Engagement Overview

TO THE NEW engaged with Seera Group, a renowned Travel & Tourism Company in the Middle East to build a common analytics interface in a co-creation model and to serve as a single source of truth for showcasing the enterprise’s performance statistics at the corporate and business unit level.

About the Customer

The Seera Group is one of the largest hospitality, travel, and tourism companies in Dubai, UAE with a prominent local, regional, and international presence. With over 9,000 employees, the company serves customers in over 430 branches in Saudi Arabia and abroad. The Group understands the value of having a presence in its client’s favorite tourist destinations and thus has invested in branches across KSA, the GCC, Egypt, Sudan, Lebanon, Malaysia, the United Kingdom, Canada, and other popular tourist locations.

Business Objective

Seera group, a travel & tourism conglomerate operates across geographies and multiple businesses. It was important that the group looks at their businesses in a unified view and take decisions that may have implications for the entire organization. A key qualifying criteria to this would be to have the data cleansed and processed for the Seera Group to review, collaborate, and action as required.

Business Solution

To collaborate with the team, make decisions based on well-defined business logic and to improve efficiencies for the customer, TO THE NEW worked with the Seera Group to set up and automate the Data Lake platform with the key engagement highlights as below:

- Integration with multiple complex data sources to build a state of art Data Management & Analytics Platform (DMAP), an automated Data Lake infrastructure with data processing with the ultimate goal of data orchestration, advanced analytics, and reporting
- Implementation of the right tools and processes to monitor and manage the complete Cloud environment in real-time
• Creation and access-control of multi-dimensional dashboards across various metrics with the flexibility to change as per business needs and the role of the customer

• Creation of a Reporting & Dashboarding Portal leveraging OpenSource BI stack to provide access to a large number of reports and dashboards as per the business & corporate use cases to a large number of Seera Group team members

Technical Excellence

TO THE NEW worked in a distributed agile environment with teams located in 3 different geographies and handled end-to-end development of the platform including front-end, back-end, automated testing, cloud infrastructure, and DevOps. Initiated in 2018, TO THE NEW delivered on the engagement with the below technical excellence:

• Big data development using Nifi, Airflow, HDP, S3, Mysql and Spark for ingesting and transforming the data

• Used Zeppelin, Grafana, Kibana, and HUE JS monitoring and visualization

• Used D3JS, ReactJS and HTML at the visualization layer to create dashboards

• DevOps implementation for Seera group by including:
  • AWS Cloud Infrastructure setup and management for DMAP Staging & Production implementation
  • Automation setup for AWS cloud infrastructure services and management
  • CI / CD Pipeline to setup complete DMAP Staging & Production environments
  • Centralized logging of different components and stacks
  • Real-time monitoring and dashboards

• Presented real-time data transformed and extracted from Google Analytics using Apache Spark and Hadoop

• Followed a combination of Kanban and SCRUM agile approaches for application development

Business Outcome and Results

With the Data Lake implementation using Scrum and Agile practices, we enabled Corporate and Business Unit heads to view meaningful reports using a single dashboard and ease decision making for the customer.

• Data Management & Analytics Platform setup & development for ingestion and data processing from across different heterogeneous data sources

• Automated data pipelines with robust data quality & data validation mechanisms

• Improved data quality & centralized data lake helped to improve the accuracy of business reports by more than 90%

• Secured and performant infrastructure with state of the art DevOps automation

• Integration of centralized Data Lake with SAP and Salesforce

Know more about our Data & Analytics offerings

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