

## CASE STUDY

# Playtomic Adopts Data-Driven Culture, Improves Data Availability



*Before Hevo there was no BI at Playtomic, everything was on request and data was difficult to obtain. Hevo has helped us inculcate data literacy at Playtomic by aggregating our data and making it quickly available to those who need it. The single biggest reason I would recommend Hevo is that everyone can use it without prior coding knowledge.*



**Marco Rossi**

Head Of Business Intelligence

## Data Challenges:

- As the business grew, both in terms of employees and operations, data needs grew exponentially. This created the need for a dedicated pipeline solution.
- Access to org-wide data was limited to high-level executives, thereby, limiting the usage of data by different team members for faster decision-making.

## The solution:

- In addition to standard transformations, Playtomic uses Hevo's Data Models, Workflows & Visual Transformation Builder to further automate and streamline data pipelines.
- Playtomic is using Hevo to pipeline data from multiple data sources to their Google Cloud Storage Data lake and BigQuery Data Warehouse. They finally load this data to Metabase to make dashboards, run queries, and report.



Playtomic is the biggest network of sports reservations in Europe. Using their platform, players can find and book sport locations, primarily tennis & padel courts. Founded in Spain, Playtomic has now expanded to over 30 countries. Playtomic aims to revolutionize how sports events are organized by leveraging technology & data.

Industry: **Software**

Location: **Madrid, Spain**

Website: [www.playtomic.io](http://www.playtomic.io)

## By the Numbers

**€120K**

Using Hevo to build & manage data pipelines has enabled Playtomic to **save ~€120K per year**

 **50M**

Playtomic uses Hevo to losslessly aggregate over 50M events/month without delay.



*My expectations from a data pipeline tool, and what I am really happy to have found in Hevo, is the plug-n-play approach that allows us to connect to a source without significant time investment and start ingesting data within a few minutes. Ease of use is essential because it allows non-developers to accomplish tasks that normally would require some very skilled developers. Also, it's an all-in-one platform that caters to all of our ETL/ELT needs.*

**- Marco Rossi**

Head Of Business Intelligence

## Business Impact & ROI:

- Using Hevo, Playtomic has set up a cutting-edge pipelining system saving over 6 months of development time and subsequent 10 hours/month of maintenance time. This adds up to ~€120K saved per year.
- Before Hevo there was no BI at Playtomic, everything was on request and data was difficult to obtain. Hevo has Playtomic inculcate data culture by aggregating data and making it quickly available to those who need it.
- Anyone can use Hevo without prior coding knowledge, this eliminates the need to involve the development team and encourages self-service analytics.



### About Hevo Data

Hevo is a Unified Data Platform that helps new-age companies automate their data flows with no-code data pipelines. Connect with over 100 data sources, integrate your data silos, and build a 360-degree view of your customers in minutes. Thousands of data professionals across 25 different countries trust Hevo to create their data pipelines. Try Hevo today and experience the power of unified data.

