



Middle Eastern Insurance
Company

Putting a Premium on Analytics:

The Middle Eastern Insurance Company Draws
Deep Insights into the Insurance Market

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Head of Big Data and BI Development Lead
Middle Eastern Insurance Company

Goals

Accelerate the pace at which data assets are available for research and analysis

Enable the business to identify insurance industry trends faster and react quickly to new business requirements

Save time for data scientists and analysts by allowing them to easily prepare their own data for analysis

Solution

Informatica Enterprise Data Catalog scans IBM Cognos and other sources, automatically indexing data assets for enterprise-wide discovery

Extract, transform, and load customer data from a Hadoop data lake using Informatica Data Engineering Integration

Use Informatica Enterprise Data Preparation to enable data analysts and scientists to prepare data for analysis via self-service

Results

Enables zero-day time to market for data analysis and data science projects critical to digital transformation

Improves business decision-making with faster insights into the insurance market, helping the business improve its market position

Reduces the time data scientists and analysts spend finding, preparing, and operationalizing data, giving them more time for research

Business Requirements:

- Automatically classify, enrich, and curate data assets for data scientists
- Accelerate the extraction of big data into a data lake, making information available to analysis teams
- Extend data catalog with custom attributes for greater flexibility among data analysts

About The Middle Eastern Insurance Company

This Middle Eastern Insurance Company, headquartered in Israel, is one of largest insurance and financial groups in Middle East, offering comprehensive financial and insurance solutions.

Informatica Success Story: Middle Eastern Insurance Company

The Middle Eastern Insurance Company serves customers throughout Israel, offering life insurance, pension funds, health insurance, and other financial and insurance products. It's the country's health insurance leader, with more than 3 million insured customers who benefit from the company's close ties to medical institutions, hospitals, and medical service centers in Israel and worldwide.

The Middle Eastern Insurance Company is a family-owned business that strives to retain its traditional values, emphasizing integrity, fairness, reliability, and personalized service. The company always seeks to balance growth with social responsibility, and it recently received the highest rank in the Maala index for corporate social responsibility in Israel for the fourth year in a row.

Personalizing customer service while reacting quickly to new business requirements in a changing insurance market requires new and faster insights into data, beyond what Insurance's legacy business intelligence solution could provide. To help drive digital transformation, Insurance set a strategic goal for data across the organization, including unstructured data such as customers' completed insurance forms, to be easily accessible for research and analysis at any time.

"In the past, much of our data was not well documented, so it could take a lot of time and effort to locate the required asset, import it to our Hadoop data lake, and make it available to our data scientists and analysis teams," says the Head of Big Data and BI Development Lead at the Middle Eastern Insurance Company. "We realized that successful digital transformation would require a modern, AI-powered data catalog to organize our data assets without asking business users to do a lot of manual work."

Creating a clean data lake, not a data swamp

To make sure that data is ingested quickly into its data lake and keep the data managed and well documented, this Middle Eastern Insurance Company built a metadata ingestion utility based on Informatica Enterprise Data Catalog.

"We looked at data catalog solutions from Informatica and IBM and found that Informatica offered a more robust, mature solution," says the Head of Big Data and BI Development Lead. "It was easy to automate and build into our data ingestion process."

The solution is simple: Informatica Enterprise Data Catalog scans the data lake's sources for basic metadata, automatically classifying it using an AI-based catalog. A system analyst then enriches the





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metadata for precise mapping. Then, the Middle Eastern Insurance Company's internally developed, Python-based metadata ingestion tool reads the instructions found in Informatica Enterprise Data Catalog and automatically generates the code for ingesting the classified data into the data lake. Working with a systems integrator partner, the Middle Eastern Insurance Company implemented the entire solution in just six months.

"Informatica Enterprise Data Catalog is the core of our metadata ingestion solution, providing open APIs for easy integration and exposing intelligent metadata across the company," says the Head of Big Data and BI Development Lead. "We use Informatica Enterprise Data Catalog to scan many sources, including our IBM Cognos BI repository, allowing us to understand data lineage and dependencies end-to-end."

Once data is ingested into the data lake, it is made available to internal customers either via traditional ETL using Informatica Data Engineering Integration, or via a self-service interface using Informatica Enterprise Data Preparation. Enterprise Data Catalog provides much needed visibility, making it easy for analysts and data scientists to discover and understand information assets in the data lake.

"After data is scanned and mapped, Informatica Enterprise Data Preparation allows our data analysts and data scientists to prepare their own data for analysis, giving them more time for research," says the Head of Big Data and BI Development Lead. "And if a new internal customer wants to do an analysis, we can easily add the required data assets. No technical knowledge is required to search for assets or add new assets into our data lake."

Zero-day time to market for analytics insights

The new solution enables this Middle Eastern Insurance Company to complete data analysis and data science projects the same day they are requested. This agility gives the business faster, deeper insights that it can use to personalize customer service, keep premiums competitive, and increase its share of the Israeli insurance market. As a bonus, if compliance requirements change, the company can easily locate potentially sensitive data in the catalog and manipulate it as needed, confident that compliance has been achieved.

"Informatica Enterprise Data Catalog makes it easy for us to classify and locate our data assets," says the Head of Big Data and BI Development Lead. "Data flows smoothly into our data lake, and assets can be found quickly and easily. This has made a rapid impact on our analytics flexibility. When we present insights to C-level executives, we can react immediately to new requirements and present new insights on the fly."



Inside The Solution:

- Informatica Enterprise Data Catalog
- Informatica Enterprise Data Preparation
- Informatica Data Engineering Integration

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The Middle Eastern Insurance Company has received rave reviews from system analysts who work with the data lake, as well as the business decision-makers who act on the reporting and analytics.

"When people see what we've built using Informatica solutions and our own expertise, they think it's nothing short of amazing," says the Head of Big Data and BI Development Lead. "Other companies actually visit us to learn how we implemented our data lake, and how we keep it so current and so clean."

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.

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