



CUSTOMER STORY

Scalable financial data pipelines and PowerBI reporting across multi-customer environments



Company Overview

Horsum, Business Consulting & Services



Horsum is a consultancy company that helps organizations improve financial and operational efficiency. Their core services focus on analysis, process improvement, and reporting, primarily delivered through PowerBI dashboards.

With a strong focus on performance management, data-driven reporting, and digital transformation, Horsum empowers businesses to make smarter decisions through actionable insights.

Horsum works with a wide range of SMEs, offering tailored Power BI dashboards and strategic support to improve transparency and efficiency in finance and operations.

The Challenges

Horsum's strength lies in delivering high-impact insights through Power BI dashboards. However, as their client base grew, several challenges emerged:

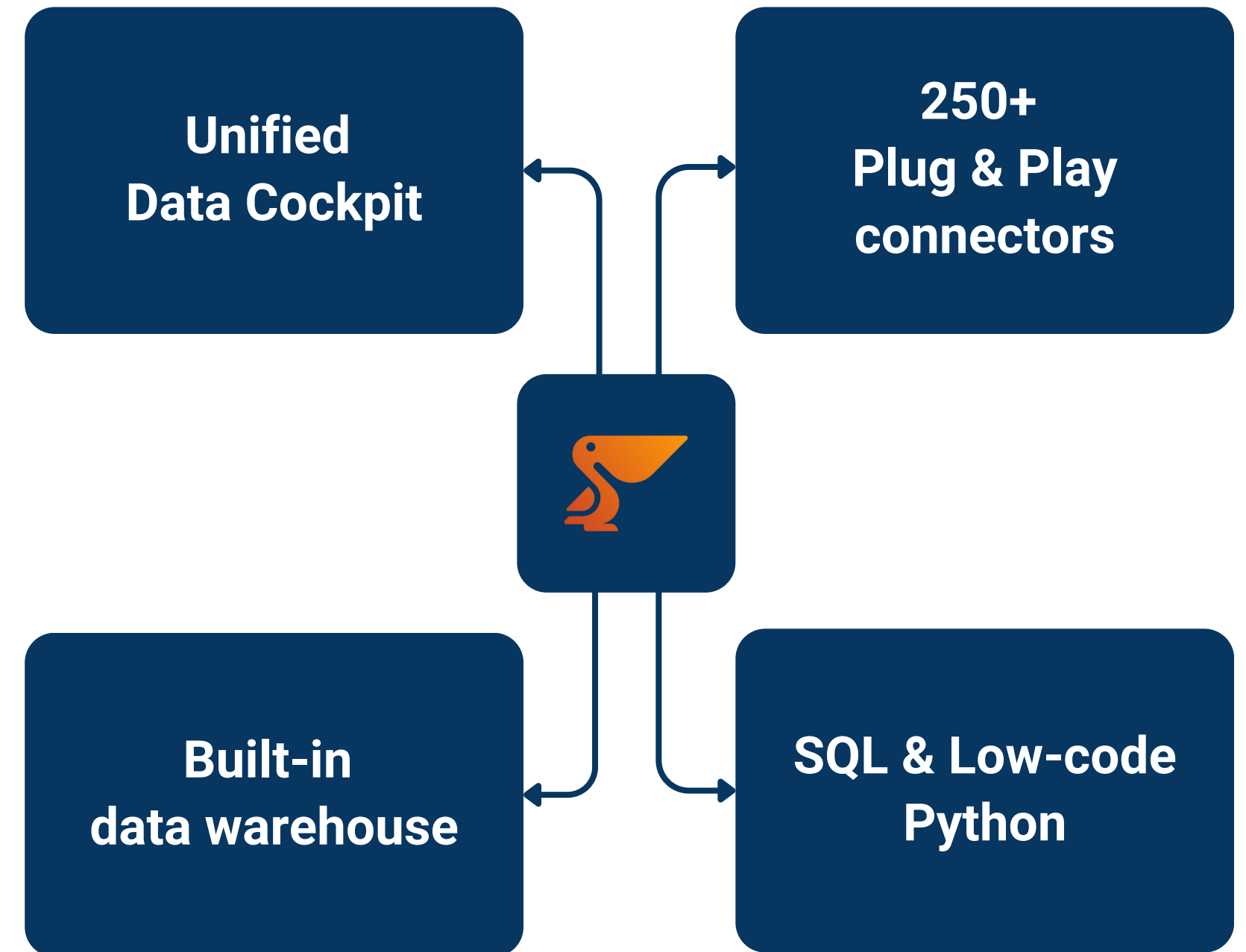
- Manual effort to collect and standardize accounting data from multiple platforms (Exact Online, Winbooks, etc.).
- High dependency on each client's ability to share data consistently and securely.
- Limited reusability of flows across clients due to fragmented setups.
- Difficulty scaling alerting, validations, and activation workflows across different customers.

Horsum needed a more scalable and centralized approach to manage multi-client accounting data, enable automation, and maintain trust and efficiency across their service delivery.

The Pelican Solution

Horsum implemented Pelican as their central data platform to connect, transform, and deliver accounting data for multiple customers. They collect data & implement transformations, schedule pipelines, deliver data to PowerBI, and set up alerting & activation flows for their clients.

- 1 Connectivity
- 2 Built-in data warehouse
- 3 Microsoft Power BI Integration
- 4 Data Transformation & Automation
- 5 Multi-Customer Management



The Pelican Solution

Connectivity

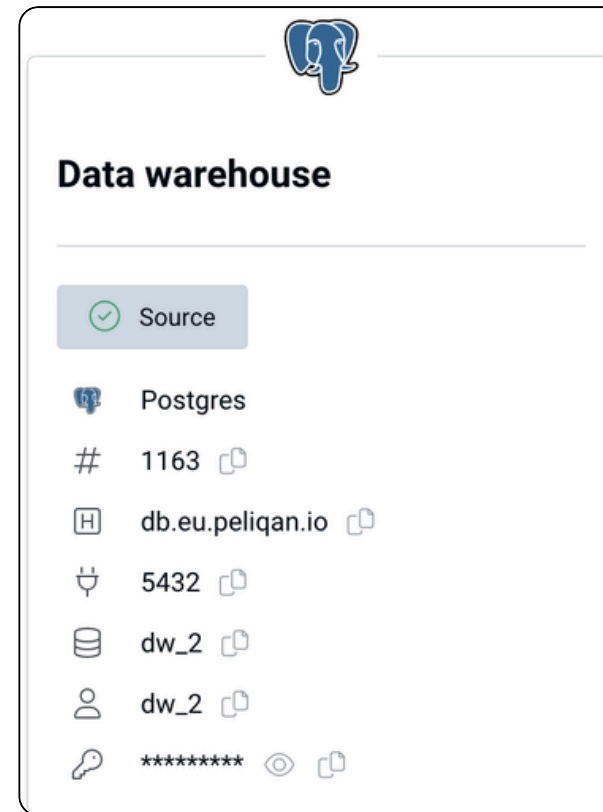
With 250+ pre-built connectors, Pelican enabled Horsum to connect rapidly to accounting platforms through standard APIs.

Pelican's Connector framework handles: Authentication, Paging and rate-limiting and Incremental syncs. This removed the need to write or maintain custom code for each integration.

As part of the onboarding, Pelican provided connector development services to create additional connectors specific to Horsum's use cases. New connectors are developed quickly - typically within one to two weeks - ensuring agile client onboarding.

The Peliqan Solution

Built-in Data Warehouse



Peliqan's built-in data warehouse provided Horsum with an isolated, secure database instance per end-customer, serving as a central repository for harmonized accounting & business data.

This unified structure supports long-term historical tracking and auditability, and it feeds directly into Microsoft Power BI.

The Peliquan Solution

Data Transformation & Automation

Using SQL and low-code Python (pq functions), Horsum consultants implement customer-specific transformations - mapping for example financial objects (ledgers, VAT, dimensions), cleaning data, and aligning reporting logic.

Peliquan's platform allows automated alerting and data activation flows, including:

- Email reporting
- Sync triggers
- Data quality alerts

This unlocks deeper automation for clients who require scheduled data flows or notifications.

The Pelican Solution

Microsoft Power BI Integration

Using Pelican's direct data warehouse connection, Horsum pulls data from business-ready datasets into Microsoft Power BI. This enables fast, live dashboard updates based on the most recent accounting & business data.

Reporting templates are standardized, yet flexible per customer.

The Pelican Solution

Multi-Customer Management

Horsum manages a separate Pelican account per customer, providing clean separation of data flows and transformations. Using Pelican's partner backoffice, Horsum retains centralized control over all customer accounts while scaling services efficiently.

As a white-label partner, Horsum can optionally embed and brand the Pelican interface with their own logo and domain in the future as customers transition into a self-service operations mode.

Conclusion

With Peliqan, Horsum gained a scalable, centralized data infrastructure to streamline financial reporting across all customers.

Horsum now manages multi-tenant accounting data pipelines, automates insight delivery in Microsoft Power BI, and implements data-driven alerting and automations with minimal development effort.

Peliqan enables Horsum to deliver faster, more reliable insights - while unlocking new levels of automation, scalability, and customer experience.

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