



DATA ACCESS IN A DATA DRIVEN ECONOMY

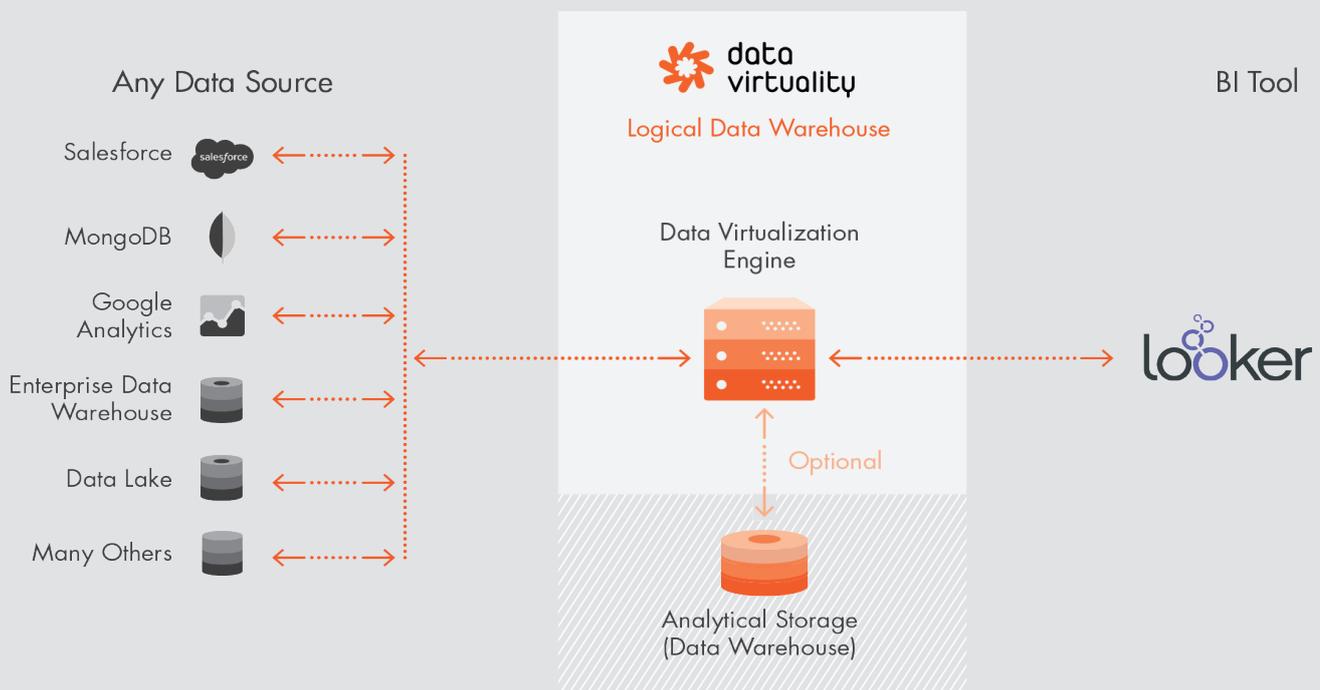
LEARN HOW ALBELLI CREATED AN AGILE DATA PLATFORM IN SEVERAL DAYS

Albelli is one of the fastest growing companies in Amsterdam. With over 4 million customers in the Netherlands, Belgium, France, Germany, Norway and UK, it comes without surprise that they have to deal with large amounts of real-time and historical data. Albelli contacted Data Virtuality to learn about the solution that could help to create one central data model which is agile enough to fit Albelli's business needs.

WHAT IS DATAVIRTUALITY'S LOGICAL DATA WAREHOUSE?

DataVirtuality's Logical Data Warehouse solves a major challenge for businesses across all industries who are confronted with the ever growing data variety and cloud services and at the same time, are struggling to perform detailed analyses by gaining insights from their data.

DataVirtuality's platform connects all data sources to any BI or analytics tool - only by using SQL. The software accesses, manages, and integrates any database and cloud service by combining data virtualization and automated ETL processes which makes it the only solution that enables and accelerates highly flexible and complex analyses with minimal effort. The Logical Data Warehouse can be setup in only two days.





ABOUT ALBELLI

- One of the fastest growing companies in Amsterdam
- 4 million customers – in the Netherlands, Belgium, France, Germany, Norway and UK
- Products: Photobooks, Wall Pictures, Photo Prints and Cards, Photo Calendars
- All manufactured in The Hague

WHAT WAS THE CHALLENGE?

The data integration structure was not flexible and agile enough to be able to speed up to Albelli’s business needs. This challenge was a legacy physical data warehouse with multiple stages. Within this setup, adding new data sources, adapting to new requirements and maintaining the structure took a lot of time. One of their main issues was that by the time the data was available for reportings and/or analysis, the data itself became obsolete and did not reflect well, what was happening on the business side. Furthermore, the stiff physical data model limited the users to only certain types of reporting and analysis. Queries were pre-defined, so that no user could work with a self-service BI tool using data that wasn’t meant to be extracted.

“A few months ago, I developed a vision. In that vision data is democratized, meaning that each and everyone in our company will have access to all of our data in one place.”

Albelli’s Mission - Sjors Takes, Data Platform Engineer

WHERE ARE THEY NOW?

WELCOME TO THE NEW SOLUTION!

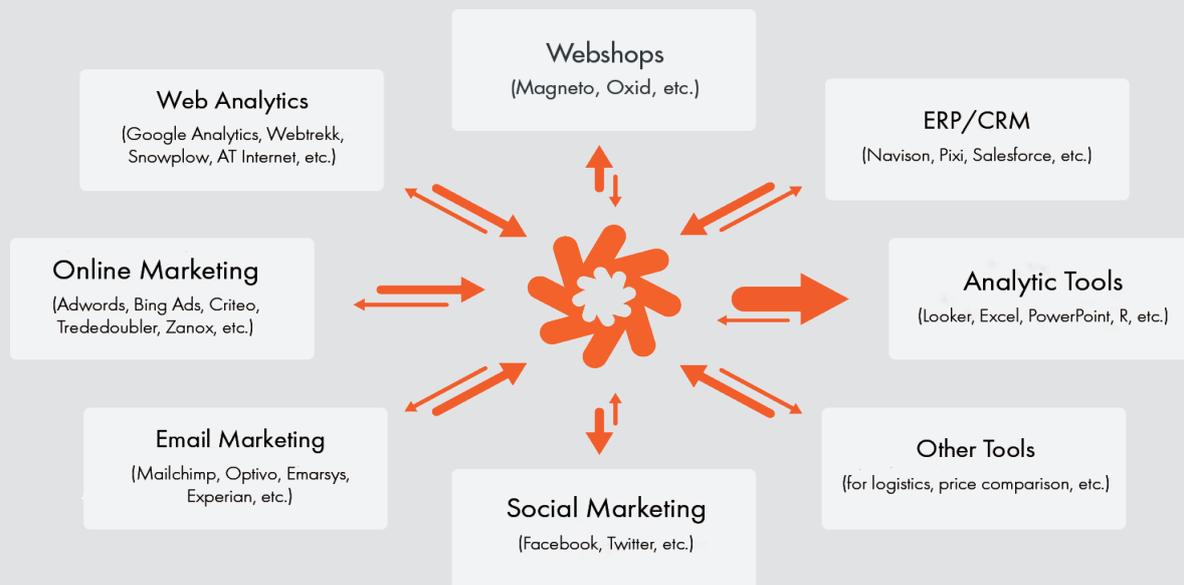
Albelli has now implemented the DataVirtuality Logical Data Warehouse as their centralized data model. DataVirtuality has more than 150 ready-to-use connectors. This means, that new data sources can be added very quickly. The automated processes and self-learning algorithms of the Logical Data Warehouse make it easy to maintain the infrastructure. Users within the company can now use self-service BI tools. The Logical Data Warehouse is as flexible as Albelli needs it to be.

THE PLACE TO START: DIGITAL MARKETING AND CUSTOMER ANALYTICS

For many digital companies, optimizing their marketing activities has become one of the most important tasks. Indeed, understanding the customers on the one side while at the same time, understanding the return-on-investment from marketing activities is crucial for both - the top as well as the bottom line of a business. By immediately combining data from different sources, Data Virtuality helps getting a 360-degree view of the customers while giving a full and detailed overview of all marketing activities. The first step is to understand the data from different sources – but this is just the beginning. In the next steps, adding more internal data sources, enabling real-time reporting, and even adding closed loop optimization of marketing campaigns are possible.

SUMMARY

As a data-driven company, Albelli can now make decisions based on their data even faster than before with a wide range of insights. The data driven revolution starts in the areas of customer analytics and digital marketing but will quickly expand to other areas, for sure.



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