| دائرة الثقافة والسياحة DEPARTMENT OF CULTURE AND TOURISM

Informatica Innovation Award
Honoree

Promoting Culture and Tourism:

Bringing More Visitors to Abu Dhabi Using Trusted Data

"With Informatica's help, we've been able to leverage data to help enhance Abu Dhabi's standing as a world-class city, while staying true to our cultural heritage."

Jaymin Harish Darbari
Data Governance Lead, Abu Dhabi
Department of Culture and Tourism

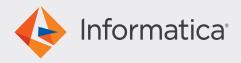| Goals	Solution	Results
Automate manual processes to accelerate reporting tourism data to the government and save time for employees	Bring tourism data from source systems into a Microsoft SQL Server data warehouse using Informatica Cloud Data Integration	Enables the business to generate new tourism insights while saving 2,000+ person hours annually
Enhance data quality and reporting accuracy for dashboards to improve trust in data and increase analytics adoption rate	Cleanse data and detect anomalies using Informatica Data Quality, reporting any issues back to the business	Improves trust in data across the organization by proactively addressing data quality issues, encouraging users to adopt analytics
Ingest data from hotels, museums, and tourist sites automatically and make it easily consumable via APIs	Consume and build APIs using Informatica Cloud API Manager	Helps the organization become a data provider to both government and private organizations to ultimately help increase visits to Abu Dhabi

Business Requirements:

- Quickly build complex data configurations and flows

- Measure both the quantity and economic impact of visitors

- Retain flexibility to move data warehouse to the cloud

About Abu Dhabi Department of Culture and Tourism

By sharing Abu Dhabi's unique legacy through a wide-ranging program of cultural events, exhibitions, and museums, the Abu Dhabi Department of Culture and Tourism regulates, develops, and promotes the emirate of Abu Dhabi as an extraordinary global destination, rich in cultural authenticity, diverse natural offerings, world-class hospitality, and unparalleled leisure and entertainment attractions for every type of traveler.

Informatica Success Story: Abu Dhabi Department of Culture and Tourism

Located on an island in the Persian Gulf, Abu Dhabi is a popular destination for tourists. With 250 miles of coastline, four football stadiums, a vibrant art and music scene, world-class museums, myriad cultural sites, and the region's largest exhibition center, it receives approximately 10 million visitors every year. Determining the exact number of tourists is more difficult than it sounds, however, and that job falls to the Abu Dhabi Department of Culture and Tourism (DCT).

Established in 2012 to replace Abu Dhabi's two main tourism and culture agencies, the Abu Dhabi Tourism Authority and the Abu Dhabi Authority for Culture and Heritage, Abu Dhabi DCT contributes to the nation's economic diversification, working closely with stakeholders and partners to market Abu Dhabi both locally and internationally. It helps preserve Abu Dhabi's cultural heritage, especially its historic and archaeological sites. It also informs tourist attractions and hotels about ways they can enhance guest experiences, cultivate references, and attract more visitors.

Increasing visits to the emirate and tracking those statistics requires integrating tourism data from many sources and stakeholders, including legacy systems and databases, visitor surveys, hotels, tourist attractions, Wi-Fi hotspots, and cultural sites. Until recently, compiling this data was a daily, manual process based on spreadsheets, emails, and flat files that consumed nearly 40 hours of employee time per week. As a result, Abu Dhabi DCT could only refresh its data warehouse on a monthly basis, limiting the usefulness of the data for reporting purposes.

To improve time to market for reporting and increase organizational trust in the data, Abu Dhabi DCT wanted to streamline data integration and enforce data quality checks. It also wanted to take steps toward becoming a data service provider by automating the ingestion of tourism data from partners and making it easily consumable via APIs.

"To bring more people to Abu Dhabi and maximize the economic impact of our efforts, we must be very data driven," says Jaymin Harish Darbari, Data Governance Lead at Abu Dhabi Department of Culture and Tourism. "We need to provide fresh insights to our internal and external stakeholders, and we faced challenges in getting tourism data from source to dashboard in a timely and efficient manner."

Improving time to market for tourism data

To introduce automation into its data ecosystem, Abu Dhabi DCT's business intelligence team worked with BBI, an Informatica Silver Partner, to deploy an integrated Informatica Intelligent Cloud Services solution that includes cloud data integration, Data Quality, B2B data exchange, and API management. Informatica is
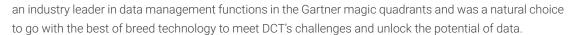
an industry leader in data management functions in the Gartner magic quadrants and was a natural choice to go with the best of breed technology to meet DCT's challenges and unlock the potential of data.

In just four months, the teams used Informatica Cloud Data Integration to build 90 complex ETL jobs spanning 17 source systems. More than 100 data quality rules are enforced with Informatica Cloud Data Quality before the data is deposited into a Microsoft SQL Server-based data warehouse. Any recurring quality issues are reported back to the business to fix at the source. "This successful engagement was a true example of co-creation between Abu Dhabi Department of Culture and Tourism with their business knowledge and BBI Consultancy with its implementation expertise using state of the art Informatica solutions" says Hafdi Salah, Managing Partner at BBI Consultancy.
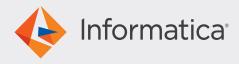
"The ease of use of Informatica Intelligent Cloud Services and our collaborative partnership with BBI allowed us to achieve business value very quickly," says Darbari. "Instead of reporting tourism data monthly, we are able to switch to daily reporting for important KPIs. And we can now report monthly data the day after the month ends, instead of waiting two weeks for manual reconciliation." Examples of important KPIs of the Hotel industry such as RevPar, ADR, Occupancy rate, Room Revenue, etc. for performance reporting.

To capture data coming in from hotels, cultural sites, and other tourism partners in emails and files and upload it to a secure FTP site, Abu Dhabi DCT relies on Informatica B2B Gateway. It also uses Informatica Cloud API Manager to consume data from Wi-Fi hotspots and industry aggregators via APIs, and to make tourism data available via APIs to government departments and stakeholders. In the near future, it plans to extend the automated data sharing using the power of API with key industry stakeholders such as other AD Government Departments, and private companies in the Tourism and Culture space.

"Our long-term vision is to become a data hub for all entities in Abu Dhabi that have a stake in promoting tourism or protecting our cultural sites," says Darbari. "Instead of asking these organizations to consume data in spreadsheets, we can use Informatica Cloud API Manager to easily build APIs and expose data to their applications as needed."

Enhancing visitor experiences and guest retention

Automating data integration and exchange is helping Abu Dhabi DCT implement a holistic tourism strategy that benefits visitors and residents alike. New insights from the data warehouse make it easier to understand exactly how many visitors come to Abu Dhabi, where they stay, how much money they spend, and where it went. Business users can easily view and analyze the data using their choice of tools, including QlikView, Microsoft Power BI, or even WhatsApp for Business.

Inside The Solution:

- Informatica Intelligent Cloud Services
  - Informatica Cloud Data Integration
- Informatica Data Quality (IDQ)
- Informatica B2B Exchange

"With Informatica Intelligent products for the wider data management scopes of work in DCT, we have better performance reporting. It's easier for us to look at the big picture, helps in decision making and facilitate to understand the impact of tourism & culture to Abu Dhabi's economy." — Jaymin Harish Darbari, Data Governance Lead, Abu Dhabi Department of Culture and Tourism

Abu Dhabi DCT employees are also saving significant time that they previously spent manually collecting and integrating data—improving reporting efficiency and accuracy. As it continues the journey, Abu Dhabi DCT plans to move its data warehouse to Microsoft Azure for greater agility. They will leverage the prebuilt connectivity from Informatica Intelligent Cloud Services to help accelerate modernization to Azure. Informatica and Microsoft Azure Partnership provides synergy and integration between the two platforms. With Informatica and Azure, Abu Dhabi DCT will get the best of both the worlds.

"We're saving more than 2,000 person hours a year by automating data integration, quality, and exchange with Informatica Intelligent Cloud Services," says Darbari. "We're also seeing greater trust in the data, making users more likely to adopt analytics and generate new insights that can help our mission."

Driving double-digit growth in tourism

By harnessing its data to better understand where visitors are coming from, what they do while they are in Abu Dhabi, and how satisfied they were with their visit, Abu Dhabi DCT can make better use of its advertising budget for promoting tourism and attractions.

"With Informatica's help, we've been able to leverage data to help enhance Abu Dhabi's standing as a world-class city, while staying true to our cultural heritage," says Darbari. "We can make better decisions and have confidence that for every dirham we spend, we are bringing more visitors to the emirate."

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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