vizauto

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Customer Story

KAG

KEATING AUTO GROUP

Driving enterprise-scale data transformation with industry-leading delivery time

About Keating Auto Group

Keating Auto Group (KAG), owned by legendary racing driver Benjamin Keating, is the largest private automotive dealer group in Texas, with 33 dealerships representing 17 leading brands across the state. Headquartered in Victoria, KAG is ranked number 20 on Automotive News Top 150 dealership groups list based on 2024 new-vehicle retail sales.

KAG worked with Capital Data Analytics, a Qlik Elite Partner, to implement Qlik Cloud Analytics along with their VizAuto development services dedicated to supporting the auto industry. The solution has enabled staff across KAG to standardize analytics and accounting processes, dramatically cut reporting times, and implement the data-driven strategies and capabilities it needs to power further business growth.

Customer Name
Keating Auto Group

Industry
Automotive Retail and Services

Geography
Texas, United States

Function
Fixed Operations, Variable Operations, Accounting, and Marketing

Results
- Enable custom unified reporting across multiple systems
- Replace manual reporting with automated distributed reports
- Dramatically reduce time to develop and deliver new reporting

Implementing Enterprise BI

In October 2024, KAG reached out to and met with Qlik, a global leader in data integration, data quality, analytics and AI after consistently hearing from their dealer peers of the successes they were having leveraging the Qlik platform with custom development services from Capital Data Analytics, a Wisconsin-based Qlik Elite Partner. Capital Data Analytics known in the automotive industry as VizAuto – a fully tailored and customizable service offering that helps dealer groups like KAG take advantage of the robust capabilities of a world class enterprise business intelligence platform, Qlik Sense.

KAG was quickly impressed with the capability of the Qlik platform and Capital Data Analytics' industry knowledge. On November 22, 2024, KAG decided to move forward with pilot implementation of Qlik Sense. The VizAuto team working hand in hand with KAG , were able to quickly setup Qlik and start ingesting and stitching together data from not only their DMS (CDK), but their CRM (Elead), inventory management system (vAuto), phone system (Car Wars), accounting system (Sage), Google Analytics and data manually tracked in Excel like budget, CSI, and market share.

After seeing what the VizAuto team was able to create specifically for KAG after only 21 days, Don Whitaker, CFO, and Stephen Livesay, COO, were ready to go all in on Qlik. Whitaker signed the deal December 13, 2024. The VizAuto team at Capital Data Analytics then wasted no time continuing to build out KAG's Qlik platform.

Over the next 3-months KAG provided the VizAuto team countless Excel and PDF reports they had been manually stitching together from a multitude of disparate data sources to manage their business. The team was able to quickly replicate and automate these reports using a combination of Qlik and other 3rd party tools like Mail & Deploy, whose product allows the automation, creation and distribution of PDF, Excel, PowerPoint, Word, HTML and CSV reports, also Extend BI, whose product Komment allows users to make inputs directly in Qlik, such as add comments, enter projections, and set statutes to provide additional context to data within Qlik.

Rollout and Adoption

Throughout April of 2025, Laura Wolf, Corporate Operations at Keating, trained and onboarded over 500 users throughout the organization. Users were from all aspects of the business: Fixed Operations, Variable Operations, Accounting, Marketing, and the Executive Team.

Livesay says "We've used multiple data analytics platforms that provided value over the years, but the promises of truly customized reports and timely follow through on initiatives became unmet expectations. In Qlik, these reports and initiatives have become realities quickly". Whitaker says "Qlik was the obvious choice for its speed and flexibility in creating customized reports, its ability to leverage data from multiple sources, and its ability to quickly and easily navigate within the platform. The data changes literally as you are making your selections."

Results

KAG sees the value of owning their own data analytics platform. Not only does it allow them to view and manage their business the way they want and need to, but it allows them to save hundreds of hours each quarter on report creation, allowing them to see how they are performing faster by having results update throughout the day instead of just manually producing reports at month end and be able to make decisions based on data facts instead of gut feeling.

What's Next

To ensure continued success, KAG is embracing a data-first approach. Livesay and Whitaker are making the investment to attend Qlik and VizAuto's first annual Customer Summit in Chicago this September to learn more about Qlik's AI capabilities and product roadmap to stay in front of the ever-changing analytics landscape.

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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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.