CUSTOMER SUCCESS STORY

SIMPLIFYING COMPLEX REPORTING AT VIRGIN WINES



HOW VIRGIN WINES PARTNERED WITH CLIMBER TO MODERNISE ITS ANALYTICS AND REPORTING WITH QLIK CLOUD

THE CHALLENGE

Virgin Wines, a leading UK online wine retailer, had relied on QlikView to support analytics and reporting for many years. As the business grew and its needs evolved, users were demanding more detailed insights from the QlikView applications. New requirements were continually layered on top, with limited documentation, making some applications vast, complex and difficult to maintain for the internal data team.

Virgin Wines wanted to build on its existing investment by moving to Qlik Cloud, reducing reliance on on-premise infrastructure and creating a more manageable analytics environment. Although the business had access to Qlik Cloud, the migration hadn’t started. This meant it had the opportunity to start afresh and ensure its analytics and reporting reflected the needs of the company today.

The challenge wasn't simply moving applications to a new platform, it was taking the opportunity to simplify development, improve reporting and equip the internal team to manage its analytics with greater confidence.

THE APPROACH

Climber began with an on-site discovery session, working alongside the Virgin Wines data team to understand the existing environment and agree a migration strategy. Rather than simply replicating existing applications, the teams focused on improving the underlying architecture and user experience.

A key part of the project involved rebuilding the complex finance application into a three-tier data architecture, separating data extraction, transformation and presentation. This created a clearer, more maintainable structure for future development. Climber also helped establish separate development, test and production environments, allowing changes to be tested before being released to users.

The Virgin Wines team owned the migration

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of most applications, supported by Climber's technical expertise, regular collaboration and tailored training.

To improve reporting, Climber introduced more interactive visualisations, clearer navigation and consistent application design. Mail & Deploy was also implemented to replace NPrinting, enabling scheduled report distribution and allowing users to generate reports from their selections within Qlik applications.

Throughout the project, knowledge sharing remained a priority, helping Virgin Wines build the skills to manage and develop its Qlik Cloud environment independently.

THE RESULT

Virgin Wines now has a more modern, structured analytics environment in Qlik Cloud, building on the value of its existing QlikView investment.

Rebuilding the finance application has made its underlying processes easier to understand and maintain, while separate development and production environments provide greater control over testing and releasing changes. Users benefit from clearer navigation, more interactive analytics and flexible report generation and distribution through Mail & Deploy.

The migration also supports the company’s move towards a cloud-first analytics environment, with the opportunity to reduce ongoing infrastructure and maintenance costs.

Importantly, the collaborative approach and tailored training have given the internal team greater ownership of its analytics, strengthening its ability to manage and develop applications as business needs evolve.

Virgin Wines hasn't simply moved its analytics to the cloud. It has used the opportunity to simplify development, improve reporting and build greater internal capability for the future.

"Working with Climber gave us a chance to rethink how we wanted to approach analytics at Virgin Wines. Climber's collaborative approach, custom solution, and all-round expertise gave my team real confidence in building and managing our new Qlik Cloud environment. Our end users are already benefiting from clearer and more interactive reporting, and previously complex processes are now simpler and streamlined.”

Meenakshi Parameshwaran,
Head of Data and Analytics

READY TO TAKE THE NEXT STEP WITH YOUR ANALYTICS?

Whether you're planning a move from QlikView to Qlik Cloud or looking to get more value from your existing analytics investment, Climber can help you modernise with confidence.
Let's talk about getting more value from your analytics investment.

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