Simplifying Data Transformation Helps Lima One Capital Double in Size

MATILLION

LIMA ONE CAPITAL

CUSTOMER CASE STUDY

Company:	Lima One Capital	**Product:**	Matillion ETL for Snowflake
Location:	Greenville, SC, USA	**Use Case:**	Reporting and Analytics
Industry:	Financial Services	**Reporting and Analytics Technology:**	Tableau, Alteryx
Employees:	180	**Website:**	www.limaone.com

About Lima One Capital

Lima One Capital is one of the fastest growing companies in the specialty mortgage lending industry, focused on bringing affordable lending to local real estate markets. Lima One Capital provides short- and long-term financing for individual investors looking to purchase and rehabilitate single-family homes, rentals, and multi-family units. The company is one of the top three firms in this space in terms of loan origination.

The Challenge

Lots of data, limited resources

Lima One Capital strives to provide liquidity to individual real estate investors while mitigating and managing risk. This strategy requires finding high-value customers in the sales funnel, as well as building ongoing relationships with them that result in more loans and long-term servicing commitments.

To do so, Lima One Capital needed a mature data strategy with the right supporting technology. As a growing company, Lima One Capital lacked the time, people, and capital needed in order to successfully turn data into insights and achieve its goals. The firm needed a cost-effective, highly scalable solution that could simplify the data analytics process for its busy team.

The Solution

From zero to modern ETL in one quarter

With the help of its strategic technology partner, Data Meaning, Lima One Capital designed a solid cloud data technology stack that included Snowflake running on Microsoft Azure as the cloud data warehouse, Matillion ETL for Snowflake for data loading and transformation, and Tableau and Alteryx for data analytics and visualization. The company looked to speed up data transformation with Matillion using the power of the cloud, then enable data self-service to bring rapid insight to every corner of the business. In just one quarter, one full-time Lima One Capital employee and 1.5 Data Meaning employees were able to build out an ETL pipeline for 80 percent of the firm's major commercial applications. They imported data from sources including bulk CSVs on an SFTP site, an on-premises SQL server, Salesforce, and Microsoft Azure Blob Storage.

> " With Matillion, we were able to realize major business benefits in a very short period of time. We don't have to write SQL processes. It's not intimidating for new users. By simplifying data transformation, we were able to implement a self-service ecosystem that makes us more insights-driven and makes the most of our resources and in-house skills.
>
> *Lucas Whaley*
> *Director of Technology, Lima One Capital*

The Benefits
Twice the size within 10 months

Since implementing Matillion ETL for Snowflake and its new technology stack, Lima One Capital has been able to modernize and transform its data processes and the way it uses data for insight. Snowflake acts as a data integration and transformation hub for the business. Matillion is able to load all of the company's core commercial applications hourly, in 20 minutes' time. By using Matillion ETL, Lima One Capital has been able to automate about 6,000 hours of data movement year to date, a game changer for the growing team. Data self-service is now a reality at the firm.

What's Next?
On track for near-real-time reporting

With Matillion ETL for Snowflake in place, the next challenge for Lima One Capital is rebuilding the ETL processes for its loan origination software system. By improving access to loan origination data and using Matillion ETL for data integration and transformation, the company estimates that it will be able to speed up reporting speeds across the organization to near-real time. The business's appetite for both volume and speed of data continues to increase, and Lima One Capital hopes to continue to reduce time to value to better serve its customers and grow.

The Results

- Achieved rapid growth, doubling in size within 10 months

- Created an analytics program that is 85 percent self service

- Automated nearly 6,000 task hours across the company within a year

- Reduced data entry workload by nearly 20 percent

About Matillion

Matillion transforms businesses' data, across its various locations and forms, into cloud data warehouses to enable informed decision making. Available for Amazon Redshift, Snowflake, Google BigQuery. Visit us at www.matillion.com

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