

**Lodewijk Babi**  
Co-Founder & CEO of Juvo**What can you tell us about yourself, Lodewijk?**

My name is Lodewijk Babi and I'm the co-founder and CEO of JUVO.

I have always had a broad interest in computer & software technology. My passion is music.

As for sports: I still play ice hockey with the Old Stars in my hometown every winter and try to golf in the summer. I love to go hiking in the mountains with my fiancé and you'll never see me without my camera.

When I started my professional career as a consultant I had the opportunity to work on projects and to experience the ins and outs at large industry leading companies and governments. On one of my final projects as a consultant I learned the most. It was a utilities start-up that would later be acquired by a European top 5 player. There I learned a lot about entrepreneurship and working in an always changing environment. It was at this time that the idea started of what later became JUVO.

In December 2008 I co-founded JUVO as a logical next step in becoming an independent entrepreneur. Because of our own expertise and background, JUVO started with a strong focus on data management and building data driven applications in combination with the best technology.

On the verge of JUVO's 10th anniversary we are now a strong team of 40 people, active in the Benelux area. Our goal is very clear: we make data profitable for our customers.

**Can you present your company, JUVO?**

Since the start of JUVO, data has been at the centre of our focus. At JUVO, we work together with our customers on their data improvement projects. Because of our background we can co-create tailor-made applications.

Some examples are applications that integrate all the various already existing applications of a company (CRM, ERP, WMS,..) or the business logic layer we built that combines services to manage omni-channel communications with the clients of our customers.

In 2012 we added a second focus: analytics. In this department JUVO has built on its expertise in application development to capture data from all operational systems to create one source of truth. We develop data warehouses to structure and interpret all data from all departments, resulting in visual insights for our customers into their own data. That way they can make even better decisions.

JUVO delivers specialized IT-resources that are assessed, trained, certified and evaluated to match the needs of our customer. With proven experience, best practices and references our consultants will focus on the customers' business needs.

JUVO also works in a project mode sourcing the right skills, using an agile approach and delivering on time within budget. We prefer working in co-creation with our customers based on open communication, tracking & reporting and direct access to the JUVO technology labs.

Over the past ten years JUVO has worked with customers from various industries like Utilities, Telco, Interim/HR, Finance & Insurance, Publishing and Distribution.



## Lodewijk can you please share a success story or a failure that has helped you move forward?

Three years ago, a client asked us how they could get more insights into their customers. Like many companies they had their own data warehouse, but it mainly focussed on finance and some sales data.

I remember going into the first meeting, feeling confident that we had already done similar projects. Could I have been more wrong... Aside from the business challenges, our client also had a lot of technological challenges that involved moving on-premise business intelligence system to an open-source cloud-based business analytics framework.

There were two main challenges. The first was to move everything into the cloud. That cloud needed to give us a fast time to value (days instead of months), easy and fast scalability and a lower TCO. At that time, the cloud promised to be enterprise ready for business-critical applications. Nowadays this is a given fact.



This whole project looked very promising on paper, seeing that we had a lot of experience in application development using the cloud. However, JUVO had never used the cloud for a business analytics framework with a complex data storage structure.

Like in any project involving new technology we had unforeseen challenges like bugs in services, documented cloud services that did not exist, changing cloud services during the project, ... All these minor setbacks have had no influence on the result. Because of the modular approach we used in combination with an agile methodology and swift communications with the business owners, we built the platform successfully.

Our second challenge was the open source BI. Why open source BI? Our customer needed the ability to define their own strategy and wanted full transparency in the solution we were building them. JUVO already had a partnership with an open source technology supplier. Therefore we could focus on the business side of the project. When we started developing the new data lake, we integrated all data from all departments. For example, from customer relations, billing, accounting, sales, marketing, ...

As there were many different parties involved, our approach was key to deliver. We focussed on business priorities. In a biweekly cycle we demonstrated our insights, our progress and gave business access in a self-service way to the work-done in the past sprint. This resulted in swift and closed feedback loops.

Because of this project we now have the experience to help other customers based on these lessons learned:

- > The cloud = worry free IT but build your own monitoring
- > The use of a logical layer (non-IT but business understandable) helps to kick-start big data and to be more robust for changes
- > Self-service leads to better BI adoption. Business experts can discover new insights gradually.

**To know more about JUVO**

[www.juvo.be](http://www.juvo.be)

