Rapid reporting at Austria's largest bonus program

Thanks to new back end technology, retailers benefit from optimized data performance and rapid market insights: This allows companies to access up-to-date analyses in just minutes.

What products are particularly popular among customers? In which regions do consumers take advantage of discounts most frequently? Reports give partners in the jö Bonus Club valuable insight into the demographics and behavior of their customers. However, the answer times provided by the existing analytics platform no longer met user expectations. With the support of INFOMOTION, the jö Bonus Club converted to a new data analytics platform. The result: significantly better data performance in reporting.

The customer

The jö Bonus Club is Austria's largest cross-retailer and cross-sector multi-partner program. With just one customer card, the jö card, or the jö app, the current group of 4.3 million club members can collect "Ös" as they shop, then redeem them for many different advantages at 17 participating partners and 5,000 locations and online shops across Austria.

Cooperations with partner companies like ADEG, Allianz, BAWAG P.S.K., BILLA, BILLA PLUS, BILLA Reisen, BIPA, Interio, LIBRO, mjam, OMV, PAGRO DISKONT, Pearle, PENNY, Universal, VERBUND and ZGONC make the jö Bonus Club the most important customer club in Austria.

The jö Bonus Club makes an important contribution to promoting Austrian retail and Austria as an economic powerhouse. It was established in 2019 as a REWE Group company in Austria.

The challenge

Since the jö Bonus Club was launched, the analytic dashboard with reports for companies has been a key source of added value to partners. To increase the speed of data analysis, the Bonus Club wanted to replace the data platform in the back end with the Snowflake platform, which was already in use elsewhere. However, they intended to continue using visualization software from Tableau to display the dashboard.

"The existing data structure was too complex. This made expansions or adjustments that would have improved performance too expensive", Robert Neundlinger explains. The Head of Analytics for the jö Bonus Club says: "We were looking for a flexible, future-proof solution that allowed us to integrate new features ourselves quickly."

The new solution also needed to be hosted in the cloud to deliver the best possible flexibility as the company continues to grow, at an affordable cost. Because of this, the jö Bonus Club team decided to use the Snowflake platform as the data engine even before the project began.

The Data Performance Company

INFOMOTION

The solution

Snowflake was still relatively new as a back end technology within the jö Bonus Club at the time of the project. "The fact that our project partner had already proven its expertise was important to us" says Neundlinger. After an initial project, the main project was to be completed within four months in order to avoid paying the licensing costs twice. This was a short deadline.

The project was conducted fully remotely – communication and efficiency, however, did not suffer in any way. "Thanks to Jira, Confluence and other collaboration tools, we were able to work together smoothly. Our contact persons were also always available for meetings on short notice" says Robert Neundlinger, describing his satisfaction with the project management process.

However, not all of the Club's requests could be implemented cleanly within the project. Because of this, both sides needed an agile mindset when developing the data platform in the Google Cloud. Robert Neundlinger: "We always rolled up our sleeves together when we met a challenge, to look for constructive solutions together." The approach was a success. Despite the short project timeline, the team was able to set up the new system as planned and optimize usability for the jö Bonus Club and its partners. A range of new functions now simplify administration of the platform. Users can automatically integrate reports into their dashboards, for instance, and offer data sets for download. These are versioned and can also be distributed automatically to different environments and portals via software methods.

Thanks to the new platform, users can view dashboards within seconds. Robert Neundlinger is proud of all the Club has achieved: "We reduced answer times from several minutes to the expected answer time of five seconds." In addition, users can access detailed analyses so that the company can manage its business even more efficiently. "Our relationships with our partners are highly important to us. The project was an important step towards offering even better service in the future" says Neundlinger. Platform development, however, continues – after all, the expectations of partner companies and their customers continue to evolve as well.

The project

- **Advising on data performance and designing new data structures**

- **Developing a new data analytics platform based on Snowflake and Tableau in the Google Cloud**

- **Developing individual Data Marts with comprehensive logic to optimize performance**

- **Creating new dashboards and reports for jö customer groups in Tableau with direct access to the database**

- **Use of data privacy guidelines on the database level reduces the complexity of the overall application**

- **High performance, since no data extraction or data archiving are required in the Tableau system**

"We felt the collaboration was highly efficient and based on trust. Project participants from INFOMOTION worked with us as a team, rolled up their sleeves, and helped us manage all of the challenges we faced together. This meant we could complete the migration as quickly as possible."

Robert Neundlinger, Head of Analytics, jö Bonus Club

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