

Gewobag Unlocks the Power of Data to Drive Sustainable Growth

As one of Germany's leading housing companies, Gewobag provides affordable, high-quality homes for more than 130,000 tenants. The company, owned by the State of Berlin, specializes in the development, management, and rental of residential properties.

With a rich history spanning more than a century, Gewobag plays a vital role in delivering housing solutions to individuals and families across Berlin. Managing an impressive portfolio of more than 74,000 properties with ambitious expansion plans, Gewobag integrates growth, social responsibility, and climate projections into its business strategy. However, these business commitments come with unique challenges—especially in managing the ever-growing complexity of data.

The Challenge: Navigating Data Complexity





To deliver on its promise of sustainability, growth, and smart innovation, Gewobag relies on data-driven insights. The company's strategy is built on three core pillars:

- **Areas of Growth.** With a goal to expand its portfolio to 80,000 apartments by 2033, Gewobag is placing strong emphasis on the construction of 5,000 new units.
- **Social Responsibility.** Gewobag recognizes the importance of sustainable neighborhood development in fostering social stability. That's why it adopts tailored strategies for each neighborhood and actively engages in initiatives such as assisting refugees and developing the Berliner Leben Foundation.
- **Climate Protection.** Gewobag prioritizes the implementation of innovative concepts to create a green, environmentally friendly, and efficient city. Its comprehensive climate strategy encompasses initiatives such as Smart Energy, Smart Home, and Smart Transportation.



Gewobag
Die ganze Vielfalt Berlins.

Key Facts About Gewobag

-  Established in 1924
-  74,000+ properties
-  130,000+ tenants
-  700+ employees

As Gewobag pursues this forward-looking strategy, it faces a significant challenge—effectively managing the growing volume of data being generated. Part of that growth is the result of digitization.

Gewobag realized the critical need to digitize its operations, focusing on managing energy production and distribution data as part of its Smart Energy program. Similarly, Gewobag recognized the importance of adopting robust data management practices to anticipate future needs, such as those driven by the increasing number of apartments being built and managed.



The Solution: Transforming Data Management With a Data Catalog

Gewobag initiated the search for a comprehensive data cataloging solution capable of addressing its five main pain points. A robust data catalog can effectively resolve challenges by offering these modern capabilities:

- **Data Interrelationships.** A data catalog provides the modern capability to map and understand interrelationships between data assets and clearly identify data responsibilities across the organization.
- **Data Transparency.** The data catalog allows organizations to achieve enhanced data transparency. Synchronized metadata within the catalog displays crucial information about existing data sources, datasets, and reports, providing a comprehensive view of a company's data ecosystem.
- **Data Access.** Intuitive tools enable data access and reporting. For example, Gewobag uses Power BI for data analysis and powerful data visualizations. A data catalog delivers automated data documentation, facilitating easier data access and retrieval for analytics.
- **Data Quality.** The data catalog serves as a reliable repository for documenting data quality. This enables organizations to openly and transparently record data quality indicators within the catalog, allowing business users to quickly identify and assess the risks associated with using unreliable data. This encourages a sense of responsibility among data users to document and share high-quality data.
- **Data Literacy.** The data catalog serves as an efficient tool for sharing data knowledge within an organization. It plays a vital role in increasing data literacy across a company, particularly when it's integrated into training programs for new employees.

Realizing the significant benefits of a modern data catalog, Gewobag conducted an in-depth study of solutions on the market. The company ultimately chose the Actian Zeena Data Discovery Platform and data catalog (Figure 1).

In 2020, Gewobag initiated a data management project. It involved a detailed analysis that identified five main data pain points:

- **Data Sources and Relationships.** The company lacked an understanding of existing relationships between data assets coming from different sources. It also had difficulty identifying data responsibilities across the organization. For instance, despite having the same names, some data assets from different sources could have completely different meanings.
- **Data Transparency.** The organization identified a lack of knowledge about existing data within its systems, including its sources, meaning, accessibility, and the responsible parties managing the information.
- **Self-Service Tools.** Despite a strong demand from data teams for user-friendly tools to facilitate self-service data access and reporting, tool availability was lacking.
- **Data Quality.** The absence of data quality indicators posed a risk of utilizing inaccurate, incomplete, inconsistently maintained, or obsolete data. A lack of trust and confidence in the organization's data discouraged users from leveraging it.
- **Data Analytics.** The company needed to meet the demand for more advanced data analytics capabilities, particularly in areas such as predictive maintenance and forecasting, which are essential in the housing industry.

Consequently, Gewobag identified the data catalog as the optimal solution to address these top challenges and propel the company's efforts in the right direction.

Systems and Infrastructure—The Analytical Data Flow at Gewobag

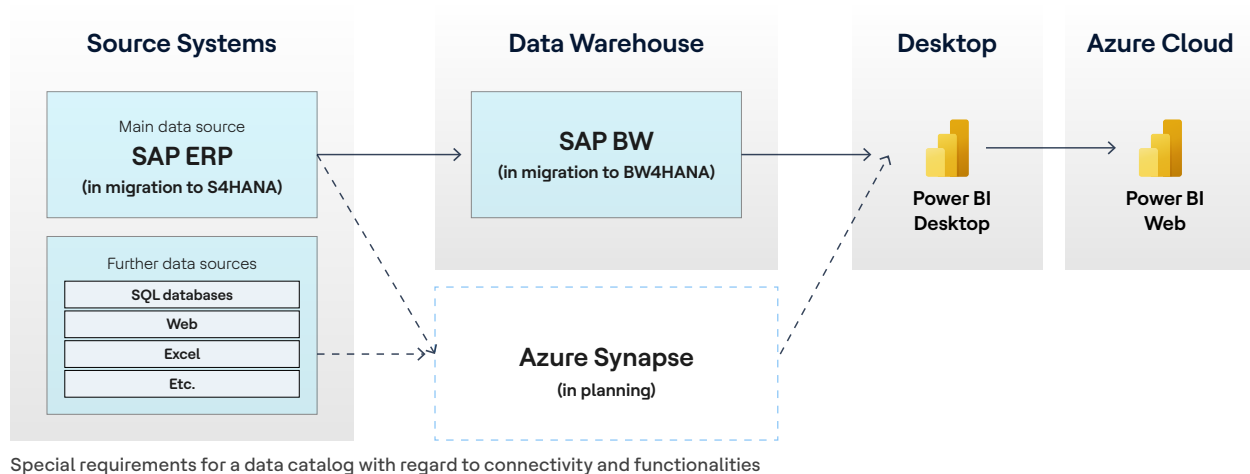


Figure 1: Data Transparency and Quality

The Benefits: The Data Discovery Platform Delivers Innovative Capabilities

Gewobag's decision to select the Actian Zeenea platform was guided by six compelling reasons:

- **Localized Language Support.** A German language interface aligned perfectly with Gewobag's operational needs by providing a localized solution.
- **Comprehensive Connectivity.** The Actian Zeenea platform's connectors enable Gewobag to automatically synchronize and document metadata from essential systems such as SAP ERP, SAP BW/4HANA, and Power BI.
- **Representation of Multidimensional Cubes.** The platform supports the import and documentation of multidimensional cubes, allowing Gewobag to accurately represent and document complex data structures within the data catalog.
- **Flexibility and Configurability.** Gewobag values the high configurability offered by the Actian Zeenea platform, which allows the company to create properties and customize its metamodel to fit specific needs. This flexibility ensures the catalog aligns precisely with Gewobag's data management requirements.
- **User-Friendliness and Intuitivity.** The data catalog is designed to be user-friendly and intuitive, facilitating easy adoption by both technical and non-technical employees at Gewobag.

The platform's separation between the Studio app, which caters to data stewards with more technical expertise, and the Explorer app, which focuses on delivering a seamless business user experience, further enhances usability.

- **Next-Level Sales and Support.** Gewobag benefits from strong, ongoing support from dedicated sales and customer success teams. The teams' commitment to understanding and meeting Gewobag's specific needs throughout the implementation process was instrumental in its buying decision.

These innovative capabilities address Gewobag's specific needs, including localized German language support, comprehensive connectivity with key systems, and advanced features like multidimensional cube representation. The platform's flexibility, user-friendly design, and dedicated sales and support teams ensure an optimal, tailored solution that meets Gewobag's data management requirements.

Stakeholders Using the Data Discovery Platform

- Data management team lead
- Data managers
- Business users

Prepared to Meet Future Needs

By implementing the Actian Zeenea platform, Gewobag is now equipped to efficiently manage data at scale. The platform meets current and future needs by enabling:

- Faster, more informed, confident decision-making.
- Predictive insights into energy efficiency and business processes.
- Enhanced tenant satisfaction through sustainable initiatives.

As Gewobag continues its journey toward sustainable growth, it can rely on trusted data insights. The Actian Zeenea platform and data assets help Gewobag turn ambitious plans into reality.



"We chose Zeenea's data catalog solution after a thorough review of the solutions available on the market as it was perfect for Gewobag: It is available in German, it automatically connects and synchronizes metadata from all of our sources, and it is unrivaled in terms of flexibility and configurability of properties and metamodeling.

In addition, the product's user-friendliness seduced our data teams, and we hope that it will have the same recognition from the business users. Finally, we were accompanied by sales and support teams who carefully listened to us and adapted the product to our specific needs, right from the POC phase."

-Daniela Zelmer, Data Management Team Leader, Gewobag

About Actian

Actian makes data easy. We deliver cloud, hybrid cloud, and on-premises data solutions that simplify how people connect, manage, and analyze data. We transform business by enabling customers to make confident, data-driven decisions that accelerate their organization's growth. Learn more about Actian, a division of HCLSoftware: www.actian.com