SEALINK | incorta

USING REAL-TIME INSIGHTS
TO MAXIMIZE REVENUES

Incorta empowers business users at every level to make better decisions.

18%

REVENUE INCREASE ON ONE PRODUCT ALONE

AU$500K

SAVED IN IMPLEMENTATION COSTS

"Incorta has fulfilled several strategic requirements from self-service reporting and easy configuration to enabling future projects which we wouldn't have pursued without it. It helps us protect our users from the complexity of our data and business logic, putting them in control."

John Manitaras
Commercial Analyst, SeaLink Travel Group

Increasing efficiency and revenue with a unified data analytics platform.

SeaLink Travel Group is a leading provider of world-class marine, tourism, and public transportation services in many of Australia's top destinations—from Sydney Harbour to Kangaroo Island.

With a multitude of brands under its umbrella, the company relies on analytics to understand how its many products are performing. But disparate data sources and an outdated BI tool made up-to-date reporting difficult.

With Incorta, SeaLink is able to consolidate data from multiple systems into a single view and access real-time product demand data in an instant. Users can generate reports quickly and easily, saving significant time and increasing operational efficiency. The company has already begun to implement dynamic pricing based on KPIs and other key insights, driving up revenue and informing better budget decisions.

Using Incorta, SeaLink benefited from:

Accelerated insight
Incorta saved SeaLink hundreds of hours each month by integrating data from ticketing and finance systems in real time.

Better decisions
SeaLink management and operations teams can access data easily, for timely decision making and smart resourceallocation.

Increased revenue
Monitoring demand fluctuations across various times and days has allowed SeaLink to develop a dynamic pricing structure that drives growth.

The Challenge

Outdated tools, slow performance, and lack of support puts the business at risk.

With 24 brands in its portfolio, SeaLink relies on accurate analysis and reporting to effectively set prices for its various products. But with so many products and data sources, the process was slow—one monthly report took over 100 hours to compile. SeaLink was using a legacy BI system that had reached its end-of-life and was showing signs of failure. With support no longer available, this exposed the company to significant risk. In addition, users found the tool difficult which made them reliant on IT to get things done. And analysts didn't have control over its configuration, making it even harder to implement logic.

The Solution

A powerful analytics platform that drives value at every level.

SeaLink partnered with software design and development specialists Kanerika for its Incorta implementation. The new solution gives 100 business users access to on-demand data, with sub-second drill-down across billions of records. Incorta's built-in logic makes enriched datasets available through the SQL interface to analytical engines, short-circuiting development time. Incorta displays the output in a way that's user-friendly and intuitive. SeaLink is using this data to develop a dynamic pricing model that adapts fares according to key factors, including time of day/week/month and competitor activity. Unlocking the ability to rapidly develop logic has made reports meaningful and accessible, giving senior decision-makers a quick and easy way to view overall performance trends and make strategic decisions. The speed and efficiency of integration also saved the company significant time and money. Kanerika worked with real-time streams of internal Sealink data, as well as third-party data to enable a holistic view of the business that supports daily functional management and executive decision-making.

THE RESULTS

Rapid Integration.

Only 3 months to integrate and consolidate four separate accounting and finance systems.

3X faster total implementation time compared to estimates provided by traditional ETL tools.

AU$500k saved as a result of faster integration and implementation.

Intuitive user experience.
100 users can now produce self-service reports easily, enabling more strategic decisions.

No technical skills needed to generate reports or understand complex data—it's accessible to users at any level of the organization.

Dynamic product classification and pricing are now possible, with Incorta putting demand data at the fingertips of operations and management teams.

Greater control and growth.
Cost and budget allocation can now be done simply, driving greater operational efficiency across the board. decisions.

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Multiple analytics projects are in the works which would not have been possible without Incorta as the backbone for SeaLink data.

ABOUT CUSTOMER

SeaLink Travel Group is a publicly listed, leading marine, tourism, and public transport provider based in Australia, with established operations in London and Singapore. The company serves over 360 million passenger each year on its fleet of 3,400 buses and 80 ferries. With over 8,700 employees and revenue topping AU$251 million in 2019, the SeaLink portfolio of brands delivers world class service and holiday experiences spanning some of Australia's most popular destinations.

ABOUT INCORTA

Incorta is the data analytics company on a mission to help data-driven enterprises be more agile and competitive by resolving their most complex data analytics challenges. Incorta's Direct Data Platform gives enterprises the means to acquire, enrich, analyze and act on their business data with unmatched speed, simplicity and insight. Backed by GV (formerly Google Ventures), Kleiner Perkins, M12 (formerly Microsoft Ventures), Telstra Ventures, and Sorenson Capital, Incorta powers analytics for some of the most valuable brands and organizations in the world. For today's most complex data and analytics challenges, Incorta partners with Fortune 5 to Global 2000 customers such as Broadcom, Vitamix, Equinix, and Credit Suisse.