

# China Life Property and Casualty Insurance Upgrades Its Data Analysis System With Informatica PowerCenter



"We value the advantages of Informatica's solutions, including stability, visualization of data processing, shared data source, multiprocessing parallel calculation and high availability. Informatica's solutions have greatly reduced workloads in operations and maintenance. In addition, Informatica provides a special data interface for SAP to facilitate the analysis of SAP financial data and human resources data. China Life Property and Casualty Insurance now analyzes a variety of data in the enterprise data platform."

**Xu Zhangong**, Project Leader  
China Life Property and Casualty Insurance Company Limited

## About China Life Property and Casualty Insurance Company Limited

Founded in 2006, China Life Property and Casualty Insurance Company Limited (hereinafter referred to as "China Life Property and Casualty Insurance") is a core member under China Life Insurance (Group) Company with a registered capital of CNY 8 billion. The company's business scope includes property loss insurance, liability insurance, credit insurance and guarantee insurance, short-term health insurance and accident injury insurance, as well as reinsurance of above businesses, insurance funds usage business permitted by national laws and regulations, and other businesses approved by the China Insurance Regulatory Commission.

China Life Property and Casualty Insurance adopts nationwide centralized data processing, and integrated management of business, finance and reinsurance to achieve seamless connection and data sharing.

## Rapid expansion of business scope impacts the effectiveness of data analysis system

China Life Property and Casualty Insurance has learned over the years that cultivating a decision-making habit based on data analysis is a basic characteristic of modern enterprises. Through statistical analysis of insurance data, market trends and customer behaviors can be explored to meet the needs of precise management and marketing. Application development of the statistical analysis in China Life Property and Casualty Insurance is rich and comprehensive. It has provided stable, efficient and accurate support for business development and has earned a good reputation in the industry.

The full development of China Life Property and Casualty Insurance's data analysis system is now taking shape. The system's modules, which have been developed or are in the process of being developed, include BAS (Business Analysis System), FAS (Financial



### Challenges:

- Inability to unify understanding among business departments due to lack of unified KPI among each analysis system.
- Master data is chaotic for cross-system statistical analysis applications.
- Lack of data increment rules, the ETL (Exact, Transform, Load) time window faces great pressure, and there is no unified planning for data.
- Data query is inaccurate and ambiguous which results in high communication costs.

### Benefits

- Provided a unified data indicator which has effectively integrated business and application data in different source systems.
- Generated high-quality data that speeds up the development of analysis marts and provides strong technical support for management decision-making and precise marketing.
- Increased accuracy of data query which has reduced data access complexity and communication costs.
- Achieved bulk data exchange among systems, established a bulk data exchange center and improved overall business satisfaction.

### Inside the Solution

- Informatica PowerCenter

Analysis System), KPI performance indicators analysis, human resources analysis, reinsurance analysis, customer analysis and an internal audit management platform. However, a rapid increase in business scale and data quantity has led to challenges, which affects the effectiveness of data analysis system. These challenges include:

- No unified indicator among each analysis system which makes it hard to unify the understandings among various business departments. There are no unified indicators or definitions for various analysis systems and applications from different business units. For example, the indicators for settled claims vary in different systems, with some including costs, while others exclude costs. There is no special process or system to manage those contents.
- Master data is chaotic for cross-system statistical analysis applications. There is no effective governance and control on existing data, organization codes, and insurance codes are inconsistent among business systems and financial systems. In addition, channel and business sources are not divided clearly, and there is no corresponding data quality assurance system.
- There exists a lack of data increment rules, the ETL (Exact, Transform, Load) time window is facing great pressure and there is no unified planning for data. Tables and data amounts from existing data platforms are growing rapidly, bringing great pressure to data extraction. As a result, the ETL time window is very tensional and there is no unified planning and management for data. Additionally, an enterprise data model and corresponding data management and control process is required for unified management.

- Data query is inaccurate and ambiguous, resulting in high communication costs. When new data is involved in a query, it costs a lot to communicate with source a system. Rework often occurs, resulting in many delays, thus decreasing overall business satisfaction.

## It is imperative to update data integration tools

China Life Property and Casualty Insurance was processing data based on storage processes and unable to meet the needs of business development. It was using open source technology to handle the ETL function, which did not provide an easily operated interface or real time monitoring, and could not process or integrate data from different databases. It, therefore, became imperative to update the ETL tool.

As a leading supplier of enterprise data integration software, Informatica has helped finance and insurance enterprises obtain business results from rapid increases in commercial values, including establishing a comprehensive customer view with ETL, accelerating the speed of data exchange, improving data quality, unifying data standards and definitions and establishing automated data management and control processes, and then further helping to improve the marketing and management accuracy rate and reducing costs. All of the above results can meet the planning requirements of China Life Property and Casualty Insurance's latest data analysis system. After POC (proof-of-concept) testing and the assessment of a variety of ETL tools, China Life Property and Casualty Insurance finally chose Informatica PowerCenter as the Data Integration tool to organically centralize data of different sources,

formats, and features logically or physically and provide comprehensive data exchange and sharing for the each business system and branch.

When discussing the decision to choose Informatica, Xu Zhangong, Project Leader, China Life Property and Casualty Insurance, pointed out, "We value the visualization of data processing, which enables operation and maintenance personnel to monitor ETL status in real time and discover any exceptions so that they can adjust the data extraction process to keep concurrent operations under control. Meanwhile, data source sharing and multiprocessing parallel calculation meet the company's business needs and ensures high availability." Zhangong explained further that the open storage knowledge repository and the ability to develop third-party scheduling tools are also Informatica solutions that he found appealing.

Since its inception, China Life Property and Casualty Insurance only had a statistical analysis system for business analysis. In order to perform integral analysis and obtain more comprehensive views, the insurance provider needed to integrate financial data and human resources data as well. With Informatica, the company can open interfaces to collaborate with SAP application. With Informatica PowerCenter, China Life Property and Casualty Insurance's data analysis platform can be integrated with SAP applications to process insurance acceptance, sales, claims, payments, reinsurance from the core systems as well as SAP financial data, SAP human resources data, thus achieving an enterprise data platform.

## Centralized data management significantly improves the effectiveness of data analysis

Informatica solutions help China Life Property and Casualty Insurance unify the data indicators and solve the problems of dispersed storage of business data. It integrates the business and application data in different systems effectively, develops a complete data environment, and improves the efficiency of operation management and decision analysis. Effective data integration provides a guarantee for accurate data queries, reduces the data access complexity and communication costs, permits bulk data exchange among systems and improves overall business satisfaction.

With Informatica's solutions, China Life Property and Casualty Insurance integrates data from various data platforms. For example, Informatica PowerCenter can integrate data from Oracle, SAP, SQL Server and other databases. China Life Property and Casualty Insurance also uses the data

platform as a bulk data exchange center to provide data support for bulk data exchange among trading systems. The supported systems mainly include ECIF (Customer Information System), Call Center, Telemarketing and Mobile Integrated Terminal.

Based on high-quality and rich data, China Life Property and Casualty Insurance has developed many analysis marts, such as business analysis, financial analysis, human resources analysis, audit monitoring, reinsurance analysis, risk warning, performance appraisal and customer analysis. Meanwhile, it also constructs a management dashboard system with a pure graphical display of the latest operating situations for the company decision-makers to provide strong technical support in decision-making. The data analysis platform also improves business development. Now, sales personnel can conveniently access the sales support system through an iPad or smart phone device. For instance, they can easily view customer and sales information, such as a customer's insurance policies, fee collections and payments, customer credits, customer ratings, etc.

China Life Property and Casualty Insurance's annual premiums have increased from CNY 800 million in 2006 to more than CNY 10 billion in 2010 and then grew to CNY 23 billion in 2012. The total amount of premiums in the insurance company's system has reached CNY 60 billion. The source systems have been gradually integrated to a unified data platform to generate statements and tables, perform data exchange and other work daily and monthly. At 12:00 a.m., data extraction is performed, transformed and loaded, and data processing is completed before 7:00 a.m. Informatica solutions have helped China Life Property and Casualty Insurance to process 4T of data. Compared with other financial institutions, the amount is not much, but its logic is equally complicated. For example, generating statements and reports and integrating systems will bring nearly 1,000 transactions each day. Though business volume continues to grow rapidly, Informatica PowerCenter is capable of processing all of the necessary data.



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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