



Reducing Costs, Powering Analytics: Quantoo's Strategic BI Migration with inics



Luka Bebensee, TMG

„The partnership with inics transformed our BI landscape, significantly reducing costs and establishing an innovative platform for future digital and AI initiatives. We see inics as strategic digital evangelists.“

Client Overview

TMG – The Megalon Group operates diverse business models including lead generation, call center operations, payment processing, and fulfillment services. Quantoo, TMG's consulting business unit for digital transformation, modernizes the Group's IT infrastructure and processes while advising external clients—empowering organizations to thrive in today's rapidly evolving digital landscape.

Challenge

Upon taking responsibility for TMG's IT infrastructure, Quantoo identified that the existing Qlik-based BI landscape was expensive, underutilized, and misaligned with business requirements. The challenge was to significantly reduce licensing costs, streamline Qlik reporting processes, and establish a scalable BI solution ready for advanced analytics and future AI integration.

Solution

Initially contacted for license optimization, our independent consulting team performed a vendor-neutral evaluation, recommending a strategic shift to Microsoft technologies. Within six months, we developed a working prototype and migrated all critical reports and KPIs from multiple Qlik sources to Azure, Databricks, and Power BI. This created a scalable, cost-effective data foundation optimized for advanced analytics and future AI integration. We delivered seamless implementation, ongoing comprehensive support, and significantly reduced licensing costs.

Result & Impact

The strategic migration to Microsoft solutions substantially reduced licensing costs by 50% and improved reporting efficiency, usability, and reliability, enabling rapid, data-driven decisions. Additionally, it created a robust foundation for Advanced Analytics, AI integration, and future digital transformation initiatives.