

How Seznam Stays #1 With Data Management by Keboola



SEZNAM.CZ

Seznam.cz, the most visited internet portal in the Czech Republic, boasts over 328 million monthly visits. Using Keboola's data management solutions, the company has successfully transitioned from outdated legacy systems to scale its operations, catering to the ever-increasing demand for data analysis and insights.

[Read the full case study here](#)



CHALLENGE

Seznam faced significant challenges with their existing tool, which couldn't scale to meet their expanding data needs. The company also struggled with cross-departmental communication, leading to the formation of silos.

SOLUTION

- A dynamic and scalable data platform
- Consolidation of all company data in one centralized location
- Advanced in-depth analytics capabilities
- Complete end-to-end automation of data workflows



OUTCOME

Keboola has empowered Seznam to transform data operations and propel business into the modern age.

Results:

Insights in a few clicks

Seznam uses the platform to compile reports for individual managers, company directors, and board members, as well as for monitoring costs, yields, and EBITDA. This helps Seznam's key players make data-driven decisions in a matter of clicks.

Save time with automated workflows

With Keboola's automation capabilities, the Seznam data team can customize and automate processes, ensuring that their people save time by avoiding repetitive tasks.

We realized it is not possible to match what Keboola does. Sure, we could do something internally, but to deliver the same quality, at the same speed, scale, and for the same amount of money? No, that is simply not possible.

David Kroupa
Head of Business Analytics at Seznam

SEZNAM.CZ

Use cases:

Centralizing systems

Keboola connects all of Seznam's commerce systems, uniting dispersed data into one central hub. This centralization makes it significantly easier and quicker to check and verify data accuracy.

Automating processes

At Seznam, the team uses Keboola for many ad hoc tasks. As soon as they realize that an impromptu fix becomes a recurring need, they set up an automation in Keboola. This enables them to save time and focus on more strategic work.

Eliminating silos

Keboola has provided an easy-to-use data management platform, enabling Seznam to break down the barriers between teams and give more people access to data insights.

Learn more at keboola.com

Keboola

Keboola enables customers to automate business processes across departments by utilizing no-code orchestrations and data templates with complete data governance, user management, and 24/7 support. The platform handles all data demands and removes granular or disconnected data, freeing your best people from repetitive, data-related tasks.