

DATA WAREHOUSE IMPLEMENTATION



A solution that extracts information from different sources into the Data Warehouse and uses the BO platform to fulfill reporting requirements of different internal & external communities

CLIENT

A new generation private insurance company with a complete bouquet of insurance products (viz. pure term plan, life stage products, health plan and retirement plan), it has an extensive reach through its network of 600 branches and 147,900 empanelled advisors. This impressive combination of domain expertise, product range, reach and ears on ground, helped it cover more than 2.4 million lives since it commenced operations and establish a customer base spread across more than 1,500 towns and cities in India.

CHALLENGE

- Major issues
 - Significant time and effort to prepare and further distribute MIS
 - Tremendous amount of rework
 - Huge opportunity lost due to time taken to collect and distribute data
- Reporting Approach
 - Operational Reporting
 - No slice and dice of data
- Data Distribution
 - Extensive use of excel
- Reporting Structure
 - Decentralized
- MIS teams within each department
- Reporting Process
 - Decentralized and non standardized

SOLUTION

The task involved pulling data from different source systems in the data warehouse. Reporting requirements of different internal and external communities like sales channels, operations teams, planning teams, accounts team, third party agents, etc. were handled through BO platform.

Data was exposed in email/portals/ SMS and mobile applications as per user requirements.

Data dissemination was as per end users requirements. Operations user got detailed data on actions to be taken next day. Department heads received analytical data on their KPI's.

Cross functional heads got different kinds of comparisons across different geographies/ channels/ time periods on all KPI's. Dashboards for CXO's were also prepared as part of this initiative.



BENEFITS



Easy access to reports



Higher Efficiency



Data Distribution



Optimal Reporting Structure



Effective Reporting Process

FEATURES



- Readily available information in the form of reports
- Analytical reports showing past trends
- Platform for Intraday, Operational, Tactical and Strategic Reporting
- BO for Tactical and Strategic reporting
- Web based access through portals for Operational and Intraday reporting
- Mix of Centralized and Decentralized structure at a holistic level
- Process driven reporting process
- Reduce data and effort duplication
- Standardize terms and their interpretations across the organization

CONCLUSION

The solution acts as a centralized data repository that integrates data from various transactional, legacy, or external systems, applications and sources. The data warehouse provides an environment separate from the operational systems and is completely designed for decision-support, analytical-reporting, ad-hoc queries and data mining. This isolation and optimization enables queries to be performed without any impact on the systems that support the business' primary transactions.

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