

This is one of the largest BI implementations of MicroStrategy in the region, involving more than ten scattered pools of data and around 80 dashboards for various levels across the client user base.

Pursuant to ArabSat's vision of excellence across all of its services, and keeping pace with changing needs of all stakeholders related to this Satellite Media enterprise, Inseyab implemented a unified Business Intelligence platform to provide a decision-making means to executives.

The project involved consolidating all information internal to Arabsat, into a consolidated Microsoft SQL Server based Data Warehouse, topped up with MicroStrategy's BI layer for insightful dashboards to be viewed by operational, managerial and executive users throughout the company.

Sourcing data from scattered systems (SQL Server Databases, Excel Sheets, Oracle Databases) and mainly from Finance, HR and Procurement modules under Oracle EBS ERP, our solution allowed centralized BI capacity to deliver intuitive, interactive, pixel-perfect reports and near real-time dashboards to represent important data.



The system enabled managers and executives to take informed decisions by viewing actionable information, and basing the same on real data rather than gut feeling or only on experience. The scope covered an array of services ArabSat offers along with its internal departments, including Sales and Contract Management, Satellite Ground Maintenance, Satellite Management, Oracle EBS modules and more scattered sources of data.

In short, our solution was built around a central repository of information that standardized data, delivered a single version of the truth, relevant & high-quality reports, and dashboards used by ArabSat strategy team, key management, department heads, power users and operational users.

