WhereScape®
Data Automation

WHERESCAPE CASE STUDY

WhereScape's Automation Tools Propel Voys Towards Success

Background

Voys is a prominent multinational telecommunications company headquartered in the Netherlands, specializing in carrier-grade smart business internet telephony services. With 18 years of industry presence, Voys consistently demonstrates yearly growth, serving over 32,000 businesses with 150,000 users and boasts a workforce of approximately 140 employees.

The Challenge

Despite possessing extensive data resources, Voys struggled to harness the full potential of their data to enhance customer relations and accessibility. The company wanted to instill a data-driven culture, but manual processes and inadequate data management hindered effective decision-making. Managing data integration from multiple sources proved to be complex, leading to redundant reports and difficulties in tracing data origins. Additionally, as Voys expanded, scalability became a pressing concern, requiring a solution capable of accommodating growing data volumes and evolving business needs without compromising performance or agility.

The Solution

Voys found their solution with WhereScape's automation tools, which enabled Voys to automate data integration from multiple sources, saving time and ensuring accuracy. With rapid prototyping capabilities, Voys could swiftly develop data warehouse solutions without extensive manual coding. This agility supported Voys' iterative approach to BI, allowing them to adapt quickly to changing business needs.

WhereScape's tools also enhanced productivity within Voys' two-person data engineering team, eliminating the need to hire additional developers. Other key benefits included cost savings, simplified development processes, and integrated inter-domain analyses, which allowed Voys to calculate customer-life-time values by analyzing website visits, orders and financial data sourced from different systems.
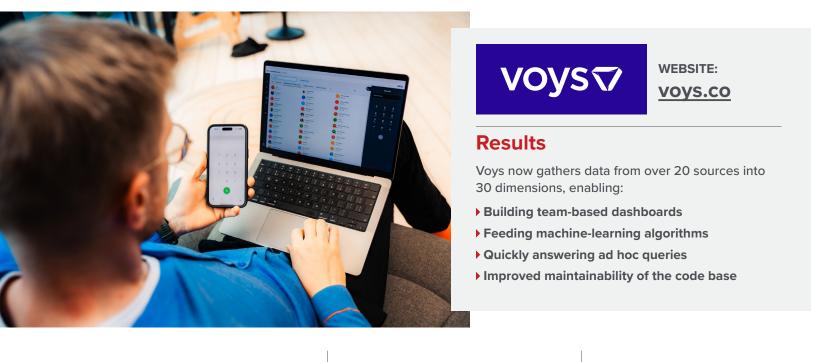
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> "*I was surprised at how well the data-type mapping worked. It proved to be indispensable when importing data from other systems and databases. We're positively surprised by the extendibility of WhereScape.*"
>
> Voys' Data Professional **Bart Jonk**

VOYS

WEBSITE:
voys.co

Results

Voys now gathers data from over 20 sources into 30 dimensions, enabling:

▶ **Building team-based dashboards**

▶ **Feeding machine-learning algorithms**

▶ **Quickly answering ad hoc queries**

▶ **Improved maintainability of the code base**

32,000	150,000	140
Voys serves over 32,000 businesses	**Serving 150,000 users**	**And has 140 Employees**

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