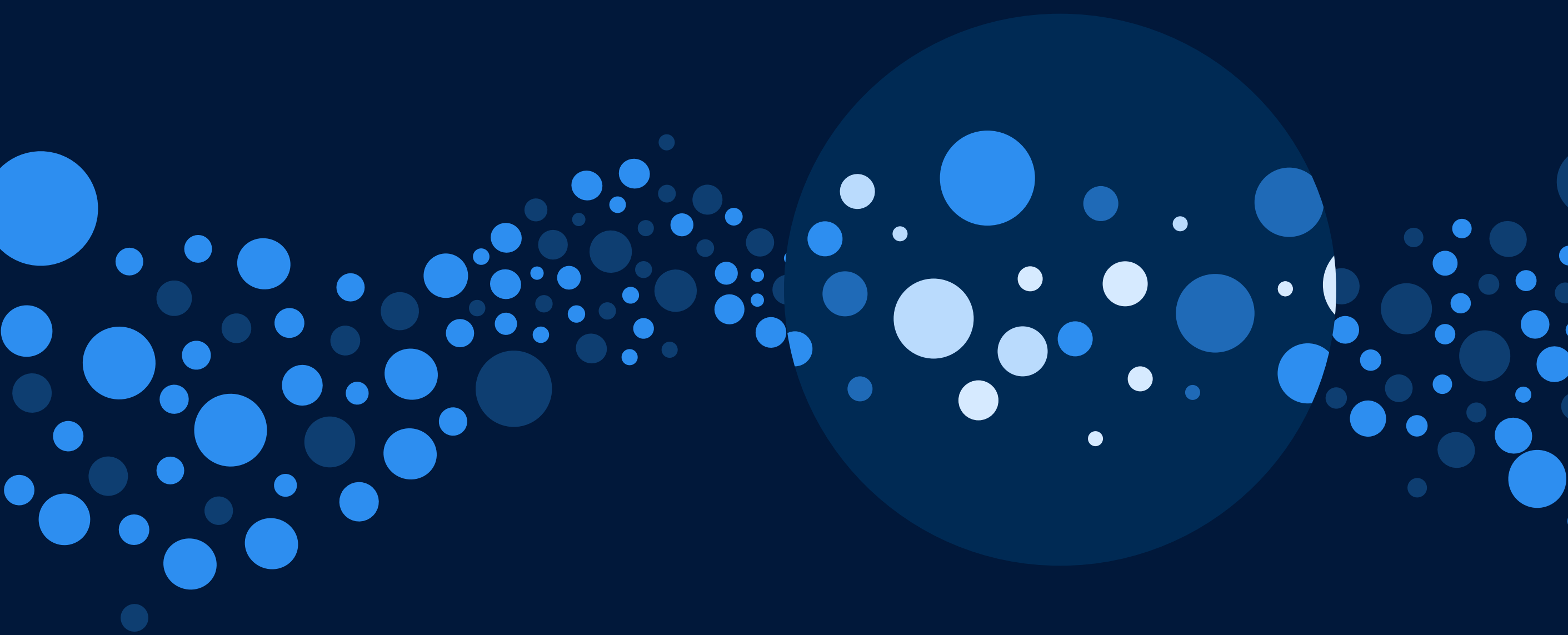


CASE STUDY



# How Kensu Data Observability Enables UniCredit to Mitigate Data Incidents at the Source



# 1 The Problem

## Lack of visibility into data sources led to dashboard inconsistencies

UniCredit, a large pan-European Commercial Banking group with **88,000 employees** serving **15 million customers** across Italy, Germany, and Central and Eastern Europe manages massive volumes of customer financial data.

The company had a 6-year-old CRM dashboard used by hundreds of internal users working across over 10+ countries. The dashboard showed real-time insights derived from hundreds of different data sources.

**88,000**  
employees

**15 Million**  
customers

The complex nature of the dashboard led to multiple inaccuracies identified by the end users. “We were seeing lots of emails from clients and tickets to IT on a daily basis saying ‘Why don’t I see the correct data here?’” or “‘What’s going on?’ or ‘Why don’t I see my client’s data?’” says Marco Firrincieli, a technical solution architect working within the Central and Eastern Europe Innovation team at UniCredit. “This was a huge project with a huge data flow, impossible to handle by hand.”

These data inaccuracies adversely impacted both UniCredit’s engineering workload and the trust the end users had in the dashboard.

*“We are just beginning. I am looking forward to using Kensu more and ensuring other users with other needs across Unicredit use it. For example, I want each country to also have control of their own lineage for their own data, how many flows we run, how often, and so forth. I feel less anxious now that we have it. I now want Kensu to be in every pipeline”*



**Marco Firrincieli**

FVP - Central and Eastern Europe Innovation at UniCredit



## 2 The Solution

### Identifying data problems at the source

Kensu addressed these data flow challenges with its Data Observability platform. By integrating with UniCredit's extensive data stack and embedding Kensu agents to monitor the company's data pipelines at the source in real-time, UniCredit was able to catch data incidents early, long before the data was presented to their end users in the dashboard. Kensu's Data Observability solution was implemented for eleven countries' data: Bulgaria, Czechia, Croatia, Hungary, Romania, Serbia, Russian Federation, Slovenia, Slovakia, Bosnia & Herzegovina and Austria.

#### With Kensu:

- 1 UniCredit gained visibility into which data sources were used, where they were used, for what purpose, and when they were available automatically.
- 2 UniCredit's data lineage became populated automatically. Contextual information about which data is used in each execution throughout the data journey was available with one click.
- 3 UniCredit's schema changes are now documented, tracked, and alerts sent. Unicredit receives recommendations of new rules and alerts based on observed data trends.

## 3 The Outcome

### In control of CE&EE CRM data pipelines

Before implementing Kensu	After implementing Kensu
<ul style="list-style-type: none"> <li>✗ <b>UniCredit wasted time</b> fixing isolated incidents from tickets and endless emails.</li> <li>✗ Schema changes <b>were not tracked.</b></li> <li>✗ Both the list of used data sources and the data lineage <b>were not automatically available.</b></li> </ul>	<ul style="list-style-type: none"> <li>✓ UniCredit is <b>able to catch data incidents</b> before they reach the dashboard quickly, fix them, consequently fixing other issues downstream.</li> <li>✓ <b>Schemas are tracked</b> and new fields can be monitored.</li> <li>✓ The list of used data sources and partitions is <b>automatically available.</b></li> <li>✓ <b>The data lineage is available</b> with contextual information about execution.</li> </ul>

→ UniCredit feels more in control of their data pipelines