

How Do Business-Driven Analytics Help Keep a Bustling City on the Move?

Running all public transport networks throughout Brussels, including 4 metro train lines, 17 tram lines, and 50 bus lines, STIB-MIVB plays a critical role in helping the city's residents get where they want to go. Partially funded by the state, the organization has a responsibility to operate as efficiently and sustainably as possible while constantly striving to improve the services it offers to the city's inhabitants and visitors.

To help it monitor performance and pinpoint key areas for improvement, the transport company collects data whenever passengers buy a ticket from a vending machine, go through a turnstile, or get in or out of a vehicle. With help from implementation partner Cubis, it uses business intelligence solutions from SAP for end-to-end analytics, from data discovery through reporting to a central portal for accessing all reporting assets. These solutions enable the company to identify any network performance issues. In addition, STIB-MIVB can improve efficiency in areas such as optimizing routing, minimizing vehicle downtime, and providing a rapid response to changing traffic conditions, all while helping ensure full transparency and accountability to the public.



“By collecting and analyzing data, we can better monitor network performance. This means we can **make changes where necessary to offer the best service possible** to our customers – such as **running additional buses on a busy route.**”

Rob Roemers, Manager of Business Intelligence Solutions, Brussels Intercommunal Transport Company (STIB-MIVB)

Supporting easy access to sophisticated analytics and reporting tools, business intelligence solutions from SAP enable Brussels public transport network operator STIB-MIVB to monitor performance in an efficient way. As a result, the transport company can operate more cost-efficiently and improve the service it delivers to customers while ensuring transparency across its operations.



1,200
Vehicles



401 million
Journeys each year



>1 million
People in the Brussels region served every day by the transport network





Supporting a Smart Transport Network with SAP® Analytics Solutions

Brussels Intercommunal Transport Company (STIB-MIVB)

Brussels, Belgium

www.stib-mivb.be

Industry

Travel and transportation

Products and Services

Tram, bus, and metro services

Employees

8,300

Revenue

€202.5 million

SAP® Solutions

SAP® BusinessObjects™ Business Intelligence platform, SAP Analytics Hub solution, and SAP Lumira® software, discovery edition

To help it track performance across its network, Brussels public transport operator STIB-MIVB deployed business intelligence solutions from SAP. Now, with the help of implementation partner Cubis, the company has dramatically reduced the time it takes to prepare reports and can access analytics that help it improve customer service and run more efficiently.

Before: Challenges and Opportunities

- Monitor performance of transport services across the city
- Provide insights to help streamline processes and run operations more efficiently
- Enable greater transparency of performance information

Why SAP and Cubis

- Scalable platform for reporting using the SAP BusinessObjects Business Intelligence platform
- Rapid prototyping of numerous reports by the business with SAP Lumira, discovery edition
- Single point of access to all reporting provided by SAP Analytics Hub
- Cloud-based capabilities provided by SAP Analytics Hub, enabling rapid deployment
- Expertise of implementation partner Cubis in turning data into business-relevant insights with SAP Analytics solutions

After: Value-Driven Results

- Significant time savings in report preparation, deployment, and consumption, with 100 days saved each year in report preparation time in one area alone
- Improved customer service thanks to the ability to react faster to relevant requirements or incidents
- More proactive vehicle maintenance processes
- Greater transparency and accountability in the use of public funds, with detailed information available on areas such as service levels, ability to cater for passengers with disabilities, and environmental performance
- Ability to leverage operational, data-driven insights to improve infrastructure in the region of Brussels

“SAP Analytics solutions are playing an invaluable role in helping us become more efficient and better at our job.”

Rob Roemers, Manager of Business Intelligence Solutions, Brussels Intercommunal Transport Company (STIB-MIVB)



Featured Partner



30%

Less time spent on report development

€10,000s

Of refunds each month through optimized warranty management processes



See how STIB-MIVB uses real-time data to improve transport services.

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