



How Only built a unified data platform

Across multiple agencies, without
complex ETL stacks

With Peliquan, Only creative entrepreneurs unifies data across all their strategic communication agencies, enabling real-time unified reporting without building a heavy data engineering setup or migrating to a single CRM system.

Key Pain Points

- Only operates 20+ agencies with 800 + employees, each using different CRM tools like Simpicate, Gripp, and Teamleader.
- Without a central data platform, consolidating data and scaling analytics across agencies was difficult and slow.
- Building a stack with Fivetran and dbt would require major investment and a dedicated data engineering team.

The Solution

- Only chose Peliquan to build a unified data platform, using native connectors, an integrated warehouse, and low-code transformations.
- The team rapidly rolled out key integrations across agencies, including Nmbros, SD Worx, Lucanet, Gripp, Simpicate, Teamleader, Exact & Excel.

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We initially planned to migrate all our agencies to the same CRM system. With Peliquan, that is no longer necessary because it's so easy to get a unified view of our data. Instead, our team can focus on analytics and BI. We also didn't need to hire a data engineering team anymore, making our CFO very happy.

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Geert Rops

Head Of Data, Only

Results

- Went from no reporting to **near real-time reporting**
- Avoided multiple **CRM migrations**
- Saved + **200k** a year, by not having to hire a data engineering team
- Implemented a scalable setup. New agencies can join the platform in **days** instead of months

CONNECTORS IN USE

