

## Covéa



“When creating a reference database, it is important to think in terms of offering a service and providing added value to other systems.”

- Antoine Mairesse, Customer Relations and Network Manager for the MMA brand, Covéa IT Systems Management

## MMA Rebuilds Its Customer Reference Database with MDM Hub

MMA, which forms one of the three brands in the Covéa mutual insurance group, together with MAAF and GMF, historically built its information system by consolidating the systems used by the 1700 branches it operates. Fragmented, lacking in scalability and, above all, becoming technologically obsolete, the customer reference database that resulted from this centralization was no longer able to keep up with ongoing developments in the insurance industry. Firstly, complex workarounds were required to address limitations in terms of availability (for online services) and traceability (for regulatory requirements and security). Given that these issues had become an obstacle and a risk, MMA decided to rebuild its personal reference database. The aim was

to facilitate the cross-disciplinary processing of data and the development of new services, while ensuring that branches could continue to manage their data independently.

## Background: A Key System Reaches Its Limits

Modernizing a key component of the IT infrastructure is a long and delicate process. Success is primarily measured by the absence of problems for end users and how quickly application carriers for IT systems management can connect to it. To ensure a successful outcome, the customer reference database had to be designed to offer all users noticeable added value, in addition to the essential role played by sponsors and an in-depth series of educational and communication programs. It was important for the solution to offer an ergonomic design,



### The Challenge:

Add value to a technically-driven project

### Solution:

MDM Hub, a performance measure

### Benefits:

Immediate advantages and future prospects

### Key Figures:

- More than 3.3 million customers
- 8000 users
- Some 30 business services
- 3,000,000 service calls per day
- 18-month project

and provide a variety of high-quality and flexible services. It also needed to provide high-quality data to all users, based on a unique, permanent username. As a result, it was essential for the solution to adapt to a variety of needs in spite of its structure. For example, the solution needed to be able to distribute updates either in real time or in batches at the end of the day, as the case required.

## Solution: MDM Hub, a Performance Measure

To build its new customer reference database, MMA tested several reference data management solutions available on the market, with a particular focus on performance. The system would experience extremely high demand, with more than 8000 users and 3 million business service calls per day, amounting to approximately one hundred calls per second at peak times. As the chosen solution would also act as a system entry point for all customer operations, outstanding response times were also an important consideration. In these tests, Informatica's MDM Hub was identified as being the most convincing solution, and also offered implementation facilities for the event-oriented architecture used to handle certain complex processes such as removing personal data. Finally, from

a functional point of view, MDM Hub made it possible to enrich the data model, for example by adding tags, enabling people to be grouped together, or to set opt-in/opt-out options for commercial contacts.

To minimize user impact, the new reference database was populated gradually and deployed over a period of 18 months with the principal focus on data quality. This meant that users themselves were able to detect and correct anomalies as they occurred and when required. The Informatica Data Quality (IDQ) tool also made it possible to identify incorrect use of the customer database, enabling replacement solutions to be developed quickly.

## Benefits: Immediate Advantages and Future Prospects

The changeover ran smoothly, and since then, the solution has provided all of the expected benefits — including subtle yet useful improvements to the newly adaptive user interface, expanded search functionality and 24/7 services to power the website. The solution also provided a 360° customer view using a big data approach, making it possible to avoid the data compartmentalization inherent in a service-oriented architecture. A further benefit provided by MDM Hub

is a reduction in costs for application maintenance and future development tasks. This is because a modernized, simplified and reliable reference database opens up major new possibilities to MMA, both for the creation of new services such as the consolidation of a customer's equipment and for the implementation of future regulatory requirements — for example the upcoming obligation to notify the authorities of insured vehicles.

## The Customer

The Covéa Group is a mutual insurer that encompasses the MAAF, MMA and GMF brands. A leader in damage and liability insurance in France, Covéa has more than 11.5 million members and customers in France, and more than 26,000 employees in France and worldwide. Covéa's turnover in 2016 was 16.4 billion euro.



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