

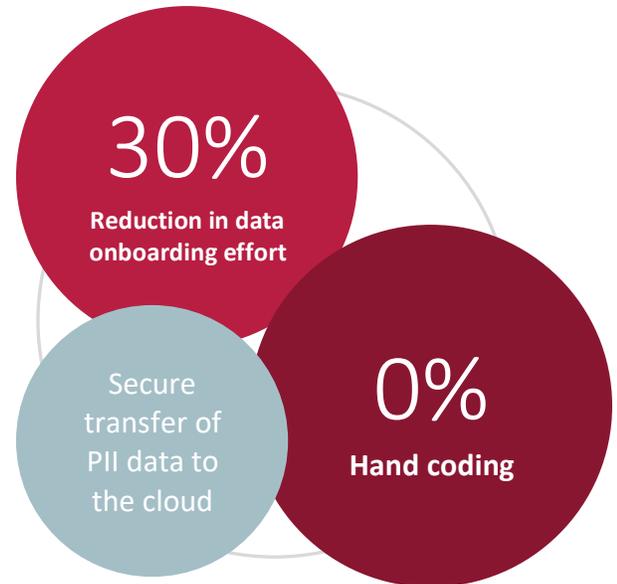
Top US Insurance Company Implements a Modern Cloud Data Strategy to Drive Its Digital Transformation

Uses Infoworks to Operationalize Its Cloud Enterprise Data Hub

Overview

One of the top US insurance companies has been on a multi-year digital transformation. The goal is to re-invent the way it engages with customers, policyholders, agents, and brokers.

A critical component of the transformation is to modernize the data and analytics operations and enable self-service capabilities for their data consumers leveraging the AWS cloud. Also critical is improving omnichannel capabilities including powering mobile applications and internal and external portals to enhance the customer experience, help agents better serve and sell into the markets they support and gain operational efficiencies and agility throughout the business.



Challenges

The organization had initially embarked upon an on-premise big data strategy but two years in found themselves hampered by operational inefficiencies and lack of agility. Consolidating and integrating data was a very manual process and business users were unable to timely access data to drive critical business decisions.

The resulting business challenges were:

- They were unable to get a holistic view of the business operations in a timely fashion
- The team struggled with improving its customer’s digital experience
- Customers could not easily get information about their Claims status on the company’s portal resulting in more calls the customer support center

The resulting technical challenges were:

- Data was siloed across multiple on-premise legacy systems and environments
- The data engineering teams were supporting multiple tools, manual coding and lacking the agility needed to rapidly deliver data to the business
- Users did not have easy access to the data they need

Solving these problems would drive the following business benefits:

- Improved customer digital experience via omnichannel access
- Mobile access for employees and agents providing timely information about customers, policies and claims status reducing the workload on customer center operations
- Agents able to up-sell/cross-sell customers through an ML powered suggestion application

Solution & Results

The company engaged Infoworks to provide an end-to-end Enterprise Data Operations and Orchestration system to provide the following business and operational objectives:

- Accelerate time to value of data use cases
- Provide a foundation for self-service data access by the business and data analyst community
- Reduce operational resources and the infrastructure required to support business use cases

The company has deployed Infoworks on AWS to operationalize its Enterprise Data Hub on EMR and S3. They are utilizing Infoworks running on AWS EMR to onboard on-premise data and transform it for analysis. Downstream Infoworks is used to synchronize, catalog and build data pipelines. Via Infoworks, curated data sets and models are published to the organization's cloud data warehouse and to third party Data Science platforms.

Infoworks is enabling the customer to deliver critical use cases including Claims 360 and Operations 360. Infoworks is also tightly integrated with a 3rd party product to tokenize sensitive personally identifiable information. This enables the company to ingest sensitive data in the cloud in a secure way. Going forward the company will be utilizing Infoworks for additional Data Science recommendation use cases and also in helping streamline a Teradata migration to Snowflake to modernize their data infrastructure.

"I really love this software. It's the easiest thing I've used in the big data ecosystem."

*Sr. Manager Digital Services,
Enterprise BI and Analytics*

About Infoworks

Infoworks offers the most comprehensive and automated Enterprise Data Operations and Orchestration (EDO2) system. It is the only EDO2 system built to automate and accelerate deployment and orchestration of analytics projects at scale, in cloud, hybrid, multi-cloud, and premise-based environments. Through deep automation and a code-free environment, Infoworks empowers organizations to rapidly consolidate and organize enterprise data, create analytics workflows and deploy projects to production within days - dramatically increasing business agility and accelerating time-to-value. Infoworks counts some of the world's largest financial, retail, technology, healthcare, oil & gas, and manufacturing companies as its customers.

infoworks.io