Qlik®

ANALYTICS

THE RUDD GROUP

iNNSTAY
EPoS, Music and Security Systems

bob rudd
Gaming and Amusements

CLEAR COOL
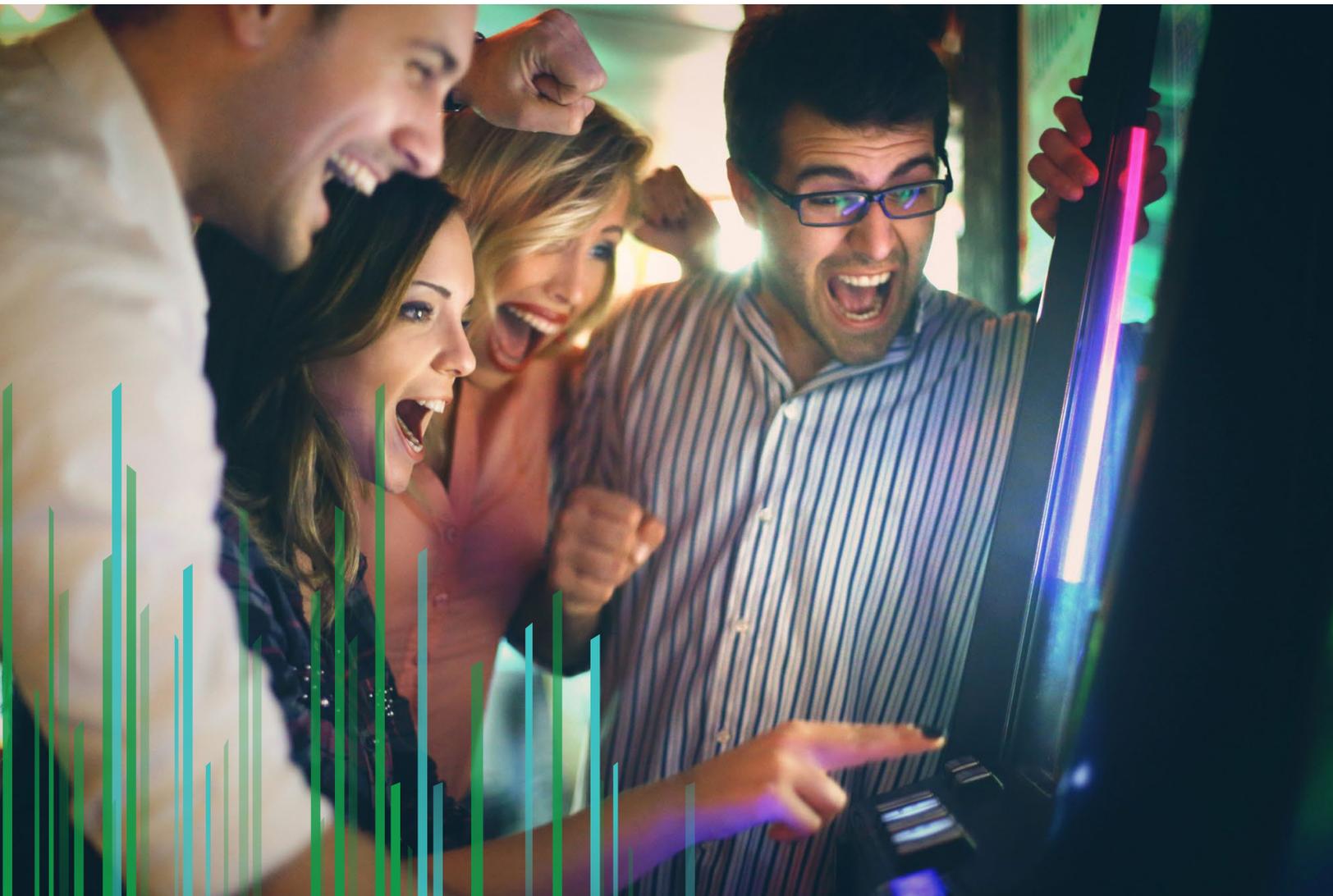Glass Washers and Ice Makers

The Rudd Group maximizes entertainment and drives revenue growth for licensed premises

【CY·BIT】

About The Rudd Group

Since its beginnings as a family-run business in 1989, The Rudd Group has evolved into a highly successful national hospitality business operator. It supplies gaming and amusement machines, back-bar equipment, and hospitality technology including the Innfinite entertainment system, electronic point-of-sale (EPOS), and CCTV to licensed premises across the UK.

The Rudd Group turned to Qlik® Elite Partner and technology solutions provider, Cybit, headquartered in Newcastle, to transform underused data resources into valuable operational insights with Qlik Analytics™, enhanced by OpenAI. Cybit's extensive data analytics expertise, combined with close collaboration with The Rudd Group's internal business intelligence team, has delivered results ranging from significant cost savings to faster, clearer reporting and increased customer satisfaction. It's also freeing up key staff to focus on building customer relationships that define success for The Rudd Group.

> "With Qlik pinpointing failing parts and recurring faults, we're improving first-time fix rates. That means fewer engineer visits and more machine uptime."

Helena Rudd, Marketing Director, The Rudd Group

Customer Name
The Rudd Group

Industry
Retail and Services

Geography
UK, EMEA

Function
Finance, HR, IT, Marketing, Sales, Supply Chain Management

Challenges
- Build revenue for both the business and its customers
- Optimize machine locations and uptime
- Turn underused data into valuable analytics

Solution
The Rudd Group worked with Cybit and Qlik to implement Qlik Analytics across its operation, enhanced by OpenAI.

Results
- Increase in revenue per machine
- Reporting times cut from 80 days to just one hour
- Costs reduced, including 5% fewer service call-outs

Harnessing an underestimated asset

Licensed businesses such as public houses (pubs) and bars are often focal points of the community, but their success is not always guaranteed. For many it's a tough operating environment where any additional offering that can drive profitability is welcomed warmly.

This is where The Rudd Group steps up. The UK-based business supplies a range of trusted products, backed up by expert installation and maintenance, to pubs and hospitality venues nationwide. From glass washers and ice makers to music systems, digital gaming machines, pool tables, jukeboxes, and dartboards, its aim is to help venues maximize entertainment and, in doing so, boost their revenue.

"Gaming machines are often a very underestimated asset for a pub," says Helena Rudd, Marketing Director at The Rudd Group. "Given the relatively small space that they take up, they can make tens of thousands in profit each year. And if you have a pool or darts team in a pub, that can help with both wet and dry sales and machine income, as well as increasing customer footfall and dwell time."

For The Rudd Group, success is a combination of building strong customer connections while managing everything from service and cash collections, and knowing when it's time to swap out a machine.

"The hospitality trade is all about community: it's about relationships and networking," Rudd notes. "We wanted a way to take the day-to-day administrative work away from business development and account managers, so they can focus on the people aspect of the business."

And while the business was producing plenty of potentially valuable data, there was little in terms of analytics.

"The data has always been there," adds Rudd. "We have our own bespoke database system, and in the past few years we've been getting much more real-time data from the machines themselves. We just needed a better way to work with it."

A central service application

The solution became clear when The Rudd Group's Managing Director, Nick Rudd, attended a Qlik conference and was impressed by how a police force in north-east England was using its data.

"He saw immediately that we could be doing something similar," says Helena Rudd. "We have so much data coming from so many different streams, but Qlik would give us the ability to merge it onto one platform and present it to us in highly beneficial ways."

The Rudd Group then made two smart moves: it started working with Cybit as a Qlik Elite Partner that specializes in turning insight into action. It also hired Etti Omobolaji and Francis Kamau as business intelligence experts and dedicated analysts.
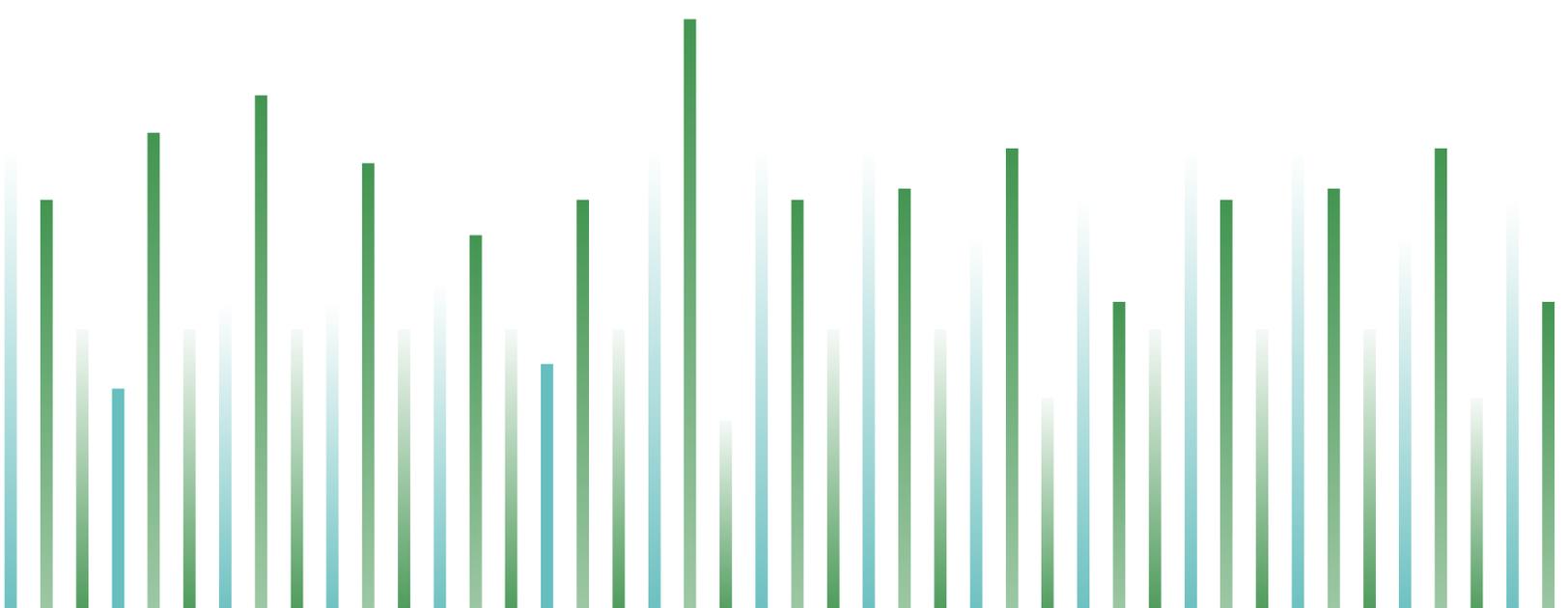
"We started working with Cybit a month or two after I joined," says Omobolaji. "Cybit really helped us out, especially at the back-end, and from the first week we were producing useful data. After a month or two, we had great confidence in our abilities."

"We have different systems for service and recording service calls," adds Kamau. "My first task with Qlik was to harmonize that data in one application and dashboard. Then we built a tool to identify the main causes of failure for a gaming machine. Qlik very quickly became a central service application that gives us a full overview of the business' service environment."

Greater engagement with compelling evidence

Qlik's analytical capabilities were already making a significant difference to The Rudd Group's operations when Kamau and Omobolaji moved things up further still by adding Qlik's OpenAI connector. This added a series of capabilities, such as presenting findings in natural language to enable people with relatively little analytics experience to interact with and benefit from Qlik's insights.

"We've also developed a cutting-edge Qlik dashboard that uses AI and historical data to recommend the best-performing gaming machine for each venue," says Kamau. "It analyzes performance by outer postcode and demographic match segmentation, then recommends three ideal replacements."

The results are impressive. Machine swap success rates have jumped from 59% to 83%, with machines seeing an increase in revenue as a result. For end customers this means greater engagement and more takings, and it's all backed up by compelling evidence.

"AI dashboards have also revolutionized reporting across the business," Rudd adds. "That frees up valuable time while delivering fast insights that drive decision-making processes."

Monthly reports that previously took 80 hours to produce are now completed in under an hour, while depot KPI reports that previously took two weeks of manual work are ready to go instantly on the first day of each month.

"It's all about faster, clearer communication," says Rudd. "Whether you're a pub company receiving estate-wide reports or a licensee wanting timely updates, with Qlik we can deliver insights with speed and accuracy."

Happier customers and more consistent revenue

Other aspects of The Rudd Group's operation are also seeing the benefits. An integrated ecosystem of service dashboards has reduced callouts by 5% year on year, despite a 20% increase in machines.

"That's a cost saving of over £120,000 in our service operation alone," Rudd explains. "With Qlik pinpointing failing parts and recurring faults, we're improving first-time fix rates. That means fewer engineer visits and more machine uptime."

It also means happier customers and more consistent revenue, both for The Rudd Group and the locations it serves. And with over half of The Rudd Group's staff now active Qlik users, data literacy and confidence are also growing.

"Account managers used to take us into meetings whenever they wanted to present data," says Omobolaji. "Now they just call us to check that everything is updated and they do the rest themselves. They're really buying into Qlik, and that's a great step forward for us."

The Rudd Group is now exploring Qlik Answers™ and Qlik Predict®, and even greater use of agentic AI. It also wants to make further use of Qlik to help with HR, sales, and new business generation.

"Qlik is really enhancing our reputation as an innovative company," says Rudd. "We can provide all the data people want at the click of a button, and that gives us a great competitive advantage."

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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About Cybit

Cybit is a trusted partner offering over three decades of technology expertise and specialisms in data analytics, AI, cybersecurity, modern workspace, hybrid cloud, and managed services. Cybit empowers private and public sector organizations to predict change, protect what matters, and perform with confidence. Whether enabling smarter decision-making through data and AI, building resilient digital environments, or supporting sustainable business transformation, Cybit is dedicated to shaping a future where technology is a force for good.

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