

# Optimizing Insurance Business Processes with Quality-Powered Data Governance

## Overview

For nearly 30 years, Precisely has partnered with this Fortune 100 mutual life insurer to ensure the quality of the company's critical business data. Precisely solutions are used within and between numerous systems and processes across the enterprise to validate the integrity of key business data for operations such as performance accounting and revenue recognition.

In 2014, the company began an initiative to build a state-of-the-art investment data hub. They implemented Precisely solutions to protect and improve incoming data quality from external third party sources such as custodial banks, reference data vendors and sub-advisory asset managers. Quality of external data was paramount, as much of the external data was feeding critical systems such as investment accounting, deal allocation, data warehouse and ultimately, the general ledger.

The company realized that, while critical, data quality was just one part of the data management equation. They recognized the need for enterprise data governance to streamline their new enterprise data management strategy, optimize performance of their new investment data hub, ensure accurate custodial reconciliation and maximize their ROI.

## The Challenge

Under the direction of the chief data officer (CDO), the company launched an aggressive plan to establish and implement data governance tools, policies and processes across the enterprise. The initial effort included the creation of business glossaries in spreadsheets to document metadata, data ownership, definitions and business attributes policies, in addition to the controls that were implemented as part of the data quality initiative. The company also had a critical need to understand data lineage across systems at a business level, which they managed in a spreadsheet tool integrated with Salesforce.

"Data360 Govern delivered the most business-friendly solution, allowing both business and IT teams the ability to administrate and personalize to their specific requirements with minimal technical intervention."

## Client

Leading U.S. mutual life insurer with more than 5 million customers and \$32B in annual revenue, offering a wide range of financial products and services including insurance, annuities, retirement plans and other employee benefits.

## Challenge

Establish end-to-end visibility and control over third-party data feeding critical systems the company's new state-of-the-art investment hub.

## Solution

Precisely 360Data solutions delivered business-friendly data governance that enabled business users to more easily leverage data assets for analytics and insights to meet investment, accounting and regulatory requirements and build greater confidence in the quality of their data.

## Results

- Implemented an enterprise-level data governance and reconciliation solution, replacing manual spreadsheets with automated processes to aid in custodial and subadvisory reconciliation of the general account, while enabling data leaders to better understand, manage and use their data
- Provided automated workflows, case management and resource assignment to identify, track and confirm issue resolution across the various data sources
- Reduced the operations overhead and manual intervention in the back-office management process
- Established a business-friendly, automated data catalog of critical data assets and their impact to the business
- Automated the collection and cataloging of technical metadata from various core systems and vendors including Cognos, Oracle, Eagle, Bloomberg and Factset
- Generated visual business data lineage for key business processes

These data governance efforts marked important steps to help both business and technical users better manage, understand and use data, but these largely manual solutions lacked the automation, adoption and sustainability needed from a long-term solution. The company still faced numerous challenges, including:

- Error-prone spreadsheets requiring constant manual attention to keep current, making collaboration and widespread contribution difficult.
- Technical metadata from key applications required the development of custom code solutions or had to be imported and catalogued manually.
- Technical data lineage made it nearly impossible for business users to understand or leverage.
- Usage rights and utilization for licensed data were hard to trace and account for.
- Policies and processes around data access, permissions and approvals lacked visibility and accountability across the enterprise

The client reached out to Precisely to help them overcome these challenges and achieve the automation, accountability and sustainability the company needed from a governance program.

## The Solution

Precisely conducted numerous governance workshop sessions with the CDO and governance team to define an iterative governance working model that could be scaled out across the enterprise. According to the team, these data governance sessions were instrumental not just on selecting the correct tooling but to also leverage the skills sets, culture and transformations that were happening at the organization.

The governance team indicated that there were several factors that set Precisely apart from the competition, including:

- Data360 Govern being a business-friendly platform, enabling a self-service approach for both business and IT users.
- The flexible, robust platform allows users to define, populate and measure various types of complex data assets including data transformations, aggregations and advanced formulas.
- The solution's centralized, collaborative interface and workflow provided unprecedented visibility into updates and approvals for every stakeholder.
- Versatile key connectors automated import of technical metadata from Oracle, Bloomberg, Cognos and other core system applications.

## The Results

In the first phase of implementation, the customer and Precisely established an intuitive data catalog that provided an easily searchable common vocabulary for both business and IT resources to reference. Users can view technical and business-oriented metadata at a glance to learn critical information about the governed artifacts, including ownership, authoritative source, lineage and which data domains use the specific data item.

To help business teams more easily understand data movement, the company augmented technical data lineage with easily configurable, visual business lineage. This gives business users the ability to view lineage and data movements at a level of abstraction that makes sense to them without getting caught in the more detailed technical minutiae.

Given the importance of metrics in any data management program, Precisely provided out-of-the-box dashboards for quality, reconciliation and governance. In addition, customers can also create their own dashboards and KPIs to track the data and metadata that is most important to them.

Beyond the initial data governance implementation within the investment division, the company has broader plans to expand Precisely Data360 into other areas such as Retirement Services (401K) and Treasury, as well as to tackle major data privacy regulatory requirements such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). Further use cases are also being considered around license data management to provide oversight and transparency into the usage, disclosures and restrictions on third party license data providers and their data sets.