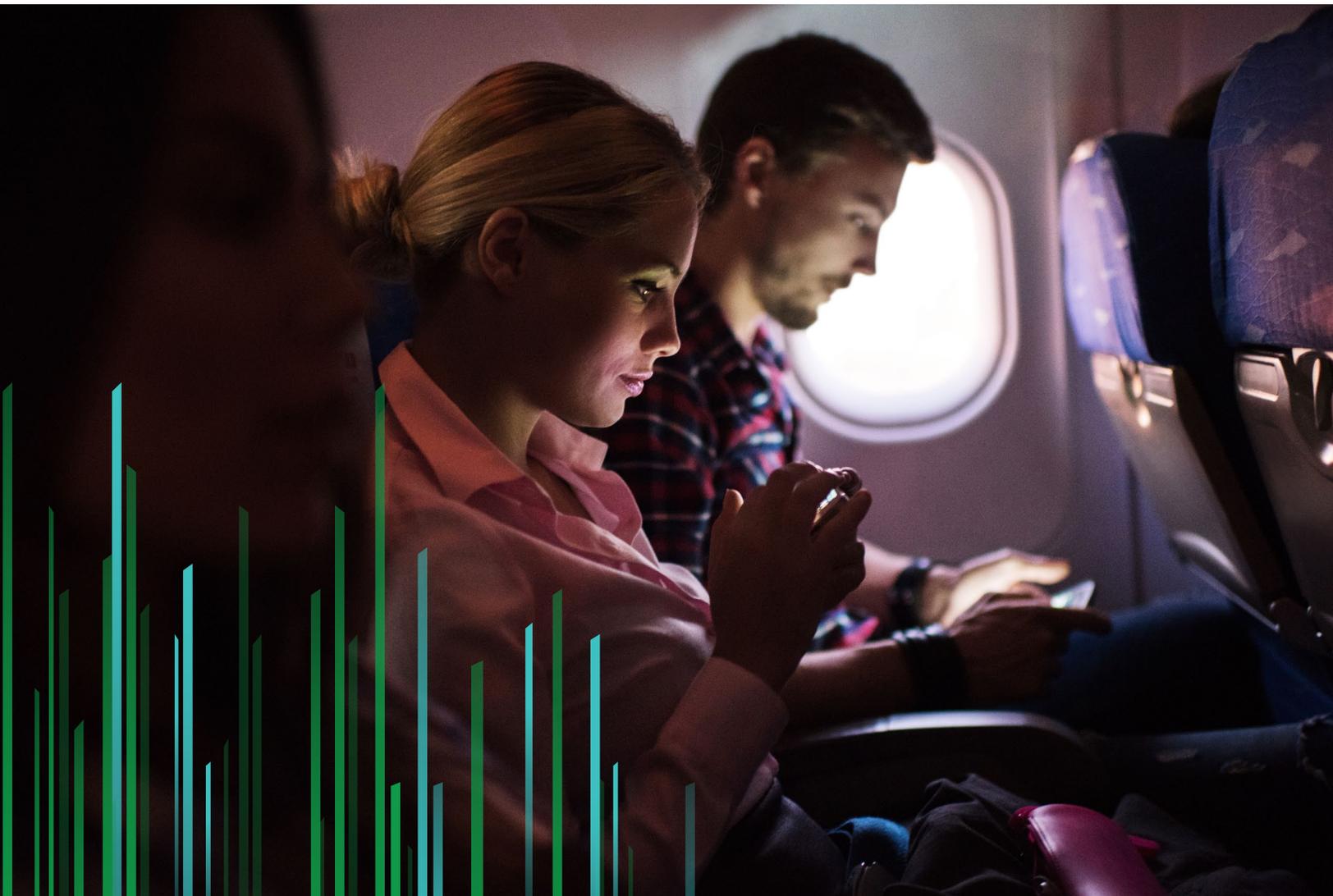




**INTEGRATION AND ANALYTICS**

# AirEuropa

Air Europa flies high with a consistent, reliable, and robust data environment



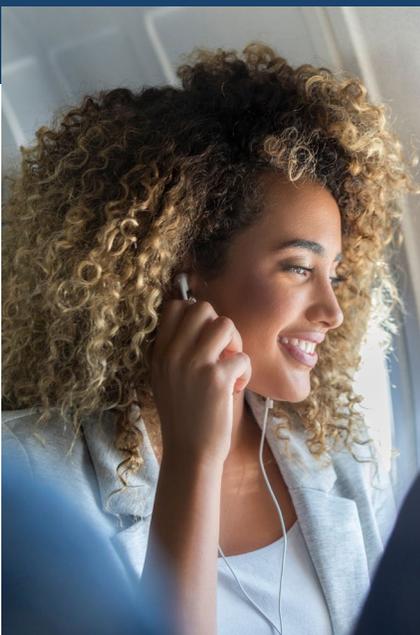
## About Air Europa

Air Europa is a Spanish airline and member of the SkyTeam alliance, flying to more than 55 destinations worldwide and with a strategic location at the Adolfo Suárez Madrid-Barajas Airport, connecting Europe and the Americas. Air Europa offers a high level of excellence to its passengers and is consistently ranked one of the most punctual airlines in Europe.

With Qlik Data Integration, Air Europa has built a reliable and responsive environment that makes critical data available across the organization in seconds instead of days. This gives a broad range of end-users the power to access insights, accelerate decisions, and enable new levels of business agility.

“With Qlik, I have no doubts that our data is perfectly synchronized, that what’s in our transactional databases is exactly what’s in our analytics ecosystem. That’s incredibly important.”

José Carlos Bermejo, Head of Data and Analytics, Air Europa



### Customer Name

Air Europa

### Industry

Transportation and Logistics

### Geography

Palma de Mallorca, Spain

### Function

IT, Supply Chain Management

### Challenges

- Reduce data-related latency, delays, and costs
- Enable organization-wide access to timely insights
- Provide a reliable, robust, and consistent data environment

### Solution

Air Europa implemented Qlik Replicate® to replace old ETL processes and enable high-speed insights through Qlik Sense®.

### Results

- Business-critical data is synchronized in seconds instead of days
- Users can self-serve to build powerful insights and analysis
- System robustness and reliability save valuable resources

## Simplifying a complex and critical data environment

Success in a highly competitive industry such as air travel depends on a range of critical factors, from optimized operations to efficient scheduling and management, and leveraging economies of scale to maintain a competitive market proposition.

For Air Europa, a vital component in meeting these requirements is its data strategy. From operations and maintenance to administration and finance, enabling access to key operational information is the main responsibility of a dedicated team of data engineers and developers.

“We need to understand the specific needs of each business area and implement an operating model that’s quick and free of bottlenecks,” says José Carlos Bermejo, Head of Data and Analytics at Air Europa. “My team supervises, controls, supports, and defines the company’s operating framework in terms of data and analytics, and we operate a decentralized model that provides the data, training, and tools to each individual business function.”

Air Europa previously used standard extract, transform, load (ETL) and batch processes to make data available from its multiple systems across the organization. However, as the business grew, the limitations of this approach became increasingly apparent.

“It was a complex process, and identifying discrepancies between source and destination data could be difficult – sometimes impossible,” Bermejo notes. “It was also quite an invasive process that could overload our operating systems.”

These were not the only issues: developing ETL processes was also a cumbersome task that required a large number of technical resources and associated costs. Furthermore, it lacked consistency and the necessary reliability.

“We didn’t have an environment that allowed us to see which ETL processes had worked and which hadn’t, or which were still running or causing delays,” Bermejo adds. “It also wasn’t scalable: the more data we needed to move, the longer it took. This made it difficult to meet service-level agreements in terms of data availability and application development.”

## A pivotal proof-of-concept

Air Europa has been working successfully with Qlik for analytics since 2017 and has now extended the portfolio with Qlik’s integration solutions.

“We researched the market and evaluated the options of what would connect our specific data sources to the required destinations. We needed to handle everything from XML and CSV files to the high-volume online transaction processing used by our ticketing systems,” Bermejo explains. “Not every solution covered them all, which ultimately led us back to Qlik.”

Air Europa’s data team implemented a comprehensive proof of concept, working with Qlik Consulting to familiarize themselves with Qlik Data Integration and ensure that it met Air Europa’s specific requirements.

“Over a 15-day period we ran 14 different use cases covering a range of functionalities, from full load to micro-batch replication, and looked at areas such as latency, costs, and the impact of schema changes,” says Bermejo. “We did 140 tests and moved a total of 17 billion rows of data – a very high volume in just a few days.”





The proof of concept achieved two major objectives: it proved beyond doubt that Qlik was the solution Air Europa was looking for and gave its data team the experience and confidence they needed to work with the tool independently.

“The support from Qlik Consulting gave us everything we needed to carry out the migration process in house,” he notes. “The system is very easy to use, and we realized that we could migrate the whole environment in a single process. There was no need to break it down into phases for each area of the business.”

Just three months later the migration was complete. Qlik Data Integration is now central to Air Europa’s virtual semantic data layer, integrating data between sources and into the end-user environment.

### **Providing essential data – and value**

The rigorous preparations by the data team paid off. Air Europa now has access to consistent and reliable data across its organization, and replication processes that once took 24 hours or more can now be completed in near-real time.

“We use Qlik to manage data in micro-batches, mainly because it’s more efficient for users who don’t necessarily need the data instantly,” Bermejo says. “But even for them latency is greatly reduced, down to just a few minutes.”

Air Europa now runs 105 tasks a day involving over 1,500 separate tables replicating 160 million rows of data – totaling nearly five billion rows a month. And with Qlik handling the process independently, the benefits for Air Europa’s data team are impressive.

“We’re saving around 700 hours a year just in ETL process development,” he notes. “That’s time we can spend adding value elsewhere. It’s also saving development costs, and the non-invasive nature of the new system means we’re not risking a potentially catastrophic impact on our operating systems.”

Crucially, it also means that users across Air Europa have access to reliable data and can be confident in its accuracy and timeliness.

“We want end-users to create their own Qlik applications,” Bermejo continues. “Having consistent data in our semantic layer means end-users can avoid having to integrate or validate the data in each of their use cases. Users can autonomously access trusted, robust, and integrated data, and then use Qlik analytics to aggregate and filter it. It’s an approach based on the concept of ‘governed self-service’.”

It’s also an approach that allows users to accelerate important decision-making processes and build Air Europa’s wider business agility.

“With Qlik, I have no doubts that our data is perfectly synchronized, that what’s in our transactional databases is exactly what’s in our analytics ecosystem. That’s incredibly important,” Bermejo says. “And it’s so easy to achieve. I just define the points of origin and destination, select the tables, activate them, and monitor the results. It’s very robust, and you’re aware immediately that things are working well and there are no latencies.”

As Air Europa takes its next steps into the cloud, Bermejo is certain that Qlik will continue to deliver.

“Qlik solutions are now part of the core strategic services that provide essential value to Air Europa,” he says. “It’s a platform that provides value in both data analytics and data management, and it’s evolving with us.”

**Deliver AI-ready data  
throughout your organization**

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## About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

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