Progressive Leasing Automates and Optimizes Its Data Warehouses to Deliver Real-Time Data

Industry: Financial Services

Location: Draper, Utah

Employees: 1,750

Solution: WhereScape® RED, HVR

Highlights:

- Automated the development, deployment and operation of business intelligence solutions

- Eliminated 90 percent of hand-coding within data warehouse development

- Delivered real-time data in minutes instead of days

"WhereScape and HVR let us focus more on solving business problems than technical challenges."

— Rajeev Lahoty, Senior Director, Business Intelligence & Analytics, Progressive Leasing

In 1999, Progressive Leasing introduced consumers to the first virtual lease-to-own program. Since then, the company has provided millions of customers and their families access to simple, affordable purchase options while helping more than 27,000 retail stores increase revenue and improve customer satisfaction. A wholly owned subsidiary of Aaron's, Inc., Progressive is today the largest and longest-tenured virtual lease-to-own provider in the United States.
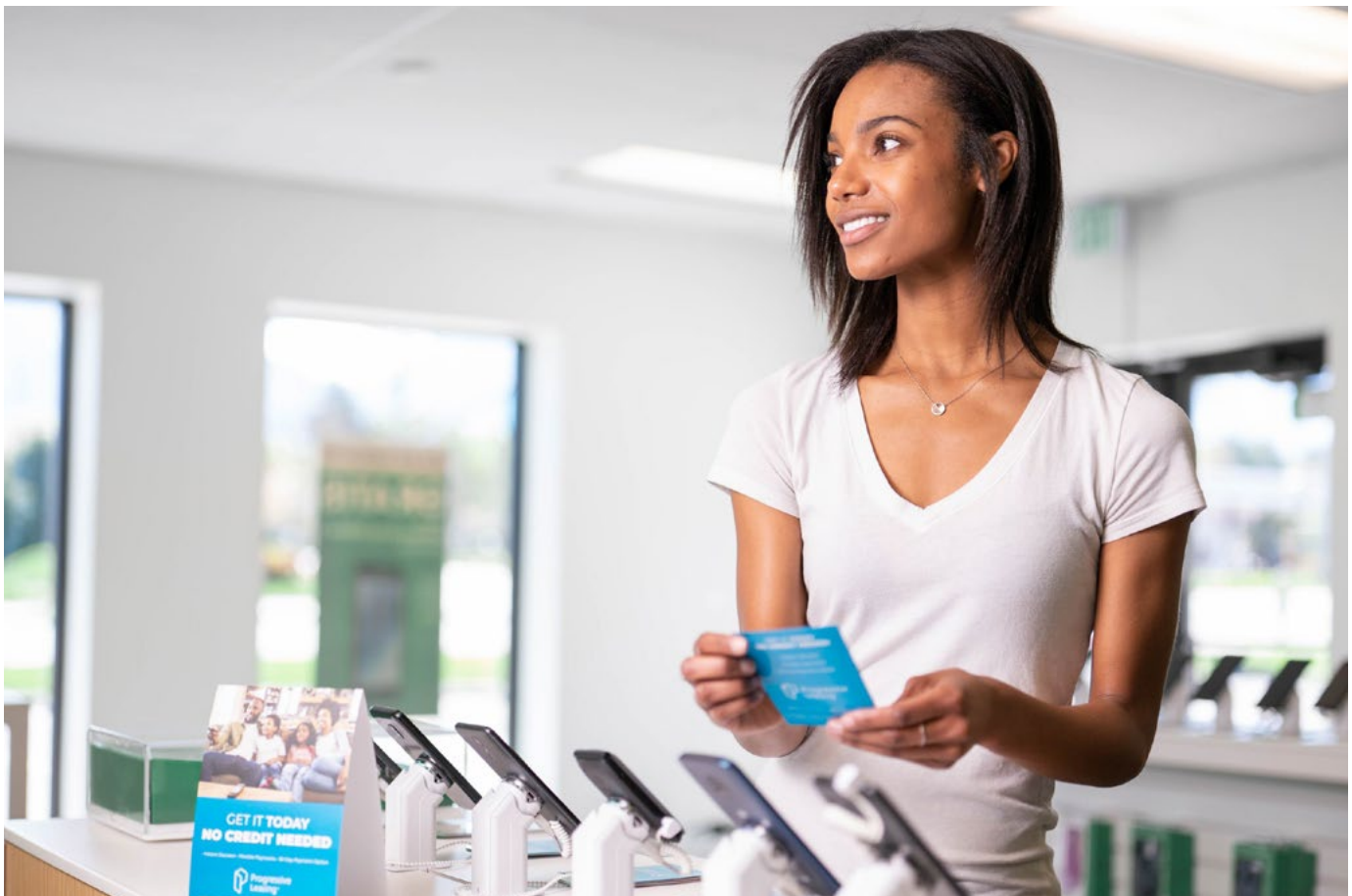
Challenge: Respond faster to business needs for more data

Progressive Leasing is a data-driven company with no patience for gut reactions or assumptions. "From the CEO on down to the team members at the front desk, everyone uses data to take any and every action to improve our customer-centric culture," says Rajeev Lahoty, senior director of business intelligence and analytics at Progressive Leasing. "From using the Progressive Mobile App, to submitting a lease application, to servicing the lease, the entire customer experience is driven by insights coming from the data that we collect."

With the company's data volume now 20 times what it was in 2013, the company's business intelligence (BI) team of a dozen engineers and a handful of business analysts were continually challenged to keep up with the requests from the business for new data and analytics solutions. One of the team's biggest bottlenecks for delivering new BI solutions to end users was the inefficiency of the extract, transform and load (ETL) coding process to get data from transactional systems into a Microsoft SQL Server data warehouse.

"A team member heard about WhereScape® automation at a course on automating ETL processes," says Lahoty. "He was so impressed by the demo that he came back and strongly recommended the team try WhereScape." With this discovery, the BI team believed it had found a solution to its development bottleneck.

Solution: Automate development and simplify data integration

The BI team decided to conduct a proof-of-concept with WhereScape® RED, part of the WhereScape automation collection of products. The effort demonstrated that WhereScape could do what Progressive's current toolset could not: automate nearly all of the data warehouse development effort and accelerate the delivery of new solutions to end users. In fact, during the proof-of-concept, WhereScape worked with the Progressive team to build an entire data warehouse in less than one hour.

It was during the proof-of-concept that WhereScape also introduced the team at Progressive to HVR, enterprise data replication software, as a solution for its challenges in moving real-time data from transactional systems into the data warehouse.

After a separate proof-of-concept with HVR showed how easy it would be to move data quickly and efficiently into the data warehouse, the BI team was convinced that the best-of-breed combination of WhereScape and HVR would be far more effective and easier to use than the single-vendor solution the company was considering. "We quickly realized that WhereScape and HVR working in conjunction would be a game changer for us," says Lahoty.

Progressive now uses WhereScape to automate the development, deployment and operation of its data infrastructure and HVR to achieve real-time replication with minimal time and effort. "It takes longer to get approval to use the data than it does to check a box in HVR to get the data flowing," says Lahoty.

Progressive is also using HVR as their tool of choice as they prototype moving data into data lakes. "We use HVR to connect to multiple source systems and start capturing data changes," says Lahoty. "Then we move those changes to a data lake where we connect data from different sources to get cross-functional insights."

Results: Deliver real-time data with minimal impact to transactional systems

WhereScape eliminated the bottlenecks of ETL work and dimensional modeling, enabling Progressive to get data to analysts and partners as quickly as possible. "We used WhereScape RED to build a new data warehouse from scratch using 20 source tables in just a few hours," says Lahoty. "It only took that long because we were dealing with special use cases. WhereScape's powerful, built-in templates get you going in no time."

HVR eliminates coding and reduces the impact on transactional systems. "Moving data from sources to an operational data store takes minutes instead of days," says Lahoty. "For example, it took less than 30 minutes of work to start replicating 40 tables in real time." Progressive now uses its operational data store as a source for its data warehouse to keep the impact on source systems to a minimum while improving agility of the data infrastructure.

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— **Rajeev Lahoty, Senior Director, Business Intelligence & Analytics, Progressive Leasing**

With WhereScape and HVR simplifying the complex data integration and warehouse environment, Progressive's BI team can now provide the organization with easy access to real-time data and automate at least 90 percent of the data warehouse effort. "WhereScape and HVR let us focus more on solving business problems than technical challenges," says Lahoty. "Having the right data available to the right people at the right time to make the right decisions enables Progressive to say 'yes' to more customers while being nimble and efficient operationally. HVR and WhereScape definitely help us do this."

In the near future, Progressive plans to start creating data marts using WhereScape and HVR. In the meantime, Lahoty can't imagine his team not having WhereScape and HVR. "Keeping up with business demands has never been easier and for the first time in my career of 20 years, I feel I can sprint with the business and not fall behind," he says.

About WhereScape
WhereScape helps IT organizations of all sizes leverage automation to design, develop, deploy, and operate data infrastructure faster. More than 700 customers worldwide rely on WhereScape automation to eliminate hand-coding and other repetitive, time-intensive aspects of data infrastructure projects to deliver data warehouses, data vaults, data lakes and data marts in days or weeks rather than in months or years. www.wherescape.com

About HVR
HVR provides a real-time hybrid data replication solution that supports enterprise modernization efforts. The HVR platform is a reliable, secure, and scalable way to quickly and efficiently move large data volumes in complex environments, enabling real-time data access, and analysis. Global market leaders in a variety of industries trust HVR to address their real-time data integration challenges and revolutionize their businesses. HVR is a privately held company based in San Francisco, with offices across North America, Europe, and Asia. www.hvr-software.com