

Pepper Advantage Gets the Upper Hand With Data Insights Via SnapLogic's Integration Solution

pepper
advantage

Speed

Monthly finance reporting is available promptly at month-end, without the 5-day delay

Synergy

Finance teams now have a consistent data set delivered via SnapLogic to Snowflake and Tableau

Success

Global data & analytics teams can use the same tool to ingest data across multiple jurisdictions

HEADQUARTERS

London, UK

INDUSTRY

Financial Services

USE CASE

Improve company-wide data analytics, and develop analytical insights to offer commercially

CHALLENGE

Volumes of disparate, unexamined data and a siloed organisation

SOLUTION

Data warehouse and data integration platform enabled faster access to critical data insights

BUSINESS RESULTS

- Faster data retrieval and accessibility for customers
- Eliminated knowledge silos across the organisation
- Developed new offerings and improved standing in the market

INTEGRATIONS

SnapLogic iPaaS, Snowflake Snap Pack, Transform (ETL) Snap, SQL Server Snap Pack

Company Backstory

Pepper Advantage is a global credit intelligence provider that accelerates its clients' business growth ambitions with innovative data and analytics, as well as flexible finance and lending operations. Founded in 2012, it now operates within nine jurisdictions across the UK, Europe and Asia Pacific. Its clients include private equity and institutional investors, hedge funds, major banks, challenger banks and fintechs, non-bank lenders, retailers and property developers.

The Challenge

When Pepper Advantage set out to build the most technologically advanced credit intelligence service in the world, they understood that knowing data, and how to use it, would set them apart from the rest.

Quick growth led the company to expand into new markets, such as India, Indonesia, China and Greece; secure financing in new regions, including the UK and Spain; and introduced new products and client verticals to their offering. Their growth was further accelerated in 2020, with a surge in demand for access to virtual, fast, credit intelligence.

But significant growth comes with its challenges. Silos were forming across the operation, and the organisation was not equipped to fully manage or analyse the full breadth of their data sources and volumes.

The company developed its own data warehouse using Snowflake, a cloud solutions provider and SnapLogic partner. The data warehouse enabled them to pool their data assets—spanning multiple markets and several years—within a stable, centralised repository that's made for large amounts of data.

Then they required a data integration solution that could scale alongside their growth, manage increasing quantities of data, and adapt to varying data-usage laws and regulations across the world, including global residency laws.

The Solution

The company chose SnapLogic because of its flexibility and ease-of-use, according to Sinead Okosi, Head of Data and Analytics at Pepper Advantage, who joined the team to help streamline data processes and realise the company's data vision. Sinead wasted no time implementing SnapLogic to support this mission.

"Having worked with SnapLogic in a previous role, I knew that it would give us the agility and durability required to support us on our incredibly ambitious data journey," Okosi said.



SnapLogic is particularly strong when it comes to API management and data integration services in general, making it the perfect platform to help us integrate our data into our global data warehouse."

SINEAD OKOSI
Head of Data and Analytics,
Pepper Advantage

SnapLogic's pricing model was also a key selling point; it does not charge based on data consumption, which was ideal due to the volume of data they needed to integrate. It also made it easier for Pepper Advantage to plan their budget, without surprises or additional costs.

Business Results

Over the last year, SnapLogic has played a central role in Pepper Advantage's data strategy.

SnapLogic's data automation and integration services have enabled them to securely, quickly and cost effectively shift data assets to a data warehouse. This has improved business processes and decision-making with actionable insights, enhanced their data quality, and eliminated knowledge silos.

Today, data insights are a core offering for Pepper Advantage that sets them apart from their closest competitors, and is a key driver for new business, retaining long-term customers, and facilitating further growth.

In fact, SnapLogic isn't just improving Pepper Advantage's internal business insights and credit intelligence; customers are already impressed by the data insights Pepper Advantage can offer, and in the future, the company will be able to build tools for its customers, so that they can interrogate the data themselves and generate insights into issues that impact markets, such as the cost of living crisis.

SnapLogic is the leader in generative integration. As a pioneer in AI-led integration, the SnapLogic Platform accelerates digital transformation across the enterprise and empowers everyone to integrate faster and easier.

Whether you are automating business processes, democratizing data, or delivering digital products and services, SnapLogic enables you to simplify your technology stack and take your enterprise further. Thousands of enterprises around the globe rely on SnapLogic to integrate, automate and orchestrate the flow of data across their business. Join the generative integration movement at snaplogic.com.