

# Transportation & Logistics

An advanced business problem  
helped by advanced technology

Ideal-Analytics is a suite of software tools to glean information and therefore knowledge, from raw data.  
Self-service, real-time, on-demand ad-hoc analysis and high performance exploration functionality  
with plug-ability, scalability & security, available in both SaaS and on-premise model

Transportation is moving and carrying goods and passengers from Point A to B. It costs to do so, because it expends energy in so doing. Carrier enterprises undertake this service and earn their livelihood. Passengers and goods owners pay for the service. Energy providers and vehicle manufacturers and maintainers take a portion of the payment and run their business. Government and Public authorities extract tax to upkeep roads and tracks because they prepare the infrastructure. Advertisers spread out the information of such services and they are paid too for their portion of help. Information technology helps organize all these in appropriate time, effort and readiness, lets the public know about the availability schedule, plan and cost - that is the most important service to all concerned. They take a portion of the money transacted for this service. All these players revolve around information that is generated, processed, transformed to satisfy various types of inquiry and presented to elucidate the entire operation in very comprehensive depiction. Mathematics and advanced technology comes into the fray through this alley. Every player in this cycle exacts increasing fees in time scale because what we know as inflation in an ever inflating economy - that is prevalent in any land- this is an inviolable law. ONLY Information technology charges less and less fees for more and more sophistication it provides- thus goes the saga of the service called Transportation & Logistics.

***Players are obvious: their interests defined: their involvement apportioned***

We know the agents and stakeholders, their interests and concerns are clear and their involvement comparatively balance in the extraction process in ratio to their service offerings. Each such agent needs to know the whole business to get assured that he is getting the right portion of the transaction. Every such agent has a cost associated either for the labour or for the materials he provides. The part-revenue has to be therefore more than the cost - this differential would gain their livelihood and pay a little sum to the government and public authorities as tax. All of these sub-transactions are data generating. Each process generates data, needs to store them, process and reprocess them multiple times as needed by inquiry at many instances of various types, natures and for presentation at different time. Information processing means collation, standardization, categorisation, aggregation, averaging, finding the odd one or the excellent one, presenting, decision making, story-building, publishing as icons or ideals, forecasting, setting up the bar, predicting the behaviour of future operations and future consumer behaviour - This needs advanced scientific calculations and manipulations with advanced mathematical techniques. The simplicity and smartness of any presentation is scaled by the depth of the technology it embeds within the assisting application or tool.

***Techniques in processing:***

Data is the mainstay in transport industry- service as it is, it has to monitor and manage data all the way, in every step toward fixing some standards - the distance covered in specified time, the rate, the impediments on the way, the consumption of fuel, the wear and tear, the labour cost, the shortest or most desired track, the frequency, the load carrying capacity, the loading points - their possibility of occupation and filing up, the consumer taste, comfort and expected service vis-à-vis the fees they pay, the competition information, the alternative possibilities and their associated cost, the date of movement and the seasonal challenges on the track , the wait-time, running time, costs thereof in parking and every such detail with many more are concrete data. Many of which are independent and many are dependent of some other events occurring in stipulated sequence. The existence of sequences and dependencies introduce more complexities that need to be resolved through modern scientific techniques. An assisting tool needs to take care of all these in exact punctiliousness and with very meticulous judgement.



*Business intelligence- offers solutions: solutions are knowledge artefacts that are value creating- values are traded.*

The modern technological innovation of Business intelligence provides answers to all these as aiding tools in decision making. The decision points give the user an edge over the competition, the knowledge beforehand empowers them through confidence and helps them outline the future track for planning. Plans are the most sophisticated commodities in any business. The future track can only be engineered through proper training. Business intelligence tools deploy the latest of the advanced mathematical knowledge and techniques to reach such feat. Presentation is what we get at the end of all in one canvas = we call dashboard. The leaders drive helped by the dashboard. This canvas or dashboard gives the overall state-of-the-business picture in one view - that triggers ideas in experienced brains.

IDEAL-ANAYTICS: offers concrete solution thru redefining Business Intelligence. It does so by weighing the positives, negatives, the burdens, advantages, the strengths and weaknesses, the threat points with respect to a future road map that comes intuitively to wise and experienced minds with observant and conceptualising eyes.

IDEAL-ANALYTICS has deployed the most advanced mathematical techniques and yet hides them from the user giving them least intimidation and most of empowerment through self-servicing, on-line, on-demand, transient-in-data, preserving-in-atomic-modules, no-modelling, free-format, free-formulae using, on-real-time data fetching, automatically data updating with the highest security and authenticity features. The presentation is highly competitive with animations to reflect the change in data in the transaction data base with comprehensive, easy-on-habit usability of the business analysts not requiring high initiation in technology gadgets.

The TEAM has taken the headaches and given the user worry-free, hassle-free freedom- that is the TRANSACTION offered.



# idealanalytics

Analytics On-Demand

[www.ideal-analytics.com](http://www.ideal-analytics.com)

Self-service, real-time, on-demand ad-hoc analysis and high performance exploration functionality with plug-ability, scalability & security, available in both SaaS and on-premise model



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