CUSTOMER STORY

BITMARCK

BITMARCK Uses Qlik Replicate™ (formerly Attunity Replicate) and Microsoft SQL Server to Streamline Data Integration and Enable Self-Service, Real-time Business Intelligence for Customers.

Microsoft

LEAD WITH DATA™   **Qlik Q**

CUSTOMER STORY

"Using Qlik (Attunity), BITMARCK is able to deliver a great service for customers who now have access to higher quality data and are saving up to 50% of the time they used to spend gathering data and creating models."

- Rene Wilms, Head of Business Intelligence, BITMARCK

With over 1,400 employees and turnover of around €260 million, BITMARCK is the largest full-service provider in the German IT market for statutory health insurance. It provides IT services for around 100 public health insurance companies, as well as for the German healthcare system (DAK-Gesundheit) and other replacement funds and insurance companies that cover approximately 26 million people.

BITMARCK's services include server hosting, business intelligence, data mining, reporting, and more. Its customers rely on business intelligence and analytics to predict future cash flow, calculate patient risk, analyze financial information, and more. To support customer operations, BITMARCK recognized that it must find a way to unify data in a consistent way and into a single source.

The Challenge: Replicating Data from Multiple Sources Quickly and Efficiently

Access to current data is essential for BITMARCK's customers. The public health insurance companies use information to measure customer retention and turnover, generate financial reports, manage cash flow, and estimate risk. In Germany, insurance companies that cover individuals in high risk groups are entitled to more money from the cash pool. As a result, insurers strive to optimize the amount of cash they receive from the pool. Forecasting cash and costs for the next year is also essential to avoid cash flow problems.

To support customers' business intelligence and analytics initiatives, the BITMARCK team routinely had to gather data from several different technical sources and move it into a central target. These data sources ranged from IBM DB2 to

ABOUT BITMARK
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Objective
To streamline data integration and enable self-service, real-time business intelligence for customers.

Solution
Qlik automates the process of providing real-time data to Bitmarck's customers, empowering them to fulfill data requests in a self-service model. Now they can meet the needs of the business quickly and easily.

MySQL, Microsoft SQL Server, and Informix. "Since the data warehouse ran its ETL processes at night, we had to do live data replication primarily during the day. This was a concern, since it adds overhead to our mission-critical systems and our team also has to insure the performance of applications which are critical to our customers' business," said Rene Wilms, Head of Business Intelligence at BITMARCK.

BITMARCK had been using IBM Q Replication, but this solution only supported replication between DB2 sources and targets. To replicate data to other sources, the BITMARCK team had to do lots of SQL scripting or use proprietary programs. It was previously impossible to replicate the data from all sources with a single tool. Rather than using multiple tools and dealing with multiple implementations, BITMARCK wanted to standardize on a process and system that would support replication from all sources and targets in the enterprise.

The Solution: Streamline the Data Warehouse Process Using Qlik Replicate and Microsoft SQL Server

BITMARCK began evaluating how to implement a single data warehouse which would be supported by a consistent approach to data integration. The team engaged in a three-step process:

1. They evaluated the target database system for the new data warehouse solution.

2. The team asked customers how they wanted to use and analyze the data. This helped determine whether or not live reporting was needed.

3. They examined the data warehouse system and data integration solutions.

The goal of this process was to ensure that all the parts fit together well and that the ultimate solution would be affordable for customers.

BITMARCK settled on Microsoft SQL Server as the platform for the data warehouse. For replication, the team considered several options: Qlik Replicate, IBM Q Replication, InfoSphere Data Replication, and tcVISION. The latter three weren't ideal due to their cost, lack of support for all databases, and lack of support for different variants of Microsoft SQL Server. Qlik Replicate was attractive due to its ease of use, database support, customer support provided during testing, and affordability.

"Qlik (Attunity) Replicate enables complete and real-time BI with no problems. It's an effective solution and a big gain for us – it simply works," said Rene Wilms.

The Results: Higher Quality Data for Customers, Saving Time and Money

Thanks to Qlik Replicate, BITMARCK now routinely processes 5,000 tables through live replication to a Microsoft SQL Server data warehouse. BITMARCK's customers enjoy consistent data and easy access to BI, reporting, and analytics. With one data model, they can connect data with health insurance, payment, invoicing information, and more.

Wilms noted, "Before implementing this solution, BITMARCK customers had to create their own solutions to find the data needed to run their businesses. They often used Excel which was cumbersome and error prone. Today, BITMARCK is able to deliver a great service for customers who now have access to higher quality data and are saving up to 50% of the time they used to spend gathering data and creating models."

Qlik Replicate and Microsoft SQL Server have enabled BITMARCK to provide new analytics solutions to its customers very quickly. Wilms added, "Qlik (Attunity) is unique in that it provides support for a very long list of source databases, as well as live replication. Our customers don't ask for support anymore, since they now get what they need automatically. I'm pleased to report that Qlik (Attunity) has helped us to empower our customers so that all their data requests are fulfilled in a self-service model to meet the needs of the business quickly and easily."

Benefits

All divisional and corporate financial reporting/business intelligence (BI) teams now have access to ERP data in one place.

As data changes, it is automatically uploaded to the data lake in less than an hour rather than overnight so that the most up-to-date data is available for daily reports.

Users now have access to higher quality data and are saving up to 50% of the time they used to spend gathering data and creating models.

Qlik enables new self-service model, empowering users with data delivered automatically so they no longer require support and can meet the needs of the business quickly and easily.

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Qlik Q

About Qlik

Qlik's vision is a data-literate world, one where everyone can use data to improve decision-making and solve their most challenging problems. Only Qlik offers end-to-end, real-time data integration and analytics solutions that help organizations access and transform all their data into value. Qlik helps companies lead with data to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

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