

## REFERENCE CASE

# PIXUM: BI Application Lifecycle Management with PlatformManager



CUSTOMER NAME	BRANCHE	GEOGRAPHY	ARCHITECTURE	DEPARTMENTS
Pixum Diginet GmbH & Co. KG	Online photo service	Cologne	Qlik Sense	Management, Marketing, Customer Service, Controlling

## CHALLENGES

- Increasing amount of data and source systems
- Growing number of users
- Increased need of the specialist departments to develop applications independently
- Greater need for efficient business intelligence application lifecycle management

## SOLUTION

PlatformManager for QlikView and Qlik Sense.

## BENEFITS

- Inclusion of the specialist departments in the application development
- Improved control, security and quality of the applications
- More efficient development and approval processes
- More transparency about the BI landscape

## ABOUT PIXUM

Founded in 2000, Pixum is now one of the leading online photo services in Europe. The product portfolio includes over 100 Pixum photo products such as Pixum photo books, Pixum murals, Pixum photo calendars, mobile phone cases, greeting cards, photo gifts and photo prints. Pixum customers can order their products via the online shop, free download software or the Pixum app. On the official Pixum website, customers also have the option of saving their image files in online albums and sharing them with other users using community functions. As a company operating across Europe, Pixum offers products and services in different languages: German, English, French, Dutch, Danish, Swedish, Italian and Spanish. The company headquarters in Cologne and has over 160 employees to provide Online- Photoservices. More information: <https://www.pixum.de/>.

### QlikView as a standard BI solution

Pixum has been using business intelligence technology from Qlik for several years to analyse data for different

areas of customer usage. Using QlikView, Pixum furthermore can analyze the performance of customer service. Around 16 applications are currently in use in the areas of marketing, customer service, controlling and management. The add-on service Qlik NPrinting allows multiple groups to receive reports via report bursting.

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PlatformManager allows us, in a straightforward and reliable manner, the development, publication and release management processes to optimize the use of our QlikView and Qlik Sense applications .”

**Hendrik Gruß, Data Engineer, Pixum Diginet GmbH & Co. KG**



## Growing BI landscape

"We started using QlikView with a data volume of around 1 TB of data in the form of Qlik- optimised data models for analysis and reports," recalls Hendrik Gruß, data engineer at Pixum / Diginet GmbH & Co. KG. "We are currently using both QlikView and Qlik Sense, but plan to fully migrate to Qlik Sense in the medium to long term."

The increase in the scope of the business intelligence landscape, and the growing importance of BI as a critical success factor, has also resulted in the need to optimise application lifecycle management.

## Increasing need for application lifecycle management

The necessary transparency for data links, applications, as well as the optimal cooperation of business and Qlik developers is fully guaranteed using PlatformManager. This is a perfect tool we use at Pixum for Business Intelligence Application Lifecycle Management (ALM). "The number of employees who develop applications is growing steadily," says Hendrik Gruß. "It is therefore important to organise this collaboration for our developers and to ensure everyone has still a good understanding of our total BI landscape. Technically, this works most efficient with appropriate ALM software like PlatformManager".

## PlatformManager

EVACO, our BI service provider and system integrator for user-controlled business analytics in the D-A-CH area had the right solution in its service portfolio:

"PlatformManager" is a server-based ALM software solution for QlikView, Qlik Sense and SAP Business Objects applications. PlatformManager enables secure access via any modern browser through a simple web interface. It supports the entire development and acceptance process up to the production rollout and implementation of BI applications.

The implementation was uncomplicated, and Pixum was able to use the software productively in around three weeks."

## Business and IT collaboration

"PlatformManager is being used by 8 developers both in Team42 as well as in some other departments, such as Customer Service and Marketing. "We can work together across several departments. Developers, testers and business users collaborate very efficient," says Hendrik Gruß.

## Efficiency and transparency

According to Hendrik Gruß, PlatformManager offers three major advantages for Pixum. On the one hand, PlatformManager ensures that several people do not further develop an application at the same time. "You can see directly who is currently working on an application." In addition, the automated version management includes rollback functionality: "You can use it to publish new versions in the development and production area and have them tested and approved using a corresponding process, or if necessary, switch back to an old version. This allows you to provide more flexibility for developers, and setup a better control and management of approval to publish applications on your production servers. Furthermore, the system offers the possibility of analyses of different applications: "We can read and understand the load scripts outside of QlikView and QlikView Sense. For example, the number of fields and objects or loading routes can be displayed. When new developers arrive to the team, they have full transparency, having a better understanding of our total BI landscape. For instance, they will have a clear understanding which data is being used for certain applications. The ability to re-use different approaches to support our development of basic applications is for Hendrik Gruß a positive effect of Platform Manager. "The actual Health-Check functionality of Platform Manager is a strong asset, which indicates that all components of our software work correctly. "So far, no errors have occurred with PlatformManager - but knowing that in the event of a problem we can see exactly where it is stuck is an extremely important feature for me," says Hendrik Gruß.

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Our goal is to ensure and standardize the development and use of our BI applications effectively, where quality assurance and availability of the right data to make the right decisions is guaranteed. PlatformManager is a central tool for application life cycle management which offers the required transparency and efficiency.

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**Hendrik Gruß, Data Engineer, Pixum Diginet GmbH & Co. KG**

