

Case Study

Abu Dhabi Ports Company

» We needed a technology partner who could integrate our vastly distributed and diverse business processes, and help increase our business productivity «

Dr. Saif Al Ketbi, Vice President - Information Technology, Abu Dhabi Ports Company



The Customer

Formed by the Abu Dhabi Government in 2006, ADPC is a master developer of ports and industrial zones. Its primary function is to propel economic expansion by establishing the firm foundations of modern infrastructure, real estate and business services across Abu Dhabi. The objective of ADPC is to act as an enabler for development & trade and facilitate the diversification of the national economy.

The Challenge

Integration challenges

The company operations had no single system which would act as a gateway to all important business applications. This also meant the absence of seamless integration between the existing ERP platform and other third party systems. The company also wanted to ensure that the available data with each of the function would be easily synchronized across the company and it would be easily accessible for all authenticated users, including the Sales and Call Center. The company also wanted to remove legacy system, with efficient migration of the data to the new system.

Monitoring challenges

The decision makers at the ADPC emphasized the need for accurate process visibility, through their own prism. This would mean having the structured data, in the form of dash boards and reports created as per their requirements. The management also wanted to monitor actual work hours put in by the employees and correlate the data with the payroll budget and also remove inconsistencies in CAPEX and OPEX information related to projects and contracts. They also wanted to implement best-in-class Governance, Risk and Compliance practices, to bring the organization on par with the global standards.

Inconsistencies resulting from process variations

The management wanted to establish a nimbler organization with unified business processes, to bring in more efficiency and deliver more value per dirham. This included the replacement of sluggish manual approval processes with automated and system based approval processes, in order to minimize the process delays.

THE CUSTOMER

Country: United Arab Emirates
 Industry: Ports and Industrial Zones
 Founded: 2006
 Website: www.adpc.ae



THE CHALLENGE

One of ADPC's foremost goals was to develop and implement a system to monitor and manage diverse business operations and to automate several processes for enabling the organization to reduce the turn-around time for key organizational processes. The company was facing substantial challenges in its pursuit to streamline and energize business processes.

THE SOLUTION

Fujitsu leveraged its deep insights into the port industry and onsite model for delivering excellent business value. After analyzing the client's IT environment and incumbent applications, Fujitsu identified a set of key performance indicators which were crucial for enhancing their business management system.

THE BENEFITS

- Invoice processing cycle reduced from 2 - 3 days to a few hours
- Budget planning time curtailed from a week to three hours
- Month End Close and Reporting Process cycles shrank from weeks to a couple of days

The Solution

Project management

With the core aim of enhancing the process visibility and establishing control over the projects, Fujitsu implemented Project Contract and ADPC HRMS Module was integrated with Finance, SCM, Hyperion, and UCM modules to ensure tighter integration across the value chain.

Documentation

Fujitsu implemented a document numbering and versioning system according to ADPC requirements and supplemented it with Oracle Project Contract to provide a solution for creation and management of all sorts of contractual documents within the enterprise.

Back office support

Fujitsu implemented back office systems to enable client staff to efficiently handle the customers. We added several features to the Oracle system for improving efficiency and enabling the staff to monitor port activities like the number of ships entering and leaving the facility, as well as tracking the status of construction projects at the port.

The Benefit

ADPC streamlined and accelerated port operations, resulting in better planning and optimal utilization of yard, quay, equipment and personnel.

Enhanced operational efficiency

- Invoice processing: Fujitsu made life easier for end-users by providing them with a common gateway to enter all applications. An on-line quotation mechanism was established for goods and services. It brought more convenience through online negotiations. Through Bulk Upload feature, multiple users were able to upload thousands of documents in a shorter time.
- Budget planning and month end reporting: Fujitsu also helped the client to have a firm grip of the operations and an enhanced cohesion among the business units. Accurate demand forecasting and on-line approval process for department-wide requisitions (tenders and purchase orders), resulted in speedier realizations.

Information availability

The web-based solution has made the information available with one click for the management consumption, while securing it from the accessibility and confidentiality perspective. Integrated, collaborative system has ensured complete visibility of assigned tasks, issues, and deliverables for the team members. It has enabled the team to work more cohesively and efficiently.

Conclusion

Fujitsu expertise in applications, infrastructure, consulting and software is continuously helping ADPC and adjoining companies like ADT (Abu Dhabi Terminals), Bechtel (Ports Special Systems), Abu Dhabi Customs etc. to build, operate and govern its various projects towards KIZAD and 18 Abu Dhabi Ports, and successfully marching towards 2030 vision of UAE.

"Fujitsu surpassed our expectations by providing innovative and advanced technology solutions, which immensely benefitted ADPC. The high level of commitment and responsiveness, showed by Fujitsu, was matched by their flexibility in working with us to accommodate all our requirements."

About Fujitsu

Fujitsu is a leading provider of ICT-based business solutions for the global marketplace. With approximately 172,000 employees supporting customers in 70 countries, Fujitsu combines a worldwide corps of systems and services experts with highly reliable computing and communications products and advanced microelectronics to deliver added value to customers. Headquartered in Tokyo, Fujitsu Limited (TSE:6702) reported consolidated revenues of 4.5 trillion yen (US\$55 billion) for the fiscal year ended March 31, 2011. For more information, please see www.fujitsu.com

Contact

FUJITSU
Fujitsu Consulting India Ltd
Address: A-15, MIDC Technology Park,
Pune, Maharashtra, 412114, India
Phone: 91-20 2769-0001
Fax : 91-20 2769-2924

© Copyright 2013 Fujitsu, the Fujitsu logo, are trademarks or registered trademarks of Fujitsu Limited in Japan and other countries. Other company, product and service names may be trademarks or registered trademarks of their respective owners. Technical data subject to modification and delivery subject to availability. Any liability that the data and illustrations are complete, actual or correct is excluded. Designations may be trademarks and/or copyrights of the respective manufacturer, the use of which by third parties for their own purposes may infringe the rights of such owner.