Lore IO

We Eliminate ETL

PayU biz

PayU accelerates reporting availability by 97% using Lore IO

Critical financial measures are available for analysis daily instead of monthly

CHALLENGES WITH GETTING TIMELY FINANCIAL DATA

PayU is a leading financial services provider in global growth markets. The fintech and e-payments division of Naspers (LSE: NPSN), PayU enables billions of people and millions of merchants to buy and sell online. Its local operations span 17 markets across Asia, Central and Eastern Europe, Latin America, the Middle East, and Africa.

PayU deploys more than 300 payment methods and PCI certified platforms to process approximately 1.2 million payments daily. It collects data from 6 disparate sources, including CSV files, SQL databases and NoSQL databases.

The finance team at PayU struggled to produce timely and accurate gross margin reporting based on commissions it collected from merchants and payments it made to banks. The data preparation process was time consuming and error prone for several reasons:

- PayU lacked a system that could collect all data into a unified and rationalized view
- PayU needed to compute rates and gross margins using complex formulas with numerous inputs that changed across transactions, banks, cards, offers, and merchants
- Analysts had to enter and reconcile rates manually, which introduced errors that were left uncaught, leading to revenue loss

As a result, PayU analysts had to spend 20 hours every month to standardize data manually in MS Excel. Business leaders, such as the head of the P&L group, was forced to wait until the end of the month to receive gross margin data, which was at times faulty.

90%

Reduction in data preparation cost

97%

Reduction in data latency from source system to BI

No ETL

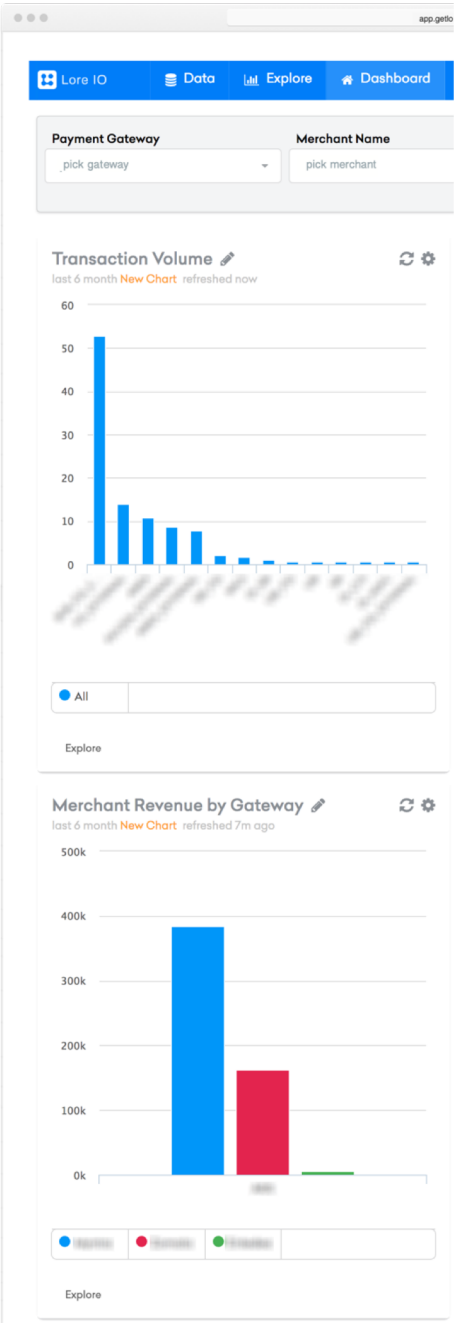
Complex rate and gross margin calculations done declaratively at query time

VIRTUALIZING FINANCE DATA MARTS WITH NO ETL

PayU selected Lore IO to integrate its rich transactional data into a virtual data layer that the finance team can tap to build accurate and timely views. Lore IO eliminated all ETL operations, including the need to move, copy, or clean the data in code or in spreadsheets.

The PayU operations team simply dumps the raw transactional data in Lore IO nightly. The Lore IO platform ingests a dozen of inputs, flattening and standardizing the data, enabling PayU to build virtualized data marts for merchant, payment gateway, and transaction views.

Lore IO includes a sophisticated rule engine that computes rates, gross margin, and other key financial measures programmatically based on conditions that are easily updated by analysts. All data transformation is done declaratively, executed virtually at query time. The PayU finance team builds dashboards and reports to visualize revenue and payments and to calculate gross margins.



SMARTER DECISIONS AT THE SPEED OF BUSINESS

Using Lore IO, PayU reduced data preparation cost by 90%, from 20 days to merely 2 hours a month. Data latency has been cut by 97% with new data made available daily instead of monthly. Finance now evaluates gross margins by merchant, payment gateway, region, and card category.

With Lore IO, all data entry errors were eliminated, providing the business with trustworthy data to make smarter decisions and eliminate lost revenue.

PayU is planning to expand its use of Lore IO, availing the Big Data management platform to its operations team to enable automated monitoring of and alerting for data quality issues. It also plans to extend Lore IO to its business teams to execute 360-degree customer analytics.

ABOUT LORE IO

Lore IO is a Big Data management platform provider that unifies on-demand, real-time business knowledge. We connect data analysts and business users directly to their valuable data -- wherever the data lives, whatever it looks like, and however much it changes -- by removing the expensive and cumbersome plumbing of big-data analytics. Our platform uses AI to minimize the time and effort it takes to build powerful data applications and deliver business insights. It offers core technologies, data virtualization, and universal data layer that enrich today's big data implementations to blend data from every source, automate the discovery of actionable insights, and fully become data-driven.

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