Qlik®

ANALYTICS

Sisal

Sisal stays ahead of the game with innovations and insights enabled by Qlik Cloud Analytics™

About Sisal

Sisal SpA is a leading Italian gaming and betting company with a strong reputation for innovation and a commitment to responsible gaming. Founded in 1945 in Milan by three sports journalists, Sisal introduced Italy's first football betting competition, Totocalcio, in 1946. It now also has a strong presence in Morocco and Turkey.

Sisal migrated from Qlik Sense® to Qlik Cloud Analytics as part of an overhaul of its Qlik® environment and to accommodate the business' rapid growth. Around 500 staff now use Qlik to handle a comprehensive range of analytics and reporting use cases and inform key decisions across Sisal's operations.

"Qlik delivers insights that enable concrete actions, such as improved response times and optimized processes."

Samuele Caci, Associate Data Governance Manager, Sisal

Customer Name
Sisal

Geography
Milan, Italy

Industry
Retail and Services

Function
Finance, IT, Marketing

Challenges
- Maintain business growth in a dynamic, competitive market
- Democratize data to enable effective decisions and strategies
- Build a flexible, scalable, and responsive data environment

Solution
Sisal replaced its old analytics tool with Qlik Sense, and then Qlik Cloud Analytics, to automate and optimize key processes.

Results
- Applications deliver insights across functions and departments
- One million monthly customers reached in March 2025
- Around 90% of employees in the online gaming department are Qlik users

Strong, responsible, and sustainable

Italy's gaming and gambling market, one of the largest in Europe, is as crowded as it is competitive. For Sisal, which has built its market presence over nearly 80 years, success involves delivering compelling offerings in the face of mounting competition from a growing range of specialist digital and mobile operators. The key to the company's longevity is a smart combination of its well-established reputation and a constant quest for the new, both in its product range and how it manages operations internally.

"People choose Sisal for our longstanding industry experience and reliability. We're a historic brand that also has a strong leaning toward technology and innovation," says Samuele Caci, Associate Data Governance Manager at Sisal. "We also have a strong, responsible, and sustainable approach to business. We invest heavily in digital technologies to offer a hybrid omnichannel customer experience."

Quick, informed responses to a rapidly changing and dynamic market environment are essential components of Sisal's strategy, and the business has long understood the power of data in enabling this. As the business grew, however, the limitations of its previous analytics software became harder to ignore.

"The market is growing very quickly, and so is the volume of information we handle," says Caci. "More customers and more transactions mean more data."

Sisal needed a platform capable of both supporting its rapid digital expansion and enabling its people to access and consume data on a self-service basis.

"Our initial goal when choosing a replacement tool was to centralize information and accelerate decision-making processes," Caci adds. "That's why Qlik is now our central point of business analytics."

Seizing the opportunity of the cloud

Sisal's implementation of Qlik Sense met its primary requirements for a centralized source of data and analytics. Given the breadth of Sisal's systems, this in itself was a significant step forward for a business looking to optimize its data usage.

"The data feeding into Qlik comes from a host of sources that include our CRM platforms, gaming systems, and cloud applications," says Caci. "Thanks to Qlik, we can integrate all these sources into a single application ecosystem with single or multiple views. We can also monitor and improve our data quality and its governance."

With Qlik in place, Sisal set about developing and implementing advanced dashboards covering a series of key performance indicators. But as uptake and use cases grew, Sisal realized that it needed to make another key adjustment to its environment.
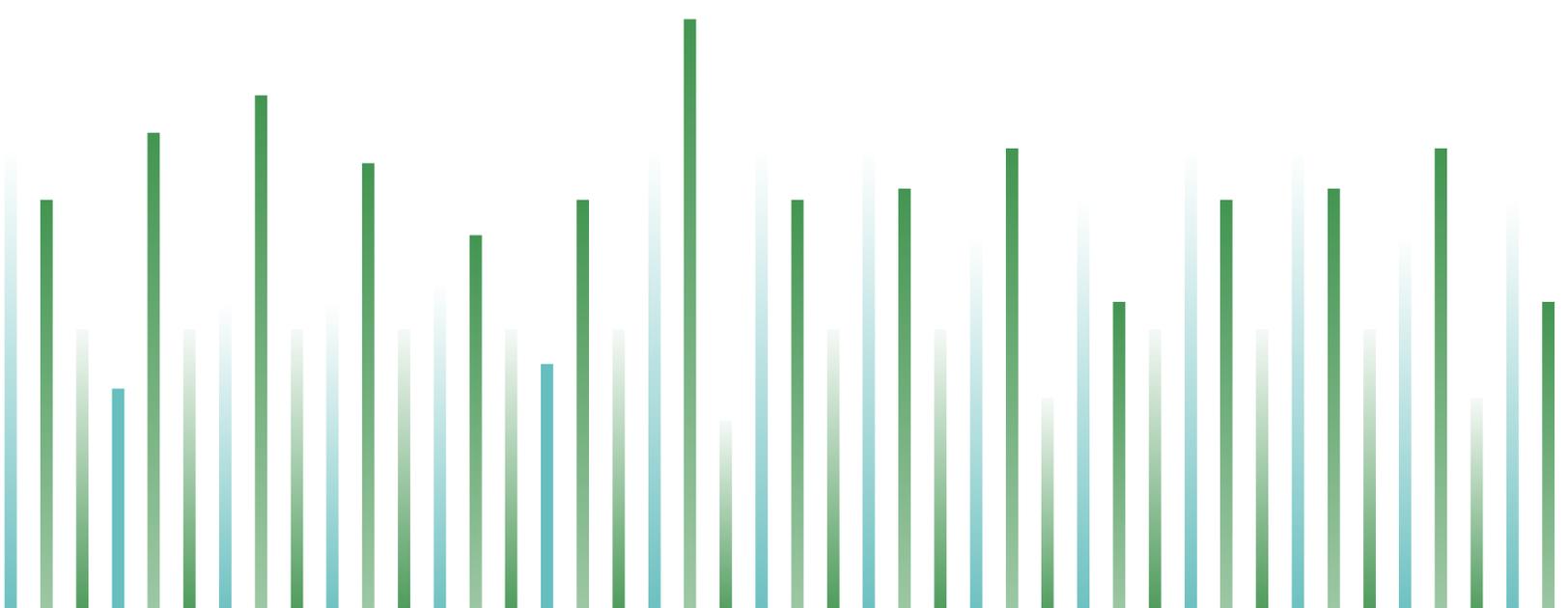
"We needed a more scalable and secure solution, one that would allow us to move forward and democratize our data even more," Caci notes. "Also, our data was growing all the time. We had a single on-premises Qlik application connected to our data model, and it was very big – around 27 GB. It was becoming impossible to manage internally."

Switching to Qlik Cloud Analytics gave Caci and his team the chance to break down Sisal's Qlik instance into multiple smaller and more agile applications, and hand over management of the overall environment to Qlik.

"Moving to the cloud was a great opportunity to bring order to our Qlik world," Caci adds. "We saw very quickly that it was a significant improvement."

A business ready for what's next

Qlik dashboards now monitor almost every KPI at Sisal, and quick growth in adoption means that some 90% of employees in the online gaming department use Qlik dashboards, analytics, and reporting tools.

"That's around 500 people using Qlik apps, and the more we build, the easier the analysis gets," Caci says. "Being in the cloud also gives us the power and scalability we need to grow."

He picks marketing as a key area where Qlik is delivering real results. Sisal can now quickly identify market and customer behaviors for each product so staff can then tailor appropriate responses and strategies. Insightful dashboards backed by regular automated reporting also ensure that everyone across the business stays ahead of the game.

"Qlik delivers insights that enable concrete actions, such as improved response times or optimized processes," says Caci. "Every single product has its own automated reporting framework, so we can analyze trends and customer preferences, and push out the right products."

It's a strategy that's working. Sisal's monthly player volume now averages around 800,000 and reached a record one million in March 2025. And with the volume of data that Sisal acquires growing continuously, the insights are only becoming more accurate, powerful, and effective.

"Qlik Cloud Analytics is very fast and enables much better ingestion," Caci adds. "Right now, we can access more data than ever thanks to Qlik, and we can control which users can see each specific dashboard or application. That's an important step up."

As well as automated reporting, Qlik is delivering important improvements in data quality, with immediate alerts in the rare event of loading problems.

"Qlik automations are monitoring those processes and our report distribution," Caci says. "We can even link it to our email system, so all the channels of distribution are covered in every possible way."

Importantly, Sisal now has an environment that can take the business into the future. Caci is now exploring use cases for Qlik Predict®, and work on extending Qlik Cloud Analytics to mobile devices is well underway.

"We're also looking at developing real-time data models, which look set to be the next big thing," Caci says. "People are always asking us for new dashboards and improved apps, and with Qlik, we can keep everyone satisfied. That's great for developers like us."

Make game-changing analytics accessible to everyone

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