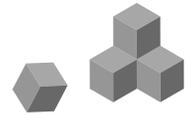


# BGL Group communicates better with customers



## Case study

### Challenge

BGL had an overarching goal – to communicate better with its customers. Providing customers and partners with better insights, more frequently, was a natural step for the company. As a result, BGL Group undertook a strategic review of its existing Management Information strategies and systems, as well as the future demands these would experience.

The review identified key goals around improving the delivery of information to partners, customers and users throughout the business, as well as improving the efficiency of the development requirements that would support this.

Dr. Hasan Al-Madfai, associate director of Pricing and Insight at BGL Group, and his team decided that a high-quality business intelligence platform was core to these goals. That summer, after reviewing the Gartner Magic Quadrant, BGL began with a shortlist of five, before whittling down to just two potential BI vendors. The company put both vendors through a challenging onsite Proof of Concept before the preferred provider could be determined.

### Solution

BGL Group deployed ibi analytics platform to improve customer relationships.

BGL's partnerships division, Junction, extended data access beyond the firewall to each of its partners via ibi's self-service applications, strengthening customer relations and improving service. It also enabled its own expert users to explore patterns in customer behavior and improve decision-making.

BGL selected ibi's analytics platform for its sophisticated data dashboards and reporting capabilities, variability of available sources, and the level of support offered throughout the implementation.

Al-Madfai commented: "We were looking for an enterprise-wide reporting engine and platform that could quickly translate data into sophisticated dashboards and reports. Due to the range of users that would be accessing this information, it was important for these report types to be accessible in a wide range of formats in an easy to use self-service format. For these reports and dashboards to be customizable and interactive was essential. We had to make sure users at all levels could get the best out of the data in their hands."

» "In ibi we've found a long-term partnership rather than a purely transactional relationship."

Dr. Hasan Al-Madfai, Associate Director, Pricing and Insight,  
BGL Group



### BGL Group

#### Industry: Insurance

A privately owned UK company founded in 1992, the BGL Group has grown to become one of the largest personal lines insurance brokers in the UK with over 7 million customers.

Employing 3,000 people, BGL specializes in consumer insurance, price comparison and legal services, and is best known for its price comparison website [comparethemarket.com](http://comparethemarket.com). With the Junction business, the company provides insurance products and services for UK financial services and retail brands including Barclays, the Post Office, Marks & Spencer, HSBC and the RAC.



“It was important for our business intelligence platform to be able to bring a huge range of data sources together in one place. We wanted to include all information from customer details to geo-spatial data and Google Maps applications. Alongside this we had to maintain a high level of interactivity and customization with the reporting. WebFOCUS [part of ibi’s analytics platform] was able to provide us with all of that, in addition to highly skilled support and consultation during the implementation process” he added.

The project had four key goals:

1. Maximize the value of the group’s data assets for all users
2. Deliver management information internally more consistently and effectively
3. Improve processes and strip out inefficiencies in internal management and delivery of information
4. Deliver data securely beyond the firewall to partners and customers

The group-wide platform had to meet the very different demands for each user group. With executives pulling ad hoc reports in meetings, super users manipulating data to discover new insights and partners drilling down into their own information, customized apps and ultimately secure access to the right data for each user was vital.

Al-Madfai said: “We wanted a semi-standardized system that allows users to become self sufficient and interact with data as much as possible, whether on desktops, tablets or mobiles, while maintaining a standard, group-wide platform.”

## Benefits

Using individually branded dashboards, partners are now able to access data when they need it, rather than waiting for weekly or monthly reports to be generated. Through use of a self-service dashboard, each partner can customize the data sets they want to see, ensuring they are able to access the information they need, quickly and efficiently.

Customers and partners are able to use unique and tailored dashboards on a standardized platform. This combination allows complete freedom to customize, while eliminating the risk of copying data or lengthy duplicated development work. Business intelligence helped BGL empower their customers and partners with self-service. This has, in turn, helped improve the relationships BGL has with those customers.

Al-Madfai commented: “The dashboard looks to be what we’ve wanted for a long time. It’s great to get day-to-day Management Information (MI) without having to raise contact reports with the MI team. I’m especially excited about how WebFOCUS [part of ibi’s analytics platform] will become the hub of Management Information for our affinity partners.”

However, inherent in sharing data is the risk that the data will get into the wrong hands. Due to the nature of BGL’s business and partner network, it had to ensure that partner data remained separate and secure. Contractually the system demanded ‘Chinese walls’ between data sets. BGL had a unique challenge in needing to create secure, and strictly segregated, business intelligence without having to duplicate or rebuild systems from scratch each time.

Prior to implementing ibi analytics platform, BGL Group was using the data file security layers associated with SQL for data governance. While the system was reliable and secure, it involved significant development duplication when pulling reports for

## Technology used

- > [Omni, WebFOCUS](#)
- > [Analytics Anywhere](#)
- > [BI Portal](#)

different partners. For two customers to run the same report, the development work would have to be done twice over.

However, the ibi analytics platform removed this challenge. “ibi gives us a means of delivering reports that avoids development duplication, through the use of secure portals. Thanks to the authorization layer, we’re able to ensure that only the data people are allowed to see what is displayed, even though that data comes from a single report.

That way we avoid data duplication and can provide our business and our partners with a single version of the truth,” Al-Madfai commented.

By using portals and dashboards, BGL has been able to address challenges around data decay, ensuring that executives, partners and super users all have access to up-to-the-minute information. The dashboards provide un-trained users with reports and drill down capabilities whilst still addressing the needs of advanced technical users.

➤ **“We wanted a semi-standardized system that allows users to become self sufficient and interact with data as much as possible, whether on desktops, tablets or mobiles, while maintaining a standard, group-wide platform.”**

**Dr. Hasan Al-Madfai, Associate Director, Pricing and Insight, BGL Group**

Information becomes more valuable the more it’s used. By sharing information capital throughout the business and most importantly with customers, organizations can make a real impact to their bottom line.

Working with BGL was an excellent opportunity for ibi to demonstrate the value in sharing information and how best to mitigate the security fears that go alongside making data available. Businesses are growing increasingly aware of the challenges around security, and the response of many is to willfully create data silos to preserve security. In working with the skilled developers and data professionals at BGL the ibi team was able to help implement a business intelligence tool that democratizes data access, while preserving the highest levels of data security.



ibi and BGL Group worked closely together throughout the project to ensure each user group was able to achieve its requirements. “We already had a high level of skill within the organization that we could draw upon for the build. What we wanted from a provider was an immersive, consultative partnership to help us to get the best out of the tool.”

"In ibi we've found a long-term partnership rather than a purely transactional relationship. The support and experience of working with the team there has been very positive and the system has already seen great feedback internally and from external affinity partners," Al-Madfai concluded.

## About ibi

ibi is a data and analytics software company that embeds intelligence into — everything. From the beginning, ibi has known the importance of data and insights to make better decisions. We help organizations get their complex and disconnected data in order, so they can build, embed, and automate intelligence into everything they do. By preparing organizations for the future and turning them into builders — information builders — everyone can use enterprise trusted data at scale to drive their growth. Whether our customers use pre-built applications or build their own solutions for their data and analytics challenges, ibi powers their innovation and reinvention. ibi's open platform and industry-specific building blocks accelerate speed to market, improve operational efficiency, and enhance their customers' experience.

**ibi. build a better future.**

### Request a demo

See ibi in action and  
imagine what you will build.  
[ibi.com/request-a-demo](https://ibi.com/request-a-demo).



Contact us at [ibi.com](https://ibi.com) or email [askinfo@ibi.com](mailto:askinfo@ibi.com).

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