BI solution for digitalization of reporting in UBB Interlease

" By using Qlik Sense we have the opportunity to focus on data analysis. It helps us to base our management decisions on up-to-date data, presented in a much more visible way, which increases the speed of the decision-making process and the competitiveness of the company in general. The results already show that we achieve better growth in the "New Business" section, which is of utmost importance for us as a company, for the shareholders and the whole group. "

Zlatina Yotova, Financial director at UBB Interlease EAD

UBB Interlease EAD is a leading Bulgarian lease company, part of the Belgian banking and insurance group KBC Group.

UBB Interlease finances the purchase of passenger cars and light commercial vehicles, production equipment, transportation vehicles, construction and agricultural equipment for almost all sectors of the Bulgarian economy and the public sector. The main forms of the offered crediting are financial and operational leasing in all their varieties, known in the sphere.

The company has successfully implemented the Business Intelligence project, based on the Qlik Sense platform, through which it digitizes its reporting in the "New Business" and "Portfolio" sections. Therefore, it implements a unified, flexible and dynamic information and reporting system that automates reporting.

The project management uses a hybrid approach, which combines the traditional approach to planning and defining the scope and budget, using a flexible approach to implementation. Thus, the final product is delivered in four iterations, as after each UBB Interlease it has prepared analyzes and reports. This allows key users in the company to quickly test and give feedback on the delivered scope components, as well as to contribute to the full implementation of the solution in just six months.

The new BI platform automates the company reporting by providing reports, analyzes, graphical and static visualizations, related to sales reporting. The 22 developed dashboards help to monitor: the fulfillment of the set goals at agent level; the market share of the company; active customers; top customers and deals; top suppliers; cross-selling; insured assets, premiums and commissions; business lines profitability analysis; as well as the profitability of leasing administrators, agents and mediators.

Aggregate data is available in a single application. It can be viewed at different levels and sections, enabling quality and purity control. Updating it twice a day allows you to maintain a realistic picture of the business state and development.

The system itself has a user-friendly and intuitive interface and can be accessed from any device. At the same time, thanks to the online access, users can prepare reports and check the entered data from anywhere and at any time.

BI software has been successfully integrated with the company core lease management system (contracts and applications), accounting system and related external Excel reports that support data for planned purposes. When asset leasing processing starts in the main system, everything is reflected online in the BI system. This makes it possible to make continuous comparisons with budgets, goals and key indicators.

The business analysis system sets out rules for managing end-user access by level and position within the organization.

PROJECT OVERVIEW

UBB Interlease
Leading Bulgarian lease company, part of the Belgian banking and insurance group KBC Group.

Industry
Leasing

Activities
Financial and operational leasing

Coverage
Bulgaria

Users
Executive directors, Financial director, Heads of "Sales", "Risk management" and "Strategy and IT management" departments, business analyzers, "Reporting and Budgeting" and "Information Security and Compliance" departments.

Issues to be solved
Automation of the entire reporting process in terms of reporting the business processes, related to the "New Business" (sales), the company Portfolio and assets insurance, related to the company business and focus on the results analysis.

Challenges during the implementation
Planning company resources, such as time and participants. Changes in the priorities of the requirements and business needs in the course of the project, resulting in updating its initial scope.

Benefits
The new system automates the creation of reports, analyzes, graphical and static visualizations related to sales and traders work reporting and assets insurance and also evaluates the portfolio dynamics and the market share of the company. Qlik Sense makes it easier to monitor the implementation of the set goals and budgets, as well as to analyze the data itself. It also saves time in making management decisions and helps to achieve faster growth of the new company business.

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