

From SQL Server and spreadsheets to a live data platform — in three months.

The Digital DRA is a digital-first debt resolution agency, managing customer accounts at scale for energy, telecoms and consumer-finance clients. Acta Data rebuilt its reporting from the ground up — replacing manual Excel packs with a governed cloud data platform the whole business can query, with Claude wired into it.

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3 mo

FROM MANUAL EXCEL
PACKS TO A LIVE PLATFORM

30+

GOVERNED VIEWS, ONE SET
OF DEFINITIONS

~60

CONSUMER DUTY METRICS,
MEASURED MONTHLY

7

REPORTING PRODUCTS
LIVE, BOARD TO OPS

THE CHALLENGE

- All operational data sat in SQL Server; every report was pulled to Excel and assembled by hand, every month.
- Every figure was “as of now” — no way to see the book as it stood at a past date, so nothing could be tracked month on month.
- Definitions varied between spreadsheets; each new question from the board, a client or the FCA meant starting again.

THE DIFFERENCE IT MADE

- Monthly packs that took days to assemble are produced in minutes — and every figure traces to a governed definition.
- Consumer Duty MI moved from a once-a-year exercise to standing monthly measurement, client by client.
- New questions are answered from the platform in hours — including ones the old reporting couldn’t see at all.
- Claude is now used across the organisation rather than in development alone, because it finally has governed data and business context to reason over.

HOW IT WAS DELIVERED

Working alongside DRA’s team — who built the nightly data feed and supplied the operational knowledge — we designed the data model, encoded and reconciled the definitions, and shipped the reporting suite iteratively, validating every figure against the client’s existing board numbers before go-live. Nothing was held back: the platform, the definitions and the reasoning were handed over as they were built.

WHAT WE BUILT

- A nightly automated feed into Google BigQuery, with 30+ governed views encoding the business’s definitions once — revenue, collections, contact, service, Consumer Duty.
- Point-in-time history across the whole book: any figure, reconstructed at any month-end.
- A reporting suite on top: an FCA Consumer Duty board report, a monthly client pack with a full audit trail, an operations pack that generates its own board PDF, and per-client reports — all in DRA’s brand.
- Claude wired into the governed layer, with personal data kept out of it — so the reporting suite is prompt-driven and the team change their own reports.

THE STACK

Google BigQuery

Governed view layer

Snapshot history

FCA Consumer Duty MI

Audit-trail write-back

Claude self-serve reporting

“The transparency and the speed the Acta Data team work at is refreshing. Being able to query our own data and build our own reports is the biggest step forward we’ve had in five years — and it has only been three months.”

Tom Hill · Chief Operating Officer, The Digital DRA