ETL Development

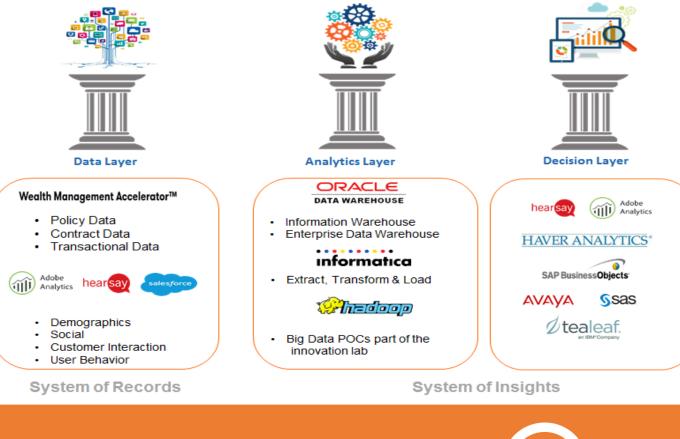A fortune 500 insurance organization of USA

PROBLEM STATEMENT

- Several years ago, customer installed data warehousing / business intelligence solution software to update the company's outdated technology and to move it toward a long-time goal of a unified approach to managing its decision support data more effectively. However, the company did not focus on the underlying enterprise information management challenges of data architecture, metadata management, data governance, master and reference data management in this effort.

SOLUTION

- Worked for multiple business areas such as Human resources, Workday, Marketing, Sales, Customer data (includes policy data, claims contracts etc.). Additionally we undertook work for internal applications such as choice, e directory , CRM/Salesforce, Legal files and ProSurv.
- Provided data to the new CRM Salesforce application which in turn used is for enhanced/faster customer data processing.
- Executed quick data extraction requests which facilitated ad-hoc/on demand reporting for multiple business areas.(e.g : Fusion project)
- Synchronized data in production for internal/eternal workers through multiple TSID project.
- Developed 600+ maps from scratch and 200+ existing map changes

Data Layer

Wealth Management Accelerator™

- Policy Data
- Contract Data
- Transactional Data

Adobe Analytics   hearsay   salesforce

- Demographics
- Social
- Customer Interaction
- User Behavior

System of Records

Analytics Layer

ORACLE DATA WAREHOUSE

- Information Warehouse
- Enterprise Data Warehouse

informatica

- Extract, Transform & Load

hadoop

- Big Data POCs part of the innovation lab

System of Insights

Decision Layer

hearsay   Adobe Analytics

HAVER ANALYTICS®

SAP BusinessObjects

AVAYA   SAS

tealeaf. an IBM Company

BUSINESS OUTCOME

- Enabled efficient reporting by providing on time data into TIW (Information Warehouse).
- Acted as enabler to determine the current member/customer base for future decision making through MPA project.