

AN EMPLOYER OF CHOICE IN THE COMMUNITIES WE SERVE

Queensland Airports Ltd.

Data Analytics

About QAL

Queensland Airports Limited ("QAL") is a regional airport specialist with an emphasis on creating significant regional airport development in Queensland. QAL is a 100% Australian owned, Queensland based company and owns and operates Gold Coast, Townsville and Mount Isa airports.

As a group they are passionate about finding innovative ways to achieve sustainable passenger growth that will not only benefit shareholders but benefit the regional communities they serve, their environment and business partners.

Gold
Microsoft
Partner



Client Challenge

QAL needed to identify passenger movement through each airport so that all our ancillary services including car parking and shopping could be capacity planned around the customer. They also needed to tie the information to growth and forecasting so that they could get their financials and budget projects driven with some certainty and predictability. In order to do this, they contracted with Queensland based Microsoft partner Apache.

Phase 1 included migrating existing passenger data to a Data Warehouse. This is a structured storage area for data from multiple databases across the operation. Apache used a full suite of Microsoft products to give management access to the right information in the right format at the right time. These included SQL Database, SQL Server Analysis Services, SQL Server Reporting Services and Excel.

"We can now measure the impact of growing passenger traffic on the services we are providing and as a result implement improved planning for our growth," said Kirsty Ford, IT Manager at Queensland Airports. "The reporting solution enabled us to reduce the number of applications we use to manage operations. This resulted in lower ongoing license fees and support costs. It also enabled us to streamline reporting operations and access information across multiple databases for improved decision support."