

DATA INTEGRATION & ANALYTICS

CUSTOMER STORY

Qlik supports digital transformation

Data provides vital insights to help Sorgenia stay ahead in competitive market



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Marco Montenegro Vega, Head of Data Analytics, Sorgenia

Need to gain intelligence from huge data volumes

With more than 400,000 customers and 20 years’ market experience, Milan-based Sorgenia provides electricity and gas to individuals and businesses.

The company not only focuses on renewable energy, it also operates four combined cycle gas turbine (CCGT) power plants in Italy. In the last year, the company’s expansion has seen it start selling fiber and energy efficient services.

Italy stands high in Europe’s energy consumption ratings and competition is intense. Success relies on sound business decisions which require a high level of business intelligence (BI) and market knowledge. To achieve this Sorgenia constantly interrogates and analyzes huge amounts of information from its modern data lake.

“In this business there are many sources of data that you need to look at in order to make decisions. We sell electricity, gas, fiber and energy efficiency solutions and we also operate power plants,” says Sorgenia’s Head of Data Analytics, Marco Montenegro Vega.

“Data is important across the business, even more so as our presence in new markets increases the complexity of challenges and opportunities.

“For customers, data is related to user experience and, on the power generation side, it is important to know what is happening in the energy generation market. There are many competitors and we need to analyze data to understand their strategies. It’s all about making the right decisions.”

Solution Overview

Customer Name

Sorgenia

Industry

Energy & Utilities

Geography

Milan, Italy

Function

Finance, Marketing, Sales, Supply Chain Management

Business Value Driver

New Business Opportunities, Reimagined Processes

Challenges

- Analyze data to improve decision-making
- Empower staff to be comfortable using data in more effective and meaningful ways
- Increase Sorgenia’s standing in Italy’s competitive energy sector

Solution

Sorgenia first implemented QlikView, followed by Qlik Sense. It uses NPrinting for reporting and its latest acquisition was Qlik Catalog.

Results

- Qlik Sense is now used to improve decision-making in all core areas of the business
- Qlik Catalog makes it easy for users to find the data they need
- Data literacy has improved among the 300 Qlik users

Sorgenia holds some 700 entities in its data lake. The information is drawn from many internal and external sources such as Oracle and Microsoft SQL Server and, since it is not unusual for hourly price changes to hit the market, the challenges are intense. Complexity meant that, without the right tools, people could spend up to ten days to generate one report.

“Our aim was to make colleagues happy when dealing with data so we needed a product that would be easier for people across the business to use – not only data experts,” explains Montenegro Vega.

Providing the tools and training for data visualization

Ten years ago, Sorgenia implemented QlikView and later migrated to Qlik Sense. Sorgenia also uses Qlik NPrinting for reporting but its latest development has been to implement Qlik Catalog, an enterprise data management solution that simplifies and speeds up how users catalog, manage and deliver actionable data to business users.

“I like Qlik Catalog because it is easy for our internal customers, mainly developers, to use,” says Montenegro Vega. “They can access data independently and autonomously then navigate, understand and use that data in their own applications.”

Elena Rudelli, Business Intelligence Manager, Sorgenia, adds: “We are using Qlik Catalog like a dictionary. Users can search and instantly find data for use in tables and applications.

“Using it, they can access for themselves tables that contain vital data about customers, as well as energy management and generation. It’s mainly used by developers who need data and tables to build models and reports as well as the business analytics team and some middle management.”

The catalog delivers business intelligence data about prices, production volumes and offers in the market and can even include weather conditions.

All core processes covered

“Qlik Sense is helping us to change people’s approach to data and that is good because it is increasingly important to make data-driven decisions that add value to the business and, especially, our customers,” says Carolynn Tschuor of Sorgenia’s Digital Competence Center. “This value is hidden by normal analysis but Qlik Sense makes people aware of its value.”

Data literacy training is an important part of Sorgenia’s data transformation strategy and the company’s 200 Qlik users now include 30 power users, or ‘Barracudas’ as they are called. More than 200 Qlik apps have been created for operations such as building presentations and fiscal reporting and to improve efficiency at the power plants.

“The most interesting part of our Qlik story is that we boost the competencies of our employees and ensure they become data literate and happier,” concludes Montenegro Vega.

“We give them Qlik Sense and access to the data and empower them with better data visualizations. With self-service capabilities, they can develop their own reports and dashboards. This helps them work more efficiently and they benefit from immediate access to reports.

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The keys to success



200

Qlik apps cover all core business processes



80%

of day-to-day challenges solved by BI

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Carolynn Tschuor, Digital Competence Center, Sorgenia



About Qlik

Qlik’s vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Qlik provides an end-to-end, real-time data integration and analytics cloud platform to close the gaps between data, insights and action. By transforming data into active intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

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