

BI without the Headache: Our story with Qlik and The Infotrust

BTA Baltic Insurance Company

About BTA

We will put our customers at the core of everything we do, in order to become an industry trendsetters, grow faster than the market while maintaining profitability.

30

years of experience
in the insurance
market

EUR 325 mil

EUR gross written
premiums in 2024 in
Baltic

1000+

team of innovation
creators

~870 000

customers

BTA values



ACCESSIBILITY

We are accessible via any channel throughout the Baltic States 24/7, furnishing simple and fast customer service.



HUMANITY

We speak a simple – human language. BTA's products are tailor-made – individual attitude and solutions.



CREDIBILITY

Credibility is driven by the field experience and the ability to change. Sustained by VIG, BTA is a reliable partner in responsible decision-making.

Once Upon a Spreadsheet...

3 countries, **3** systems, **3** analytics teams =
1 big data mess

Excel overload, **no unified** KPIs, no shared reports

Common reports = “**choose your own adventure**” depending on the analyst



Oracle, Experiments & Curious Clicks

Oracle BI in LV & EE, LT had its own path

Attempted Oracle rollout in LT – still **didn't click**

Discovered **Qlik Sense** – initial experiments showed **promise**



The Qlik Awakening

Chose **The Infotrust** to guide the Qlik journey

Designed scalable architecture, security, and governance

13 pro + 61 analyzer licenses to start

Trainings helped turn Qlik into daily business tool



Wait...Who Owns BI?

Success brought more questions:
ownership? Workflow? BI strategy?

Worked closely with Infotrust on **BI management framework**

Created business need workflows,
scoped solutions, **unified** KPIs



The Mindset Shift (and What's Next)

From ~ 80 to **200+ Qlik users**

Shift from passive reporting to **active exploration**

Faster decision making

What's next? **Cloud, AI, more data, bigger dreams**



Dare to innovate

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