



“BellaDati gives us more opportunity, more insight and cost us less than developing our own solution.”

## Radek Klein

Head of IT  
GTS Alive



**Organization:** GTS Alive

**Location:** Prague

**Website:** gtsalive.com

**Industry:** Licensing authority

GTS Alive is the multinational licensing authority providing international students cards and services to youth and teachers. Established in 2001, GTS Alive is now present in 17 countries, accounts for 95 % ISIC coverage and issues more than 260,000 cards in Czech Republic annually.

### Notable data sources:



**BellaDati deployment:**  
OnPremise

### Business Situation

GTS Alive provides international cards and services to youth and students. It actively develops and distributes ISIC (international student identification card), which is the only student card recognized and endorsed by UNESCO. With millions of students and hundreds of contracted businesses, GTS Alive requires a reliable platform to manage day-to-day operations, as well as align with its global mission to support the increase of international understanding.

### Challenges

- Reporting based on predefined SQL queries
- Each statistics took an average 2-3 business days
- Keeping required level of data quality

### Solution

- Single BI platform for management, sales and marketing
- Dozens of sales reports and school statistics
- Agile analysis and immediate insight of ecommerce data

### Why BellaDati

“We were deciding whether to use special Business Intelligence tool or our own dedicated solution. But for us, BellaDati gives us more opportunity, more insight and cost us less than developing our own solution.”

### On Data Exploration

“It also allowed us to look into schools, better understand the demographics and how many students they have so we can focus on organization with less penetration of ISIC cards.”

### On Time

“It saves us time. Originally for example, when we were doing some kinds of statistics, it always takes us two or three days. Now we just look into the system and know it right way.”

### On Future

“We are using BellaDati in Czech republic and considering expansion into other countries.”