

## CASE STUDY

# TRANSFORMING AN INSURER'S DATA MANAGEMENT STRATEGY

MASTER DATA MANAGEMENT



### INSIGHT

Transparent and rounded view of master customer information



### AUTOMATION

Quickly and effectively resolves data issues while minimizing manual errors



### PROFITABILITY

Solution increases efficiency, speed, and performance

## Inefficiency Impacts Customer Service

The Company provides workplace insurance for Americans, including life, accident, critical illness, dental, and vision benefits. It employs thousands of people worldwide, servicing the needs of hundreds of thousands of businesses in the US and UK.

The Company's goal is to better serve its customers, make employees more productive, and quickly react to new business needs. In addition, the Company needed to address new challenges stemming from the pace of change in the business environment, including globalization, mergers and acquisitions, the rollout of new products, compliance requirements, and more.

As a result of a merger of multiple companies with legacy systems 30+ years old, the Company manages hundreds of applications in its portfolio and multiple data warehouses. Its current data strategy was inefficient and operational costs were skyrocketing. Employees reported spending 70% of their time looking for the right data, resulting in poor customer service and inaccurate billing, amongst other challenges.

These problems could be attributed to the Company's out-of-date architecture. Its existing ETL and data governance models weren't achieving the desired results.

Downstream processing and manually intensive SQL coding created marked inefficiencies. Its business requirements demanded that it become a data-driven enterprise with metadata capabilities.

To support that, it was critical for the Company to modernize and re-architect its data delivery infrastructure. It required a trusted partner that could bring excellent skills and insurance best practices across the IBM industry models, data integration, data governance, master data management, and business analytics suite of products.

## Trusted Information Powers Digital Transformation

Prolifics' MDM digital transformation creates a centralized platform for processing and matching customer data while supporting data governance policy enforcement to ensure long-term success.

The solution implemented key industry models to establish a trusted information layer that forms the foundation of the Company's updated data management strategy. IBM InfoSphere MDM was then integrated to process and match customer data in a centralized environment.

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## About the Company

- ▶ Provides workplace insurance, including life, accident, critical illness, dental, and vision benefits
- ▶ Serves hundreds of thousands of businesses in the US and UK

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## Business Challenges

- ▶ ETL and data governance models didn't meet expectations
- ▶ Employees spent 70% of their time looking for the right data
- ▶ Inefficient data strategy impacted customer service and billing

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## Solution

- ▶ Centralizes processing and matching of customer data while supporting data governance policy enforcement
- ▶ Deeper and more thorough customer insight, improving sales potential and ultimately increasing opportunities for business growth
- ▶ Solution includes IBM InfoSphere MDM, IBM InfoSphere DataStage, IBM InfoSphere Information Governance Catalog, IBM InfoSphere Change Data Capture, IBM Cognos Analytics, and Prolifics Architecture, MDM, and Governance Centers of Excellence

Business processes were built into the platform to ensure the automated, consistent handling of data in accordance with the Company's governance policies.

The process was accelerated by Prolifics' repeatable assets, including pre-defined architectures, training resources, and code templates, all of which promoted quicker delivery and time-to-value. Prolifics' experts transferred key knowledge and provided training services for over 140 of the Company's employees to bring them up to speed with the solution. Prolifics established best practices and created written technology playbooks to guide the company in the ongoing use of its new tools.

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## Automation and Insight Leads to Growth and Profitability

Empowered by the solution, the Company now benefits from a world-class data infrastructure that better understands and serves customers' needs. It has a more transparent and rounded view of its master customer information. This enables better management of data and allows for more informed decision-making.

Automated business processes allow the Company to resolve data issues more quickly and effectively while minimizing the risk of manual errors. Most importantly, the Company gains deeper and more thorough insight into its customers, improving sales potential and ultimately increasing opportunities for business growth. The solution provides an increase in efficiency, speed, and performance, establishing a complete working architecture to empower its teams with improved access to information, thereby allowing for future growth and increased profitability.

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## ABOUT PROLIFICS

Prolifics creates a competitive advantage for organizations around the world by implementing customized, end-to-end IT solutions that achieve business success, leveraging leading technologies in a global delivery model. For more than 40 years, the company's technology expertise, industry-specific insights and certified technology accelerators have transformed organizations around the world by solving complex IT challenges. For more information, visit [www.prolifics.com](http://www.prolifics.com).