



Informatica®

Leading Financial Group

Analytics for Life:

This Leading Financial Group Unifies IT and Lines of Business Using Big Data

“With Informatica behind our big data platform, we achieved \$45 million in external partner cost savings in just two years.”

Assistant Vice President
Data Analytics
Leading Financial Group

Goals	Solution	Results
Create a centralized, self-service platform for next-generation analytics to reduce costs and improve business agility and decision-making	Use Informatica solutions to automate processes, clean and standardize financial data from source systems, prior to ingesting into an AWS data lake	Generated \$45 million in external partner cost savings and reduced report generation time by 90 percent with a data enablement platform
Respond faster to business demands for analytics by efficiently managing and extracting big data in a cloud environment	Extract, transform, and load multiple terabytes of data with Informatica Big Data Management, enabling faster big data ingestion and integration	Simplifies cloud data integration, enabling fast time to market for production-ready analytics deployments
Give users faster access to governed customer and financial data by establishing a formalized data management and governance organization	Establish formalized processes and definitions for data governance framework using Informatica Enterprise Data Catalog	Enables stakeholders to immediately and directly extract governed financial data, where the previous process took one to two weeks on average

Business Requirements:

- Catalog a huge amount of data from myriad cloud and on-premises source systems
- Deliver the right data, which is reliable, clean, and protected quickly to Tableau to empower analysts to discover and visualize data assets
- Leverage Amazon Redshift integration to provision data for analytics and reporting

About this Leading Financial Group

This Leading Financial Group provides advice and solutions that empower people to take charge of their financial lives with confidence and optimism. It offers life insurance, annuities, retirement plan services, and group protection with a focus on supporting, preserving, and enhancing people's lifestyles and retirement outcomes.

More than 17 million customers trust this Leading Financial Group for their retirement, insurance, and wealth protection needs. The organization is continuously looking for opportunities to align its people, technology, and processes to thrive in the face of evolving consumer demands, dynamic market conditions, and competitive pressures.

Shared access to customer and financial data is at the core of the Financial Group's modernization of its analytics capabilities. For years, customer and financial data was isolated in silos across the organization and was therefore difficult to share across teams and establish standardized definitions. Because IT owned the data, if an internal or external business partner needed information to update a financial model representing a real-world financial situation, it often took four to six weeks for IT to provide them with a data extract. Even then, it was often difficult for the business partner to understand all the data fields and elements due to insufficient documentation.

"Like many businesses, we had decentralized data and multiple versions of the truth," says the Vice President of Data Analytics at this Leading Financial Group. "This made it difficult to be agile and move toward dynamic repricing of insurance policies to compete with fintech companies. For the business to continue to thrive, waiting four to six weeks to get a data extract just wasn't acceptable."

Removing barriers to business insights

The Financial Group began developing a culture of data literacy through its Analytics Center of Excellence. To support this effort, it turned to Informatica and decided to launch a cloud-based big data platform on Amazon Web Services (AWS) to automate processes and gain efficiencies from having all its proprietary information and insights in one place. However, it faced challenges in three areas:

Next-generation analytics. Previously, internal data consumers provided IT with a set of data and/or reporting requirements. Once received, IT would evaluate, cleanse, and prepare the data for analysis, connecting data from multiple data sources and then repeating the process if revisions were needed. The process was time consuming, difficult to scale, and provided minimal transparency. To reduce costs and improve business agility and decision-making, the Financial Group wanted to create a centralized, self-service platform for next-generation analytics.

Cloud data integration. The absence of a cloud-based big data platform made it difficult for the Financial Group to adapt and scale to meet evolving business and data needs in a cost-effective, efficient manner. Lines of business frequently ran into technical capacity constraints, requiring the organization to procure new databases and proprietary data feeds. Difficulty in sharing data led to redundant data storage with potentially conflicting standards and policies. To respond faster to business demands for analytics, the organization needed a more efficient way to manage and extract big data in a cloud environment.



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Data governance. Minimal data accessibility, standardization, and transparency across lines of business meant that manual effort was required to gather, understand, prepare, and connect data for consistent reporting. To avoid time delays and reactive decision-making, the Financial Group wanted to give users faster access to governed data by establishing a formalized data management and governance organization.

Building a more intelligent insurance business

To meet its objectives of unifying data—providing a foundation for initiatives such as dynamic repricing of insurance policies, the Financial Group deployed Informatica solutions to build a new big data enablement platform. Working with Deloitte Consulting, the Financial Group selected Informatica PowerCenter to ingest financial and customer data from various source systems, including Oracle, Amazon S3, and Redshift, prior to ingesting it into a Hadoop data lake in AWS. It used dynamic mappings in Informatica PowerCenter to run against different sources and targets, generating more than 2,500 files that can be easily updated and kept consistent despite different file formats for actuarial and financial data.

Informatica Big Data Management extracts, transforms, and loads multiple terabytes of data from the data lake. To quickly process large source files up to 50GB, the Financial Group uses Blaze Engine in Informatica Big Data Management to integrate with Hadoop environments running on an eight-node Amazon EMR cluster. Big Data Management is also used to push the data into Oracle operational data stores and Redshift data marts. To produce obfuscated files for secure use in dev/test environments, the Financial Group uses Informatica Data Masking.

“With virtually no experience with AWS or Informatica Big Data Management, we were able to provision the environments, develop the ETL, and deploy production-ready code in about seven months for our first major source integration,” says the Financial Group’s Vice President of Data Analytics. “Informatica Redshift connectors made provisioning data for analytics and reporting easier and faster due to the column storage properties of Redshift and its compatibility with Informatica.”

Adds Praveen Vaddadi, a Consultant with Deloitte Consulting who assisted the Financial Group with the deployment: “Blaze Engine in Informatica Big Data Management was critical to completing the project within the allotted timeline because the Financial Group had massive amounts of data that needed to be pushed down very quickly. Blaze Engine allowed us to push the data down 10 times faster.”

To establish formalized processes and definitions for its data governance framework, the Financial Group used Informatica Enterprise Data Catalog, an AI-powered data catalog that provides a machine learning-based discovery engine to scan and catalog data assets. The Financial Group also uses the Informatica Enterprise Data Catalog Chrome plug-in for Tableau to enable analysts to discover, understand, and catalog data assets from within Tableau Desktop to improve their work efficiency. Leveraging Informatica Enterprise Data Catalog, the Financial Group is developing a formalized, lean data management and governance organization on top of its new data platform.



Inside The Solution:

- Informatica Enterprise Data Catalog
- Informatica Big Data Management
- Informatica PowerCenter
- Informatica Advanced Data Transformation
- Informatica Data Masking

Generating \$45 million in savings

Within the first year, the new data platform generated more than 1,000 Tableau dashboards and supported numerous advanced analytics initiatives, in a governed and scalable manner. By the end of year two, the Financial Group was generating millions of dollars in business value by driving growth and reducing expenses through next-generation analytics. Quarterly reports now take 90 percent less time to generate, helping the organization gain valuable insights faster.

“With Informatica behind our big data platform, we achieved \$45 million in external partner cost savings in just two years,” says the Financial Group’s Vice President of Data Analytics. “Originally, the business case was projected to take four years.”

The cloud solution has enabled the Financial Group’s IT team to quickly respond to the growing demands for analytics from business teams and support initiatives, such as repricing of insurance policies. Through a formalized data management and governance organization, business stakeholders have now assumed joint ownership of their data. This enables stakeholders to immediately and directly extract governed data using Informatica Enterprise Data Catalog, where the previous process took one to two weeks on average. In addition, having centralized and governed data has enabled several business functions to discontinue using data feeds from third-party vendors, resulting in ongoing cost savings.

“The data platform we’ve built using Informatica and AWS positions us as a leader in the life insurance industry in terms of analytics maturity,” says the Financial Group’s Vice President of Data Analytics. “That helps us hire and retain talented data scientists who want to be at the forefront of innovation, and keep them engaged going forward.”

Driving a cultural transformation

Developing a truly integrated partnership between lines of business and IT is allowing the Financial Group to drive a cultural transformation focused on value, innovation, collaboration, and efficiency. The organization’s success within its life insurance business has led it to expand the platform to its annuity and corporate finance business lines, expecting similar benefits.

“Using Informatica to unify IT and lines of business around data makes it much easier to focus the business on strategic priorities. Our growing maturity in data analytics and governance will make us more competitive,” says the Financial Group’s Vice President of Data Analytics.

