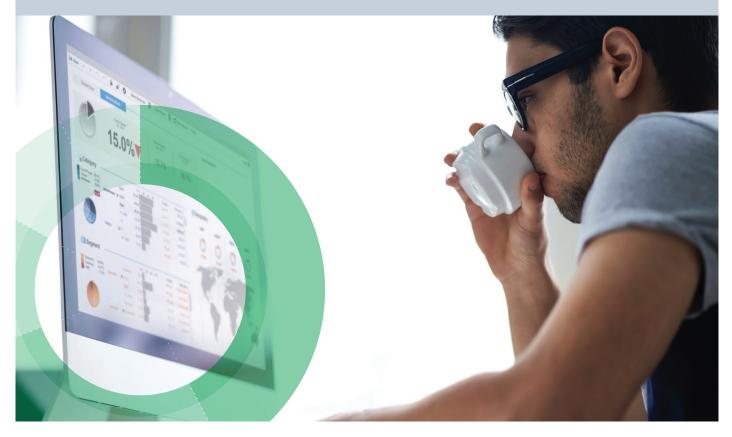CUSTOMER STORY

Feeding an insatiable appetite for data

Insurtech, CDL, chooses Qlik Data Integration
to support its Kingfisher data platform

Qlik Q

CDL

"Making sense of vast volumes of data is one of the main challenges businesses face today. Assisted by Qlik Data Integration, Kingfisher gives insurance providers the ability to compete effectively and derive value in their fast-changing environment."

Keith Shepherd, Lead Business Development Manager, CDL

Smart decisions need instant data access

Personal lines insurance is a fiercely competitive and price-sensitive marketplace and, with more than two thirds of UK insurance transacted online, the ability to compete on price comparison sites is key to success. As millions of quotes are generated each day, real-time analysis of vast volumes of data is fundamental for organizations targeting growth and needing insight into 'live' sales performance.

Whether it's pricing, a technical issue or variations in the market, alerts can prompt decisions that will avert substantial revenue losses. In this fast-moving industry, waiting 24 hours for access to data is not an option.

Now, there is a remedy thanks to Kingfisher, one of the latest products from leading UK insurtech, CDL. Featured in the Financial Times Future 100 listing of high growth UK companies making an impact on their industry, CDL invests significantly in innovation and its systems power many of the UK's most successful insurance retailers.

Kingfisher is a cloud-based business intelligence solution running on Amazon Web Services (AWS). It was built to provide users of CDL's Strata insurance retail platform with the data-on-demand they need to support sound decision-making and to gain a competitive advantage.

The movement of data between many different sources is a key requirement of Kingfisher so CDL needed flexible data integration technology that was able to support multiple source and target endpoints and was compatible with cloud-based storage, such as AWS S3.

Solution Overview

Customer Name
CDL

Industry
High Tech

Geography
Stockport, UK

Function
Finance, Sales

Business Value Driver
Customer Intelligence, New Business Opportunities, Reimagined Processes

Challenges
- Support insurance providers with instant data upon which to base decisions
- Move to a more flexible cloud environment
- Give customers a competitive advantage

Solution
Kingfisher is CDL's cloud-based business intelligence solution featuring the real-time data ingestion capabilities of Qlik Replicate.

Results
- Vital data that previously took 24 hours to download is now available within minutes
- Customer value and ROI have improved
- New technology keeps CDL ahead of the game

Real-time data ingestion capabilities

It found the answer in Qlik Data Integration, the high performance data replication tool that offers optimized data ingestion from a broad array of data sources and platforms and seamless integration with all major big data analytics platforms. Qlik's real-time data ingestion capabilities were an ideal match for the immediacy required by CDL customers.

"We evaluated several products that could extract and replicate data, selecting Qlik Data Integration after extensive research," says CDL's Lead Business Development Manager, Keith Shepherd.

Under its OEM agreement with Qlik, CDL has now deployed many instances of Qlik Data Integration and reports that it is working well. It also uses Qlik for its own data replication work, which has included the migration of several Oracle databases to PostgreSQL.

Reportable data drives business insights

"The majority of our clients operate in Oracle environments so we use Qlik to replicate that data onto the cloud into Oracle or Amazon RDS for PostgreSQL environments," says CDL's Software Engineering Manager, Ben Marshall.

"Operating in a highly competitive environment, our customers want to be able to make data-driven decisions so they need near real-time dashboards to enable complex analysis around product performance and pricing. Kingfisher's key focus is therefore on the delivery of near real-time data to drive business insights and value."

There are now over 50 instances of Kingfisher running 24x7. Data volumes are nearing 100Tb and data that could take as much as 24 hours to refresh is now available within minutes. The cloud solution brings considerable cost savings in comparison to previous enterprise offerings, supporting customer value and return on investment.

Shepherd concludes: "In a competitive marketplace, real-time decision making is key. Kingfisher removes the guesswork, gives our customers the ability to understand what is really happening and enables proactive fine tuning of processes, products and pricing.

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The keys to success

100Tb of decision-making data on the move

50+ instances of Kingfisher running 24x7

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Qlik Q

About Qlik

Qlik, with the recent addition of Talend, delivers an industry-leading portfolio of solutions for data integration, data quality and analytics. This includes advancements in real-time data, AI, ML and automation. The most successful organizations are investing in data to make sense of the increasing amounts and varieties of data from diverse sources. The challenge is to effectively integrate, analyze and act on the data while ensuring its trustworthiness. With more than 40,000 active customers in over 100 countries, Qlik's solutions work with virtually any data source, target, architecture or methodology, to ensure customers have the data they need, whenever they need it.

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