Understanding Data for Smooth Insurance Operations:

Automating and Scaling Data Governance, Quality, and Management

"We can link our Informatica deployment very tightly to creating value for our customers: improving their journey and providing better service delivery to their business."

VP Data & Analytics
Financial Services Mutual Holding Organization

Goals	Solution	Results
Improve service delivery by establishing a strong and effective enterprise data management foundation to continuously improve data governance	Operationalize business metadata and data governance workflows using Informatica Axon Data Governance	Gives employees comprehensive data discovery and visibility into data assets with a simple, Google-like search
Make it easier for analysts and other employees to find, use, understand, and trace the end-to-end lineage of enterprise data	Discover and manage technical metadata and track data movement with Informatica Enterprise Data Catalog	Improves the quality of data, allowing the business to pursue descriptive, predictive, and ultimately prescriptive analytics
Increase and maintain data quality to support data governance and enable more advanced next-gen analytics	Measure and monitor the reliability of data with Informatica Data Quality	Enables better service delivery by using governed data to fuel customer service initiatives

Business Requirements:

- Ensure that data is trusted, timely, and available to the right stakeholders

- Scan existing Informatica PowerCenter repository for valuable metadata

- Visualize cataloged data from within the native Tableau user interface

About this Financial Services Mutual Holding Organization

A national provider in the insurance and financial services marketplace for more than 140 years, they help customers build and protect their financial futures. They offer a variety of products and services to serve the financial needs of policyholders and customers, including retirement plans and recordkeeping services, individual life insurance, annuities, asset-based long-term care solutions, and employee benefit plans.

Informatica Success Story: Financial Services Mutual Holding Organization

This Financial Services Mutual Holding Organization is one of the fastest growing mutual insurance holding companies in the U.S., providing financial education and life insurance, retirement, and employee benefits products. From its corporate offices in Indianapolis, Indiana, they oversee a group of operating companies that offer individual life, disability, and long-term care insurance as well as annuities. For businesses, they offer employee benefits, retirement plans, and group insurance.

Data management is a strategic imperative for them to drive results for its enterprise objectives for revenue growth, customer experience, competitiveness, empowerment, and financial strength. Insured and policy data must be trusted, timely, reliable, and available to the right stakeholders. However, until recently, the company had limited enterprise data governance, data quality, or metadata management capabilities beyond manual processes.

To achieve its strategic vision, the company needed to establish a strong and effective enterprise data management foundation with a focus on data governance, data quality, and metadata management upon which all other data related assets, capabilities, and efforts would rely. The team also wanted to scan and catalog data to make it easier for analysts and other employees to find, use, understand, and trace the end-to-end lineage of information. The company's ultimate goal is to use prescriptive analytics to determine the best course of action for the business, but to get there, it had to maintain a higher level of data quality.

"Two years ago, we were really at maturity level zero when it came to enterprise data management," said the VP Data & Analytics, Financial Services Mutual Holding Organization. "But the world around us is changing, technology is changing, and the way people interact with financial services is changing. We need to adapt so we can retain our customers and win new business."

Building a foundation for delivering trusted data

Already an Informatica PowerCenter customer, they decided to standardize on Informatica solutions to build an integrated foundation for enterprise data management. Working with Deloitte Consulting, an Informatica partner, they deployed Informatica Axon Data Governance, Informatica Enterprise Data Catalog, and Informatica Data Quality.

Informatica Axon Data Governance operationalizes business metadata and governance workflows, providing a collaboration hub for data governance. Informatica Enterprise Data Catalog helps them to automatically discover, scan, and catalog data assets, including complex metadata in Informatica PowerCenter—keeping track of end-to-end data lineage. Meanwhile, Informatica Data Quality verifies data quality and helps integrate data quality scorecards into its overall data governance framework.

"Informatica was the best choice for us because of its recognized market leadership and flexible integration with its own solutions as well as third-party products," said the VP Data & Analytics. "It gives us an integrated enterprise data management stack that goes all the way from PowerCenter to Tableau. I can see the entire data lineage in between, and deploy my governance tools as needed."

The Tableau extension for Enterprise Data Catalog enables employees to access the catalog from the native Tableau user interface. "It was a delight for us to be able to connect Informatica Enterprise Data Catalog to our Tableau server and immediately see how the data is used," said the VP Data & Analytics.

During the deployment, the team proactively worked with key executives and stakeholders to define data as key enablers of strategic goals, aligning their efforts to strategic programs and organizational priorities.

"We understood the cultural shifts that may be required for adoption of enterprise data management, and we proactively assessed these during the initial phase of our Informatica deployment," said the VP Data & Analytics. "During execution, we closely collaborated with business and technology stakeholders to help them move from silo- and project-based thinking to enterprise-wide collaboration."

Improving service delivery, data discovery, and analytics

The Informatica solution allows this Financial Services Mutual Holding Organization to use governed, trusted data to fuel its customer service initiatives and digital transformation. As a result, the company can provide better service to its customers and business partners while making it easier for employees to get the information they need.

"We can link our Informatica deployment very tightly to creating value for our customers: improving their journey and providing better service delivery to their business," said the VP Data & Analytics.

By using Enterprise Data Catalog to give employees comprehensive data discovery and visibility into data assets with a simple, Google-like search, they expect to save time that was previously spent finding and prepping insured and policy data.

"We want all our employees—not just those who have been here for 30 years— to have the knowledge they need to do their very best work," said the VP Data & Analytics. "Informatica Enterprise Data Catalog allows our employees to understand where the data came from, what it means in context, and how they should and should not use the data from a security and compliance perspective. That's very powerful."

Having clean and trusted data also allows the company to advance its analytics strategy, moving from descriptive to predictive and ultimately prescriptive analytics to help the business make the best decisions in the fast-changing financial services industry.

"By leveraging Informatica's Enterprise Data Governance solution to automate and operationalize our data governance, data quality, and metadata management capabilities, we are now enabling a holistic and trusted view of our data."

VP Data & Analytics

Financial Services Mutual Holding Organization

"With Informatica, we're bringing more business value to our information consumers," said the VP Data & Analytics. "Informatica acts as our system of record, helping us stay compliant with the changing landscape of financial services regulations. It also gives us a great foundation for growing our analytics capabilities, which is necessary for us to compete."

From zero to maturity in 18 months

In just 18 months, they evolved to adopt enterprise-wide data management roles, standards, and procedures, with far more effective management of and engagement with its data. This created a foundation for future value generation and set the stage for the next phase of their data journey, in which it will deploy Informatica Master Data Management.

"By leveraging Informatica's Enterprise Data Governance solution to automate and operationalize our data governance, quality, and metadata management capabilities, we are now enabling a holistic view of our data," said the VP Data & Analytics. "That means we can turn on a dime, react quickly to market disruptions, and ultimately be a truly data-driven organization."

Inside The Solution:

- Informatica Axon Data Governance
- Informatica Enterprise Data Catalog
- Informatica Data Quality
- Informatica PowerCenter

"It was a delight for us to be able to connect Informatica Enterprise Data Catalog to our Tableau server and immediately see how the data is used."

VP Data & Analytics

Financial Services Mutual Holding Organization

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

Informatica Worldwide Headquarters
2100 Seaport Blvd, Redwood City, CA 94063, USA
Phone: 650.385.5000 | Fax: 650.385.5500 | Toll-free in the US: 1.800.653.3871
informatica.com | facebook.com/InformaticaLLC | linkedin.com/company/informatica | twitter.com/Informatica

IN05_0220_3737