



DATA INTEGRATION AND ANALYTICS



300% increase in data availability delivers insights
and enables results across 500 locations



About Empresas SB

Empresas SB is a Chilean holding company that specializes in the health, beauty, and retail sectors, with a strong reputation and social inclusion initiatives. Its nine subsidiaries employ a total of around 10,000 people, serving more than eight million customers a year through 500 locations across Chile.

In just two weeks, Empresas SB implemented Qlik Data Integration Platform® to unify a complex data environment consisting of legacy systems and modern cloud platforms. Smooth and fast integrations now make valuable data available across the organization, with additional insights and visualizations delivered by Qlik Analytics™.

“We need information in real time because customers make transactions from moment to moment. With Qlik®, we can talk about things that are happening right now, not just things that have happened already.”

Sebastián Espinosa, Corporate Business Intelligence and Advanced Analytics Manager, Empresas SB



Customer Name

Empresas SB

Industry

Retail and Services

Geography

Chile, Americas

Function

IT, Marketing, Sales,
Supply Chain Management

Challenges

- Improve operations and customer intelligence
- Increase data availability and access across the organization
- Make better use of data to inform business decisions

Solution

Empresas SB implemented Qlik Data Integration Platform to deliver high quantities of real-time data for processing by Qlik Analytics.

Results

- 300% increase in data provides meaningful insights to users
- 95% cut in latency ensures real-time data availability
- 30% reduction in data architecture costs

Why things are happening and where they're going

The operator of a broad range of pharmaceutical, beauty, and health brands, Empresas SB is one of Chile's leading employers. It is also a strong advocate of social diversity, innovation, and ethical and sustainable practices, and is deeply committed to a core mission of delivering top-tier wellness services.

Successfully managing and developing such a widespread and diverse operation involves building a comprehensive understanding of its activities. Sebastián Espinosa, Corporate Business Intelligence and Advanced Analytics Manager at Empresas SB is responsible for providing data-based insights.

"We want every decision the company makes to be based on data," he says. "That means supporting everyone's experience with concrete data that allows us to know why things are happening and where they're heading."

For Empresas SB, the goal was to have all this information in a scalable ecosystem that would provide immediate insights and updates, working in tandem with the business' internal platforms such as Oracle, its AWS cloud environment, and a handful of legacy systems. But having put all the tools it needed to achieve this into place, there was a critical roadblock.

"There was so much data to move that we couldn't do it in real time. There was too much latency," Espinosa explains. "We ended up having to move small chunks at a time, which went against one of our biggest objectives as a data-driven company."

A powerful production engine

Empresas SB needed a tool that would handle the required movements of data in real time and without impacting any other systems. A rigorous testing process quickly narrowed down the choices.

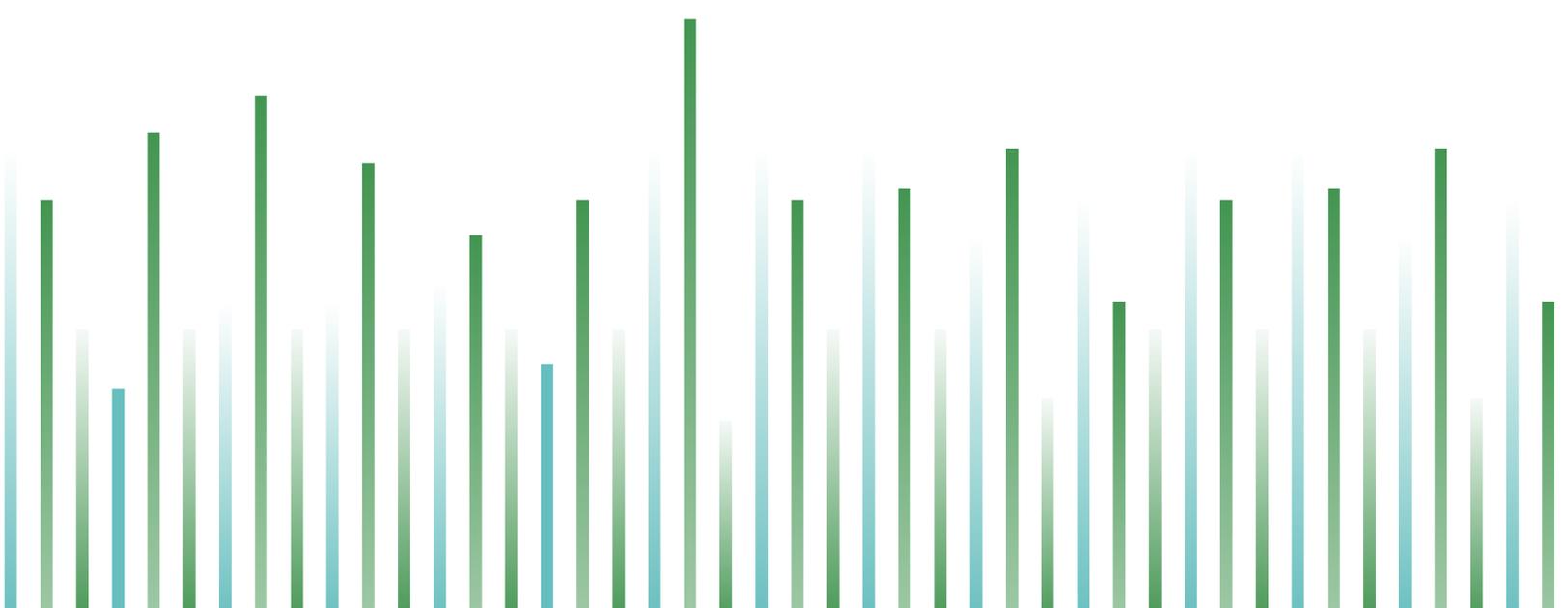
"One of the features that attracted us to Qlik Data Integration Platform was its ease of implementation," says Espinosa. "It was very fast. Even though it was one of the first implementations in our region, it took less than two weeks to develop an initial minimum viable product (MVP)."

It was immediately clear that Qlik Data Integration Platform met the brief. Qlik's replication tools allowed Empresas SB to effectively move data in real time, regardless of volume. Consumption of bandwidth between data sources and destinations was low, and other data movements and operations could continue as normal with no impact on key databases.

"That MVP then became our main production engine," Espinosa adds. "That was also very important to us as it demonstrated that Qlik needs very little configuration or resources to achieve our main goals."

Ease of use was another important factor that validated the decision to implement Qlik. Tracking replications is straightforward, even within Empresas SB's data environment.

"It's very simple to use. We have many different layers in terms of where we store and move data, but the traceability offered by Qlik is outstanding," Espinosa says. "And with Qlik Analytics we can give our teams the ability to visualize information in a simple, useful way, no matter the volume."





Frictionless interactions deliver real-time insights

With Qlik, Empresas SB now has a clear and accurate picture of its business, how it operates, and the people and other businesses it interacts with. Qlik now allows the business to accurately monitor and predict sales and inventories, and improve product availability and delivery.

For Espinosa, however, the real opportunity comes from the newly available levels of insight into the customer journey.

“One of the greatest benefits of Qlik is the visibility of what’s happening with each of our customers,” notes Espinosa. “We need information in real time because customers make transactions from moment to moment. With Qlik, we can talk about things that are happening right now, not just things that have happened already.”

It plays a critical contribution to Empresas SB’s ability to further strengthen its reputation and market position, and deliver the experience its customers expect.

“Qlik shows us how we can communicate better, the best way to reach each of our customers, and which products to recommend to them,” Espinosa adds. “We can get to know our customers even better, and understand who they are, what they do, and what they like.”

Espinosa adds that the new hybrid data environment enabled by Qlik products has reduced costs by around a third compared to traditional architectures. The amount of data processed and made available to business users is up by 300%, while latency has been cut by an impressive 95%, ensuring widespread real-time access.

“The connection between the AWS ecosystem and Qlik is very important,” Espinosa says.

“The integration has been super simple, super fluid, and super easy. And the interactions between our legacy and cloud systems are frictionless.”

Empresas SB is now exploring the possibilities offered by Qlik’s artificial intelligence (AI) platforms, including Qlik Predict® and Qlik Answers™.

“These technologies are showing us where we want to go,” he concludes. “They have the potential to add even more value for us and understand things that we might otherwise not see. We’re certain that they can help us to do things even better than we have been so far.”

Make game-changing analytics accessible to everyone

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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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