



**Edenhouse**  
CREATIVE BUSINESS SOLUTIONS

**FirstGroup**  
Case Study

**BW Implementation**



## Client Overview

FirstGroup plc is the world's leading transport operator. It is a global company whose origins can be traced to a small municipally-owned bus company in the north east of Scotland.

In the UK, FirstGroup operations include: First Great Western, First ScotRail, First Capital Connect, First Transpennine Express and First Hull Trains. Whilst in North America, the Group operates First Student, First Transit, First Services as well as Greyhound

Throughout the UK and North America over 2.5 billion passengers a year are transported by the FirstGroup.

[www.firstgroup.com](http://www.firstgroup.com)

## The challenge

First Great Western had completed an implementation of a new EPOS transaction system for its catering business and subsequently required the development of an associated reporting system to be integrated into the existing Rail Division SAP BW solution. High quality reporting and accurate metrics using SAP BW was always seen as a key measure of the overall project success.

The information was held in several non-SAP systems unique to FirstGroup's Catering operations. An entirely bespoke data warehousing solution was designed and built including the construction of a data source layer, a consolidated data layer and a reporting layer.

Edenhouse was chosen to deliver the project as they were able to demonstrate a deep knowledge and experience of the application and underlying technology.

## The Edenhouse Solution

The Edenhouse solution provided a low cost, tailored solution to respond to a specific set of reporting requirements whilst developing skills internally to leverage long term benefits. This provided an exact match with FirstGroup's requirements.

These requirements provided reporting across three main streams:

1. Sales
2. Cost value
3. Volume

One area of 'added-value' during delivery of the solution was to highlight circuits that do not have any sales activity and retrospective product pricing, thus adding improved reporting and insight into certain areas of the First Group business.

For each of the streams, the solution distinguished individual circuits for all direct costs and sales including being able to drilldown to view information against employee, vehicle, product group and product.



## Impact/Benefits:

The project to deliver the initial key requirements was completed to time and to budget along with the knowledge transfer for the in-house team to become self-sufficient for future delivery.

Adam Moghairhy, First Information Services SAP Business Intelligence Developer commented:

“By employing a flexible and pragmatic approach Edenhouse overcame significant obstacles during the development process to deliver a high quality solution which exceeded expectations of the operational team.

One of the great successes of the project was in enabling easy access to all levels of data and is now used across business functions providing information on items as disparate as fraud detection and the performance of new products.”

Upon the successful completion of the project Edenhouse continue to work with FirstGroup to ensure continued progression and adoption of the BW installation, providing advice and guidance as required.



# Edenhouse

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6 Quartz Point  
Stonebridge Road  
Coleshill  
Birmingham  
Warwickshire  
B46 3JL

Registered in England and Wales No: 6498946

Telephone: +44 (0) 121 767 9280

Email: [info@edenhousesolutions.co.uk](mailto:info@edenhousesolutions.co.uk)

Website: [www.edenhousesolutions.co.uk](http://www.edenhousesolutions.co.uk)