



ANALYTICS

α AutoGroup

Data-driven strategy cuts process times,
creating a path for exponential growth



About Alpha Auto Group

Alpha Auto Group (AAG) is an innovative car dealership network based in Canada and the United States. A division of Global Auto Holdings Limited (GAHL), one of the world's largest consumer-facing automotive companies with operations in both auto retail and distribution, it manages 172 dealerships and distributes through 211 dealerships. The company is rapidly expanding its presence beyond eight countries across North America, the UK, and Europe.

AAG worked with Capital Data Analytics, a Qlik Elite Partner, to implement VizAuto, a collection of Qlik® accelerator applications and development services dedicated to supporting the auto industry. The solution has enabled staff across AAG to standardize analytics and accounting processes, dramatically cut reporting times, and implement the data-driven strategies and capabilities it needs to power further business expansion.

“Data has to be a core strategy for any company that wants to succeed and democratizing data is an important goal that Qlik is helping us achieve.”

Andre Rekhtine, Head of IT, Alpha Auto Group



Customer Name

Alpha Auto Group

Industry

Retail and Services

Geography

Toronto, Canada

Function

Finance, Marketing, Sales

Challenges

- Enable unified reporting across countries and systems
- Replace restrictive manual data-acquisition processes
- Build a platform for continued growth and innovation

Solution

Alpha Auto Group worked with Capital Data Analytics to implement VizAuto, a collection of Qlik solutions developed specifically for the automobile sector.

Results

- Automated data transfers deliver dramatic cuts in reporting times
- Data democratization optimizes operations across locations and borders
- Powerful and agile processes set to enable further business expansion

Embracing growth and innovation

Alpha Auto Group is a business driven by vision and ambition. In just a decade since its foundation it has grown organically and through large-scale acquisitions to become the largest Canada-based dealership group. Along the way it has also built an impressive reputation for high-quality operations and service, winning the 2024 DealerRater award for customer satisfaction.

The drive for excellence and growth permeates the business and AAG's long-term strategy is underpinned by strategic, data-driven insights and rigorous management controls that aim to deliver sustainable expansion and ongoing innovation.

"We're not content with past successes," says Andre Rekhtine, Head of IT at AAG. "We are constantly facing up to the new challenges of our growth while improving operational efficiency. That's really what makes us stand out from most classic auto retailer groups."

As AAG expanded, it quickly realized that it was also outgrowing standard reporting practices. With franchises using a range of platform and dealer management systems (DMS), typically PBS Systems in Canada and CDK Global in the USA, acquiring data quickly and consistently was also a time-consuming process.

"We tried different reporting platforms that are widely accepted in our industry, but they didn't deliver the results we're looking for," Rekhtine explains. "We also needed to incorporate newly acquired stores, all of which have their own systems, datasets and protocols."

Traditional tools also struggled to manage AAG's increasingly international presence – an issue that went beyond the use of different DMS platforms.

"We needed to be able to compare stores side by side," Rekhtine adds. "We also wanted to operate in a single currency, or at least convert currencies automatically and incorporate data from CRM systems and other marketing tools. That functionality just wasn't available anywhere."

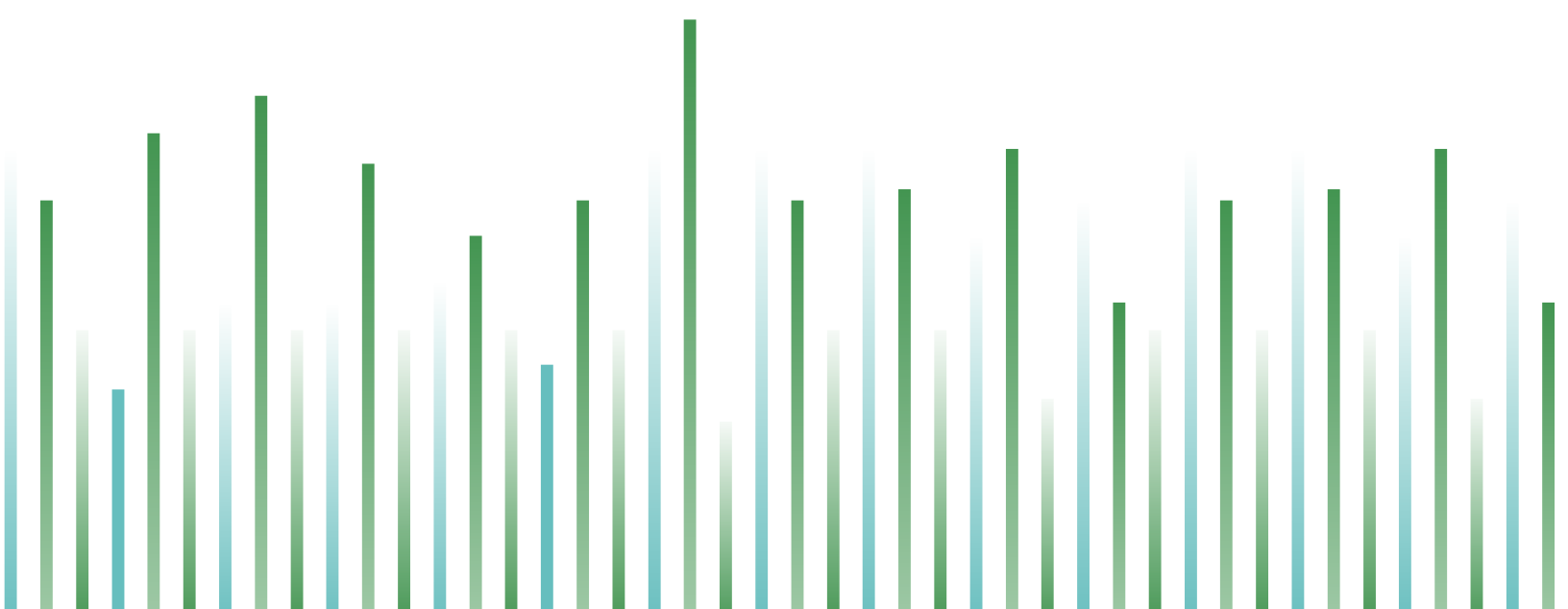
Implementing a foundational tool

In May 2023, Rekhtine met with Capital Data Analytics, a Wisconsin-based Qlik Elite Partner and the developer of VizAuto – a fully customizable service offering that combines the speed to value of a pre-canned reporting tool with the flexibility of a bespoke solution. Rekhtine was quickly impressed.

"No solution came close to VizAuto," he recalls. "Data unification and analysis from different sources is a relatively new concept in our industry and Capital Data Analytics is pioneering it. They're very responsive and extremely knowledgeable; it's very hard to find people with so much data and analytics talent in the automotive industry."

Rekhtine wasted no time in taking things forward. A joint Capital Data Analytics and Qlik team presented the solution to AAG's senior stakeholders and then to the group's owner. The verdict was universally positive.

"One of the great things about AAG is that leadership is constantly looking for ways to facilitate growth," Rekhtine says. "They saw that VizAuto would be the foundation needed to implement that vision and spirit."





Together, Capital Data Analytics and AAG began work on deploying VizAuto services across the business. Capital Data Analytics handled all the development tasks, working with the AAG infrastructure team which handled data intake and extract, transform, and load (ETL) processes.

“It took just two months to get everything ready,” Rekhtine adds. “In fact, the only reason it didn’t take one month is because the US and Canadian sides of the business were using separate DMS platforms, so the workload was doubled. All we had to do then was connect some additional data sources and we were up and running.”

Accelerated processes fuel expansion

The implementation came at a crucial moment. Rekhtine explains that data provided by the VizAuto team played a pivotal role in securing a key deal for AAG.

“We were finalizing the acquisition of two New York stores just as our Qlik reporting tool went live,” he adds. “The corporate analysts later confirmed that without Capital Data Analytics and VizAuto they may not have been able to close the deal in time. It greatly accelerated the process.”

It was also an exciting indicator of what was to come. With the VizAuto team’s support, managers at locations across AAG’s operation – from stores to its headquarters – are saving time and cutting costs. Monthly profit and loss (P&L) reports are now produced in seconds instead of hours, and International Financial Reporting Standards (IFRS) reporting is more accurate, saving the business up to two weeks every quarter.

“And if a mistake is found, we now have a dynamic tool that allows us to simply regenerate the numbers instead of starting from scratch,” says Rekhtine. “Month-end reporting used to be a real stress point for our accountants. It’s not anymore.”

Elsewhere, the VizAuto team is improving collaboration between AAG’s warranty and accounting teams and plays an important role in standardizing charts of accounts across the business. AAG’s staff particularly value Qlik Cloud Analytics’ dynamic reporting capabilities.

“Instead of having to extract data for each store individually, I can pull single reports for multiple stores,” says Matthew Newell, Parts Director at AAG. “What used to take around 45 minutes now takes five. It’s a crucial efficiency gain for weekly operations meetings and I can review and analyze multiple aspects of the business with ease, including parts and services, year-over-year comparisons, and monthly performance.”

“Service departments measure employee performance indicators and we have a custom report that allows payroll to process salaries,” Rekhtine continues. “All our variable reports are now handled by Qlik and the manual labor needed to update them is minimal. Sales managers are saving up to two hours a day; instead of updating spreadsheets to share their results, all the data just travels automatically from the DMS to the Qlik reporting tool.”

To ensure continued success, AAG is embracing a data-first approach. Qlik Cloud Analytics™ and VizAuto's services are empowering Rekhtine to implement a forward-thinking corporate AI and data strategy, providing flexibility and scalability to navigate the future.

"Data has to be a core strategy for any company that wants to succeed and democratizing data is an important goal that Qlik is helping us achieve," he notes. "Before Qlik and VizAuto we risked reaching a plateau where our processes were limiting further growth. That plateau has now been eliminated, and we have the capability to grow exponentially."

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About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

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About Capital Data Analytics

Capital Data Analytics helps customers gain control of their data and turn it into real business value. Its expertise spans the entire data process, from architecture to infrastructure to data presentation, allowing customers to see where their business stands in real time and make data accessible to the entire organization, so everyone can make better – and faster – decisions.

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