The system is driving a much higher quality of information in a shorter time frame because the requirements are being more clearly articulated.

Mark Foley, Director of Capital Programs, Dublin Airport Authority

SUMMARY OF KEY FACTS

Organisation
Dublin Airport Authority

Services delivered
Oracle ERP application

Benefits
- A scalable application was implemented allowing for a large degree of future proofing.
- The new application is easy to use and provides management with comprehensive reporting features.
- Dublin Airport Authority saved €3.8m from reengineering its ERP system.

Customer's Challenge

Dublin Airport Authority (formally Aer Rianta), an Irish state owned company with responsibility for the operation, management and development of Dublin, Shannon and Cork Airports. Operating on a fully commercial basis, the group vision was to be a premier Irish international airport owner and operator.

Dublin Airport Authority faced major challenges as it attempted to grow its business, both from the changing nature of the airline industry and from increasing regulation. For example, in 1999 the European Union ended high margin duty free shopping. In responding to such challenges Dublin Airport Authority launched an initiative to boost efficiencies and margins by establishing a shared services model for the three airports under its jurisdiction and to find new sources of revenue by investing in new business ventures.

Dublin Airport Authority's business support functions now operated under many new constraints. These included:

- Systems that were not integrated and lacked functionality to leverage efficiency;

- Business processes that incorporated duplication and were not in line with best practice;

- A lack of common data standards and ownership across the business, hindering the production of reliable, accurate and timely business management information for decision-making.

"Before we could start the business transformation, we needed to rethink and reengineer our technology infrastructure. Although our existing decentralized system worked adequately in the old context, it was incapable of delivering the business efficiencies and strategic intelligence needed to take the business to the next phase." Comments Adrian Reid, Head of Information Technology, Dublin Airport Authority.

FUJITSU

THE POSSIBILITIES ARE INFINITE

Fujitsu Solution

Dublin Airport Authority initiated a Business Support Programme (BSP) to help reduce the system, business process and data constraints that the business support functions operated under. As part of this programme, Fujitsu were chosen to implement an integrated suite of Oracle Enterprise Resource Planning (ERP) Applications (supported by appropriate hardware and network infrastructures), and to support the launching of a Shared Service Centre in Shannon.

The Fujitsu approach to Oracle Application implementations included applying best business practices and introducing a common data model and standards within the Finance, HR and Procurement functions. Fujitsu also developed a comprehensive suite of business management reports.

"The new system directly addressed our needs and we started to see immediate improvements once the software was implemented. Our business now has the capacity to respond to major business challenges swiftly," Said Adrian Reid, Head of Information Technology, Dublin Airport Authority.

Benefits to our Customer

The key benefits to Dublin Airport Authority from the Fujitsu approach to Oracle Application implementation include:

- **Future Proof:** By building the architecture on open industry standards, the highest possible degree of future proofing was provided. As new technologies emerge, replacement becomes easier.

- **Ease of use:** In implementing the solution, Fujitsu developed the end user interface in a way that would make it as familiar to the users as possible. This resulted in faster acceptance of the application after implementation.

- **Efficiency**: The use of a common data model and standards resulted in greater data integrity and a rationalisation of data records and databases. This, in turn, facilitated the production of a comprehensive portfolio of business management reports.

Our Approach

The Fujitsu approach included the following:

- **Interfaces & Integration:** Fujitsu developed ten major interfaces and integrations for this project covering Accounts Receivable, Project Costing, and Payroll;

- **Enhancements:** Fujitsu specified, designed, built, tested and implemented in excess of 120 enhancements to the standard Oracle Modules;

- **Data Migration**: Fujitsu migrated an extensive volume of data from the legacy systems to the new integrated Oracle applications;

- **Training:** Fujitsu performed Training Needs Analysis, developed Training Plans, created custom-built Training materials, and subsequently managed and delivered the Training programme with Dublin Airport Authority to 300 staff across all of the airports nationwide;

- **Programme, Project and Delivery Management:** Fujitsu were responsible for the successful planning, tracking, reporting, resource management, vendor management and completion of the programme.

Our Expertise

Fujitsu has a proven track record in providing innovative and reliable IT services and solutions, incorporating the best and most appropriate technology that creates value for its customers by helping them to realise their business vision and deliver impeccable customer service.

Fujitsu is a worldwide leader in the implementation of Oracle-based solutions, covering strategic consultancy, application integration, and managed services.

As an Oracle Global Alliance Partner, a member of the Oracle Partner Network and an Oracle Certified Partner, Fujitsu has full access to the latest Oracle technology, training and staff.

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