birlasoft

Dubai World Trade Center

ELEVATING CUSTOMER EXPERIENCE THROUGH INTERNET OF THINGS

Improved decision-making, gained complete asset insight, reduced costs and eliminated errors

PROJECT HIGHLIGHTS

▶ Industry: Hospitality

▶ Technologies: State-of-the-art asset tracking solution

▶ Geographic Location: Middle East

BUSINESS SITUATION

Dubai World Trade Center (DWTC) hosts over 500 events annually, welcoming more than three million visitors. The venue spans 1.3 million feet of exhibition space, 21 halls, and more than 40 meeting rooms

High tech assets such as LED monitors and audio equipment must be moved constantly to accommodate the needs of the event organizers.

· Asset tracking solution had to be cloud-based and integrate with on-premises Oracle E-Business Suite ERP services

· Solution had to collect sensor data and use that data to enable productivity and efficiency

· Eliminates errors arising from manual systems where employees previously had to enter serial numbers

· Assets management plays a critical role in delivering the outstanding customer experience

SOLUTION

DWTC partnered with Birlasoft to design and implement state-of-the-art system to track and manage assets in real-time. The system, which includes Microsoft Azure IoT services, eliminates errors arising from manual systems where employees previously had to enter serial numbers; it provides complete insights into availability of assets with advanced data analytics capability. This makes it easier to make decisions and reduces costs because equipment is tracked from the time the rental contract is signed and throughout the event. Information is recorded in the ERP and provides alerts if equipment is moved to an unauthorized location.

OUTCOME

· Real time asset tracking

· Eliminates errors arising from manual systems

· Provides complete insights into availability of assets with advanced data analytics capability

· Improves decision making and reduces costs

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Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion diversified CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 150 year heritage of building sustainable communities.