

ATTIVIO TEXT ANALYTICS PROVIDES A 360-DEGREE VIEW OF ALL DATA



Time-to-Market Exceeded Expectations

GE Aviation estimated 18 months to deploy the pilot using the legacy product. Attivio was deployed in just five weeks. Impressed with the complete agile BI delivered, stakeholders said the company "should use Attivio and follow this approach for all our strategic projects."

THE CUSTOMER

GE Aviation is the world's leading producer of large and small jet engines for commercial and military. GE's history of powering the world's aircraft features more than 90 years of innovation.

THE CHALLENGE

GE Aviation wants customers to have self-service capacity to manage their engines. The engines operate under a wide spectrum of climates and environmental factors that may impact engine viability. The manufacturer realized that the ability to access all types of data (structured, semi-structured, and unstructured content) would allow them to significantly enhance its service efforts. GE Aviation's goal is to combine real-time engine telemetry with maintenance manuals, service logs, and other instruction services in order to improve their responsiveness and increase customer satisfaction.

THE SOLUTION

After reviewing Oracle Endeca and Microsoft FAST, GE Aviation selected Attivio for its flexibility, open support of GE Aviation's TIBCO Spotfire business intelligence (BI) dashboard, and the ability to add elements of structure to all unstructured data and content sources.

THE OUTCOME

Attivio's text analytics maximizes the value to GE Aviation's BI users by correlating structured and unstructured content for a more complete understanding of the business beyond KPIs.

Attivio provides GE Aviation with a 360-degree view of structured data from multiple sources, including:

- Engine diagnostic data constantly generated by sensors throughout each engine's operation, approaching Big Data volumes
- Engine services status data (e.g., engine utilization, service hours since last maintenance, etc.)
- Manufacturing quality metrics, maintained in a data warehouse
- Customer Resource Management (CRM) records

GE Aviation was able to complete its informational picture by also integrating and correlating critical unstructured content, including:

- Customer case management notes
- Engine maintenance system notes (i.e., extended "memo" text field containing service technician comments)