operator of purpose built industrial cities in Abu Dhabi and in the UAE providing investors with world class, tax free platform that encourages growth. It is a strong foothold for any business that wants to thrive and establish strong presence in the MENA region as well as service markets in both Eastern and Western Hemispheres.

### Problem Statement

With a realization of the value generated by ZonesCorp, the management wanted to move away from traditional reporting styles and manage and utilize information and data in a better way. Having data from a range of different systems like Geographical Information System(GIS), Operational Management System(OSS), this data needed to be collected, integrated, analyzed and be visualized in terms of key information to the people that need it quickly and efficiently.



## Solution

Inseyab proposed ZonesCorp's management on how to move away from traditional reporting styles and manage and utilize information and data in a better way, by using MicroStrategy and its power of Self-Service Analytics. All the criteria mentioned were completely fulfilled by using MicroStrategy, and a solution was developed to provide a detailed analysis on the requirements provided.

With Financial and Operations Dashboards prepared for Zones Corp on the provided data, the solution was able to:

- Deliver key information to the people that need it quickly and efficiently
- Pull data together from disparate data sources
- Analyse the data to provide meaningful information
- Present the data in a variety of output formats depending on the user
- Create what-if (predictive) scenarios
- Track pipelines and forecasts to help sales teams understand the drivers of won vs. lost deals
- Analyse performance by geographic region

