

DATA ANALYTICS

CUSTOMER STORY

Migros Bank ignites BI-Turbo with Qlik

Faster gain of Knowledge through graphical visualization



“Data must be easy to consume to unleash its value for knowledge-driven decision-making. This is exactly what Qlik provides with its intuitive usability and diverse graphical visualization options. “

Kai Engelmann, Analytics Specialist at Migros Bank AG

Knowing faster what´s going on

Migros Bank has known for over ten years how valuable data is as basis for corporate management- that´s how long it has been relying on business intelligence software to derive decision-relevant knowledge from data.

To be able to visualize Data and convert it into reports even faster and more comprehensibly, the bank wanted to introduce a more modern analytics and reporting solution.

„The world is spinning faster and faster, so we also need to be able to see faster and better where we stand with our business. This is especially true in sales, “explains Daniel Bolt, Head of Business Development at Migros Bank AG “. “That´s why we wanted to use a solution that can visualize data graphically.”

Qlik convinces with visualization and handling

Two solutions made it onto the bank´s shortlist. Qlik won the race, primarily because of its diverse visualization options.” The ease of use was also a decisive factor, “ adds Kai Engelmann, Analytics Specialist at Migros Bank AG. “This is because we are pursuing a self-service BI-strategy in which employees in the specialist departments can operate independently with the information they obtain from the data. “

Centralized data provision

Reporting-relevant Data is provided via an interface to a central, Oracle-based data warehouse, into which data from the core banking system and from around thirty upstream systems flows.

Briefly

Client

Migros Bank AG

Industry

Banks

Region

Zurich, Switzerland

Function

Sales, Risk Management, Bank Income Statement

Business-Value-Drivers

Rapid provision of comprehensibly visualized data as a basis for business decisions in the sense of data-driven corporate management.

Challenges

- 21 internal and external data sources
- Faster Data provision
- Graphical visualization of Data
- Easy to use in Self-service mode
- Automated report generation

Solution

Implementation of Qlik Sense Enterprise on premise

Results

- Faster Data provision
- Graphical visualization of Data
- Easy to use in Self-service mode
- Automated report generation

„We recognized very early on the importance of integrating data into a single point of truth to repurpose data in a beneficial way,” says Daniel Bolt.” Combined with Qlik as a highly flexible BI front end, that gives us multiple ways to link data to gain insights.”

Smooth Migration to Qlik

Informatec, BI specialist for consulting and demand driven implementation of comprehensive BI solutions, reporting and planning, and Qlik Elite Solution Provider, took care of the implementation of Qlik, the set-up of the Data loads and the migration of the approximately 20 existing applications to Qlik.

Among other things, applications in sales were migrated, for example for mapping the degree of achievement of sales targets, as well as applications for risk management. Cost centre accounting, bank earnings accounting and operational reporting were also moved into Qlik.

In parallel, Informatec developed applications directly in Qlik together with Migros Bank, one application, for example, provides an overview of the most important product-specific key figures.

In addition, applications for sales funnel management were implemented, for example to analyse the relationship between clicks on the Migros Bank Website and product sales turnover.

At end-user level, the applications are used by around 200 employees. Data access is regulated by an authorization concept in line with regulatory and organizational framework conditions. “Transparency is very important to us, but of course there are issues especially in the sensitive banking sector, where we have strict data access,” adds Daniel Bolt.

Know-how-Transfer through Informatec

To ensure the independent development of further Qlik applications, from data aggregation to dashboard design, Informatec trained seven employees from the bank’s analytics and IT teams. „Informatec supported us very well throughout the entire project, from gaining an understanding of the basic architecture to migration, application, development and training,” says Daniel Bolt.

„Informatec experience and their way of working together as partners and providing Impetus on an equal footing and always in close, regular exchange with us as newcomers to Qlik were very valuable for us in the process.

Knowledge at a glance

For Kai Engelmann, the biggest advantage of migrating to Qlik is the graphical display of query results: „ You can see trends immediately,” he says. “The ability to drill down into the data from the overall bank view to region or branch, or to drill through to other dashboards, using the filter set throughout, are key advantages of Qlik.”

Migros Bank also benefits from uniform, standardized reports, and applications, as Daniel Bolt explains: “With Qlik, we could very easily ensure that the “look and feel” is always the same, for example, filters are always arranged on the left-hand side. Once users understand the principle, they can work with any application and any report without having to find their way around again and again.”

End-users are also excited about how easy Qlik makes it to read Data and understand the insights it provides. Outliers or anomalies are easier to analyse because you can look at the data from different angles: Data can be viewed flexibly from perspectives such as individuals’ business units, regions, branches, or the bank, and compared with prior period values or with each other.

„Working analytically with numbers has totally changed with the use of Qlik “concludes Daniel Bolt. „Acting with data to make operational decisions has become second nature for users.”

„Qlik has become part of the daily working routine that many users really enjoy,” adds Kai Engelmann.

The Success



Establishing BI as part of daily Business



Faster gain of knowledge through graphical visualization

„Qlik has establish itself as a gladly and intensively used tool in our daily business to visualize data graphically in a convenient and understandable way.”

Daniel Bolt, Head of Business Development at Migros Bank AG



About Qlik

Qlik® has a Vision: a data savvy world where everyone can use data and analytics to optimize decision-making and solve complex problems. Our active Intelligence Platform for cloud based end-to-end, real time data integration and analytics bridges the gaps between data, insights, and action. **By transforming data into Active Intelligence, Companies can make informed decisions, increase revenue and profitability, and improve customer relationships.** Qlik operates in over 100 countries for more than 38.000 active customers worldwide.

qlik.com



About Informattec

Informattec is focused on consulting and implementing needs-based business intelligence (BI) solutions. In doing so, the Swiss IT service provider relies on supporting pillars: customers, employees, partners. As a BI professional with over 22 years of experience, Informattec stands for high-quality, sustainable, and individualized BI solutions and services that are used across industries, divisions source systems and functions. The Qlik Elite Solution Provider has already successfully implemented more than 750 projects for its approximately 280 customers.

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