entity trusted information innovation

CASE STUDY: A MAJOR GLOBAL INSURER 360-VIEW OF CUSTOMER

INTRODUCTION

This global insurer is one of the world's leading insurance groups for commercial, general and life insurance, employing 60,000 people, serving millions of customers in over 180 countries.

CHALLENGE

The company needed to establish a single view of their customers on a global basis for regulatory compliance, customer retention and sales purposes. They initially wanted to prove the concept and the value of customer data integration / master data management using the North American commercial book, the German general insurance book and complex global corporate (large scale international customers) book in three related proof of concept projects. Further requirements were to introduce data governance and data quality initiatives together with corporate hierarchy functionality into the solution. This company had selected IBM Infosphere MDM to form the core of their customer data solution.

ENTITY SOLUTION

Recognising Entity's master data management skills and specific experience with the IBM Infosphere MDM software, IBM and the customer asked Entity to participate in the implementation of this complex global solution. Entity helped to::

- Design an enterprise scale implementation of Infosphere master data service to fulfil corporate requirements;
- Instantiate the implementation of the IBM Insurance Data model into the Infosphere master data service;
- Integrate data from each of the multiple data sources forming each of the individual proof of concept requirements;
- Integrated the solution with Dun and Bradstreet to form the corporate hierarchy;
- Install and configure the Infosphere master data service;
- For each of the pilot projects, prove the business case as previously documented;
- Define and develop the data governance, security and quality initiatives.

BENEFITS

This complex solution was implemented from end to end within 6 months and successfully proved the business benefits as defined in the project terms of reference.