



Indigo Group adopt Data and Analytics to deliver customer satisfaction, increase revenue and improve efficiencies

The Customer Profile

Website

<https://www.group-indigo.com/en/group/>

Number of employees

20,500+

Region

Global

Industry

Parking and Mobility Services

Profile

Indigo are a global parking and mobility company that is committed to helping its customers find the right parking space for them and their car.

A world leader in parking and individual mobility, serving Smart Cities of tomorrow. The Group's activities bring together several businesses: off-street car parks and associated services, on-street car parking, individual mobility, digital and associated services. Indigo builds, finances and operates personalised and ever smarter parking solutions which facilitate a smoother, more integrated, and easier customer journey.

INDIGO

The Background

In a competitive and highly active market, Indigo began a journey of transformation to improve their operational efficiencies as a business, serve their clients in a way to differentiate themselves from their competition and ultimately provide an excellent experience for their client's end customers.

This case study focusses on the development of the organisation and the relationship between Indigo and risual Limited. Thanks to Nimesh Inamdar, Chief Analytics / Data Officer at Indigo Group for this case study which discusses the project thoroughly from start to end.

Nimesh joined Vinci/Indigo in 2014 to lead the Revenue Management, Pricing and Business Intelligence strategy across the UK and North America.

In early 2018 Nimesh was promoted to Chief Analytics Officer of Indigo Group. His new role will lead the organisation to extract maximum value out of data and will elevate data analytics to a strategic level across the organisation. Using data to fulfil business intelligence initiatives, improve operational effectiveness and generate ROI and value back to the organisation.

It's a new way of doing things at Indigo – changing business processes and using data driven insights to help the business makes better decisions. Nimesh is responsible for the creation and development of the Indigo Business Intelligence Centre of Excellence which, through sharing of best practices, tools and knowledge, drives new innovation and development.

"One of the immediate challenges I could see was how Indigo and its competitors differentiate themselves in the parking market. Data and analytics presented a great opportunity to break through this competitive landscape and help Indigo deliver a tailored and richer experience to their customers."

Jack Thompson, Internal Account Manager at risual Ltd

The Challenge

Indigo Group is a world leader in parking and individual mobility, aiming to achieve a constant high customer satisfaction and helping its customers. The company had a vision for how they could achieve true potential from the business and enhance its ability to extract value from data and analytics.

Indigo had access to an abundance of wonderful and useful data, but the business was not able to automate the visualisation processes and create appealing dashboards for its customers fast. At the time, they were not in a position where they had anyone within the organisation who had an effective amount of time to perfectly visualise the data. Indigo needed the right people, the right tools and technology to begin meeting its requirements. Once they had this, they would then be able to start thinking of rolling out BI to multiple customers internally and externally.

A big challenge for Indigo was the adoption of Business Intelligence and Analytics, which was something that the organisation wanted to achieve. They were facing a big challenge to get the dashboards fully automated from various data sources into Power BI.

At the time, Indigo were using its in-house system and tools to create the desired dashboards but had noticed how Power BI was accelerating in the marketplace. The organisation looked at various options and solutions to achieve the business requirement. Power BI was the obvious choice.

"Power BI is a great tool and a key element in our suite of BI tools. It's quick and easy to use and great for our end users to adopt."

Nimesh Inamdar, Chief Analytics / Data Officer at Indigo Group

"We first recommended to work with delivering Power BI to Indigo 'internal customers' such as Finance and HR. This gave us a good grounding to then look to deliver analytics for more regions and eventually Indigo Group end customers. There were clear challenges when we first began such as implementing automated connections to Indigo data sources and feeding into Power BI. By overcoming these challenges early on, we had the platform to build relevant and valuable analytics solutions for the company."

Jack Thompson, Internal Account Manager at risual Ltd

The Solution

Power BI is a Microsoft tool used to create Business Intelligence and Data Analytics, using interactive visuals where end users can create reports and dashboards themselves without having to depend on IT staff.

Indigo was already in a position where it knew what the problems were, the requirements and goals, and how to solve it. In 2014, Nimesh Inamdar and colleagues were researching various solutions, finding out which would be best suited for the organisation, ensuring all the business requirement and business goal boxes were ticked. In 2015 Microsoft released Power BI and this ticked the lists of functionalities of what Indigo wanted to do across multiple products.

risual and Indigo worked closely together to select the best suited solution, focussing on Indigo business requirements which include; cost efficient, easy to use, visualisation tool, security, connectivity, fits within the infrastructure, and development rate. With Indigo being a Microsoft customer, risual and the business worked together to identify Power BI as the perfect tool for the company to achieve its revenue goals, business efficiencies and process automation.

Once the project was all in place and the solution had been implemented, Indigo had a goal to roll this out to its clients.

Working with risual

"Upon the search for the best solution, at the time risual were one of few organisations who actually had experience with using Power BI, there wasn't many businesses out there who had much experience with it. James Connolly, Account Director at risual Ltd and Matt Bradley, Enterprise Architect at risual Ltd both made a very good impression with us on the initial meeting day – both very honest about Power BI, what they had knowledge on and what they didn't. The processes and the people stood out at risual, we especially liked the availability of the staff, being able to allocate certain people to certain times was a great help. The work and the quality was to a very good standard."

Nimesh Inamdar, Chief Analytics / Data Officer at Indigo Group

The benefits

After the project was completed, Indigo saw real business benefits and have now been able to not only make use of Power BI within the organisation but also go to market with it and provide a clear offering to its clients. The business requirements that were stated had been met, leading to Indigo growing and developing as an organisation.



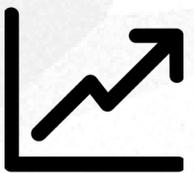
Deliver To Market - After Power BI was implemented into Indigo's environment, the organisation had the opportunity to really expand its knowledge on Business Intelligence and Data and Analytics, creating interactive visual dashboards internally and externally.



Increased Efficiencies - Overall, Power BI has offered the opportunity for Indigo to use this software across various departments in the organisation, performance management, HR, finance, call centre statistics, fraud, and much more. With all dashboards now being automated, time has been efficiently used elsewhere, increasing productivity improving processes massively throughout the organisation and especially on audits.



Revenue- As the global parking market continues to be highly competitive, added value services such as these can add real value to Indigo's offering to their customers. The company can also use the same solutions to get a tighter grip on their total revenue as well as where and when it comes from, and especially on audits.



ROI- Through making use of Power BI as part of Indigo's Enterprise Agreement with Microsoft, the company can extract more value and ROI from their Enterprise Agreement with Microsoft. At risual, we find that our customer's investment in their Microsoft Enterprise Agreement is usually one of the larger ones across their technology spending and so by making best use of Power BI, Indigo are able to unlock more value from this investment.

"We have exceeded expectations of the content and quality of dashboards, the big benefit was being able to deliver this to market, it's what we really wanted to do. We have created easy to use and insightful/useful dashboards that are now part of people's everyday life. The ongoing development of PowerBi has enabled us to create more advanced and powerful dashboards. Previously, to build a single dashboard we would have to do this through our IT team which was not time effective."

Nimesh Inamdar, Chief Analytics / Data Officer at Indigo Group

The future plans

"Our plans are to continue building on what we've done so far, continue to create interactive visual dashboards for our clients ensuring it is easy for them to use. The more data sets we generally get connected the more we can get out of it. Keeping a close relationship with risual too, for any future offerings and innovative exciting solutions which will support our organisation to grow."

Nimesh Inamdar, Chief Analytics / Data Officer at Indigo Group

"It's been great to see Nimesh and the team at Indigo deliver real business value through data and analytics tools such as Power BI. Our work so far has unlocked some exciting conversations for the future such as car park occupancy and optimising advertising spend in car parks. For now, it's about building on the work done so far so we continue to bring more value to Indigo's internal and external customers."

Jack Thompson, Internal Account Manager at risual Ltd

