

DATA ANALYTICS

CUSTOMER STORY

# Streamlining fleet management with Qlik

New data-driven transport system has scope to ingest six billion metrics a day



## CUSTOMER STORY

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Boris Pankov, CEO and Founder, Omnicomm

### Need for data-driven management

Transport telematics expert, Omnicomm, is a leading developer and manufacturer of fleet and fuel management solutions. Headquartered in Moscow, it has been in business for over 20 years and its products and services are now used in 113 countries across 11 industries. Omnicomm works with 1,700 partners and its products are installed in more than one million vehicles worldwide.

The Omnicomm Online software platform collects vehicle data from fuel-level sensors, navigation terminals, driver displays and other monitoring equipment. However, the sheer volume of data was causing problems, as Omnicomm’s CEO and Founder, Boris Pankov, explains: “We found that most customers with a fleet of more than 30 vehicles were not using vehicle monitoring reports because it was difficult for managers to deal with so much information. They delegated the task of monitoring to line managers but they were not interested in it.”

To solve the problem, Omnicomm developed Artifleet, a data-driven analytical product that helps companies sidestep huge data volumes and make decisions based on a smaller selection of key indicators. Omnicomm defined a number of key parameters that affect transport costs but it then faced the problem of tailoring these metrics to meet individual customer needs.

“This required an additional layer of customer data and the development of a solution with embedded analytics,” says Maxim Ilarionov, Omnicomm’s Head of Product.

### Solution Overview

#### Customer Name

Omnicomm

#### Industry

Transportation & Logistics

#### Geography

Russia

#### Function

Finance, IT

#### Business Value Driver

Reimagined Processes

#### Challenges

- Reduce the volume of data faced by fleet managers
- Develop a data-driven, automated vehicle monitoring platform
- Grow sales by improving customer profitability and service

#### Solution

Developed the Qlik Sense-driven Artifleet analytics dashboard and Airborne Equipment Monitoring solution.

#### Results

- System capable of ingesting six billion metrics a day
- Users report a threefold reduction in equipment failures
- Customers have cut costs, increased profitability and improved fleet management

## Analytics platform powered by Qlik Sense

Because the solution had to integrate large amounts of data from Omnicomm Online and ERP systems into one single and convenient source of data, Qlik Sense was considered the most appropriate analytics platform.

This decision was based on a number of factors. Qlik's flexible configuration capabilities meant it would be easy to define access rights and, with the need for some six billion metrics to be integrated into the system every day, Qlik's support for huge volumes of data from heterogeneous sources came into play. Customers would also find Qlik Sense's clear interactive data visualization easy to use.

Since Omnicomm is a global business, the ability to localize the application into different languages was important, as was Qlik's active support network in Russia. "We were impressed by the ability to quickly get the first results," says Ilarionov. "We developed a dashboard prototype on Qlik Sense and within three months a fully-fledged product was sent to partners for testing."

## Reduced costs and increased profits

To ensure data quality, it is vital that vehicle sensors are operating properly. To automate the detection of any equipment failures, a separate dashboard has been developed that constantly monitors onboard equipment. Made available to all Omnicomm partners, it allows service engineers to avoid reviewing data from several thousand sensors and concentrate only on ones that have problems. If faults are detected, the settings can be changed remotely.

In just two months, partners using this Airborne Equipment Monitoring solution have reported a threefold reduction in the number of equipment failures and users also say that the Qlik-based platform has helped them optimize their fleet management. Omnicomm partners report improvements in their quality of service and reduced equipment maintenance costs.

"Transport monitoring should be interactive and offer a convenient basis for making management decisions," says Pankov. "Based on Qlik Sense, we have developed a tool that shows how efficiently employees are working, what business processes need to be improved and which customers need more attention. This ultimately helps to grow profits as well as well as increase the level of service and customer loyalty."

Ilarionov concludes: "Analytics based on Qlik have allowed us to create algorithms for fleet management decision-making. Now, we can quickly and reasonably answer managerial questions, track emissions and efficiency gaps, adjust processes and monitor the whole fleet situation."

Looking to the future, Omnicomm has a vision to become the market leader in analytical reporting and the data-driven optimization of fleet processes.

## The keys to success



**6bn**

metrics integrated  
every day



**1m+**

vehicles fitted with  
Omnicom sensors

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Maxim Ilarionov, Head of Product, Omnicomm



### About Qlik

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Our cloud-based Qlik Active Intelligence Platform delivers end-to-end, real-time data integration and analytics cloud solutions to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 38,000 active customers around the world.

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