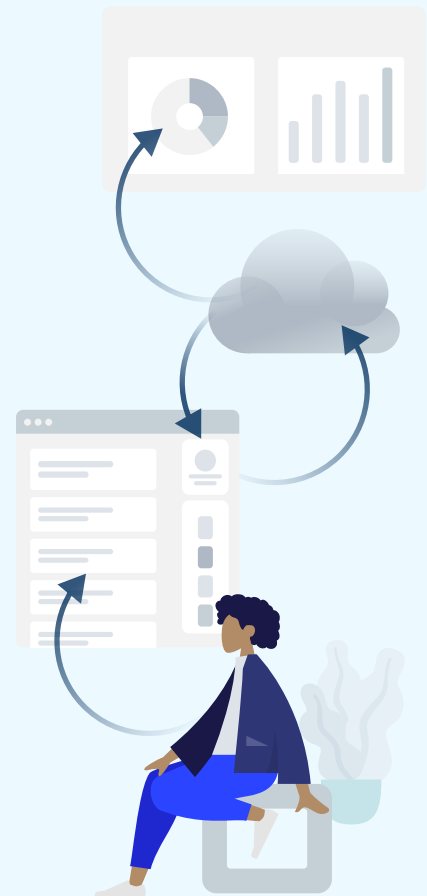


Global Insurance Company Utilizes Aunalytics Golden Record Platform to Integrate and Clean Data from Multiple Sources in Real-Time

Challenge

A major global insurance company was creating a new customer-facing portal and needed a solution to deliver synchronization of data updates from the portal to its backend insurance policy and analytical systems. Customers would start using the web portal to update information, such as contact information, and the insurance company desired a solution to automatically communicate the data entries and changes to other company systems. The goal was for the most up to date customer data to be available for use in the line of business applications across the company and to ensure that data would remain consistent across ten separate systems for over two million customers cross the globe.

The ten systems consisted of both cloud and on-premises data sources. The insurance company, as part of its digital transformation initiatives, had a goal of moving to cloud solutions. The company sought a cloud-native solution that supported hybrid and multi-cloud environments to bridge the current landscape of its systems. It also sought a cloud solution to provide real-time data streaming capabilities. The insurance company wanted a solution that would easily scale as new systems were added or changed over time.



First Attempt Failed

The insurance company initially selected a cloud-native data management solution provided by a company in Silicon Valley. They began a proof of concept project. However, the solution did not perform as planned. Despite being promoted as an out-of-the-box master data management solution, the product required users to write “glue code” to map and connect data sources to the platform. The insurance team soon realized that they would also be responsible for maintaining the glue code and connectors—the solution did not do this. They calculated that they would need to hire at least one more full time employee to do this work. Building the connectors to map data from source systems to the platform was not an easy task. Each connector typically involved a gruesome data mapping project and taking six months to build one was not unusual. The insurance company was surprised that the connectors were not provided as part of the data integration platform. The custom coding work required from users was

much more than the insurance company had anticipated. The glue code was a bad surprise.

Further, the platform was built for a technical audience and was not intuitive to use. It required more training than originally thought. And because it was built for a highly technical audience, it limited who from the insurance company team would be skilled enough to use it. Specifically, it excluded data stewards in the line of business who typically were a non-technical business audience. The data stewards understood the content of the data and were best able to spot errors in the data. But the technical skills required to use the platform meant that the burden would be on the IT department to fix data errors reported by business users, and respond to data query requests from the business, in addition to having to build and maintain connectors to data sources and govern and secure the data.

Aunsight Golden Record Solution

Unsatisfied with the Silicon Valley solution, the global insurance company launched a second proof of concept project to try Aunsight™ Golden Record. The insurance team was surprised to learn that training to use the platform would be completed in a day. The Aunalytics offering came with a library of pre-built API connectors. Using the pre-built API connectors, new data sources were connected in minutes. There were a couple of connectors that the insurance company needed for legacy data sources that were not in the library. Aunalytics built each in a couple of days as part of its service. The insurance company achieved data connections to its sources without needing to write any glue code. Maintaining the connectors was part of the platform delivered as a service. The insurance company IT department did not have to write or maintain custom coding or custom connectors to use the platform.

Keeping your customer, policy, and agent data clean and accurate across all of your systems, including your AS/400 databases is very challenging. Aunsight Golden Record makes it easy for you to integrate all of your core business data without having to maintain and support custom integrations and data pipelines.

Once the platform was connected to the web portal and the other systems, data entries from the portal flowed in real-time to sync the customer data in the policy and analytics systems. The insurance company had a working solution within thirty days.

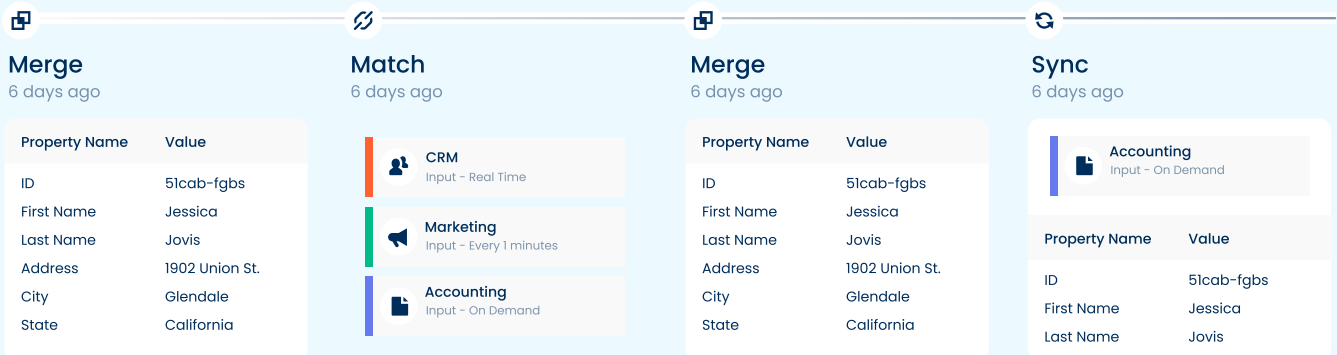
Instead of merely integrating the data sources, the Aunsight Golden Record platform cleansed data, eliminated duplicate records, used ELT/ETL and other techniques to normalize data from the different data sources into a single automatically generated schema by matching and merging records on a data field by data field basis, using machine learning powered algorithms to create a golden record of information that contained the customer updates. No data models needed to be built by hand due to the auto-build of the schema. The IT department configured the schema and no customization was needed.

Aunsight Golden Record also automatically profiled the data in the source systems to determine content, patterns, and trends. The profiling results could be used to set data quality standards and checks, as part of reducing errors due to manual data entry.

The data stewards in the business were able to use the Aunsight Golden Record portal as well, because it had an intuitive UI/UX designed as a no-code platform. Business analysts could query the data and the IT department did not worry that business users would accidentally “mess up” the company data due to the governance built into the platform. The platform had an audit trail of all changes made to data, where data originated, and where it was sent. IT could set role-based user access and data was securely encrypted at rest and in motion.

Before the proof of concept was completed and the company purchased a multi-year subscription license to the platform, two other divisions of the insurance company had projects lined up to use the Aanalytics technology.

Aunsight Golden Record



Aunsight Golden Record turns siloed data from disparate systems into a single source of truth across an enterprise. Powered with data accuracy, this cloud-native platform cleanses data to reduce errors, and Golden Record as a Service matches and merges data together into a single source of accurate business information—giving organizations access to consistent, trusted data in real-time.

Benefits

- Real-time data synchronization
- Manual data entry not required to update policy systems with customer supplied data
- Quick and easy out-of-the-box API connectors integrate modern and legacy data sources
- Supports hybrid and multi-cloud environments
- Automated replication to preferred data lake or data warehouse including the Aanalytics Cloud
- Automated replication to analytics platforms and dashboards for reporting, and/or to Aanalytics Daybreak™ analytical database for AI powered insights
- No glue code or custom code required to use and maintain the solution
- New data sources connect in minutes
- Golden Record created field-by-field to build accurate, trusted, and up-to-date customer records across policy, analytics and customer portal systems
- Business unit systems received updates to customer information so data stayed consistent and contemporaneous across the company
- Auto-profiling of the data established benchmarks for data quality standards to reduce manual data entry errors
- Built-in data governance provided audit trail of changes made to data and provided lineage of all sources where customer data existed, making the global insurance company ready to meet compliance requirements of GDPR and CCPR
- Platform easily scalable to add or remove data sources
- Platform used change data capture technology to stream and process data updates without needing entire data tables to be transmitted or processed, saving in compute, storage, and speed
- Auto-mapping eliminated gruesome Excel workbook projects and data mapping workshops that often took six months per data source
- No-code platform automatically built data models, performed master data management and data cleansing without users needing technical expertise or coding knowledge
- The IT department had the ability to extend the platform with custom code and could write customer data models if desired, but they preferred to spend time on other digital transformation initiatives since the solution performed to requirements out of the box to automate data management

2M+

Customers to master
in real-time

10+

Data sources
to keep in sync

0

Custom integrations
to manage