INTERAMERICAN

Case Study:
Στρατηγική Διαχείρισης Δεδομένων για την βελτίωση επιχειρησιακών ιδεών και αποφάσεων

Athens, November 2017

A challenging new business environment

The ‘X-insurance factors’

Changing consumer behavior

- Wider use of internet
- Rise of smartphones, mobile and tablet devices
- Role of social media

Rise of Internet of Things (IoT)

- Digital devices and sensors can now provide data through the Internet of Things

(ex. Connected homes, telematics, wearables, drones, 3D virtual reality etc)

Big Data Analytics

- Big Data Analytics is revolutionizing data analysis

(real time data from the IoT, operation data, social media, unstructured data, security logs etc)

Increasing and new regulations

- Solvency regulations are impacting insurer IT systems
- Stricter EU Data Privacy and Protection laws from 2015 and onwards

ACE is coming…

IAG Analytical Center of Excellence

is formed to accelerate analytical capacity and capability by providing expertise on the data analysis objective.

ACE Data Scientists:

- **Need** more data to explore
- **Work** with detailed data transaction
- **Experiment** with data using predictive models
- **Be 'citizens'** on a large scale environment
- **Use** high data processing power
- **Want** to be empowered with up-to-date tools and technologies


Why
stick to the
data
so much?
IDEA!


Avoid big
failures due to
wrong
instinctive
decisions !!!
IDEA!

Data Evolution

- Data is the fuel for success for any size organization across all industries
- Data insights help you to innovate and make smarter decisions based on facts, instead of gut feeling
- Data-driven organization is about giving the business decision makers the power to explore data and make predictions

The IAG IT Vision

The challenge of implementing…

Need

- **Relate** Data
- **Manage** Terms
- **Common** understanding
- **End-to-end** Data management
- **Stewardship-minded** Data Scientists

Complication

- **Independent data** silos
- **No accuracy** of data content
- **Data inconsistencies** across different departments
- **Deficient responsibility** for maintaining data framework

Goal

- ✓ **Common definitions**
- ✓ **Scrutinizing** data management
- ✓ **Source to target** visualization of data lineage
- ✓ **Identifiable** data alterations across business
- ✓ **Roles & responsibilities**

Data Strategy is here…

Data Management Framework

Data Manipulation

- Data Preparation
- Data Exploration
- Metadata Management
- Profiling & Monitoring

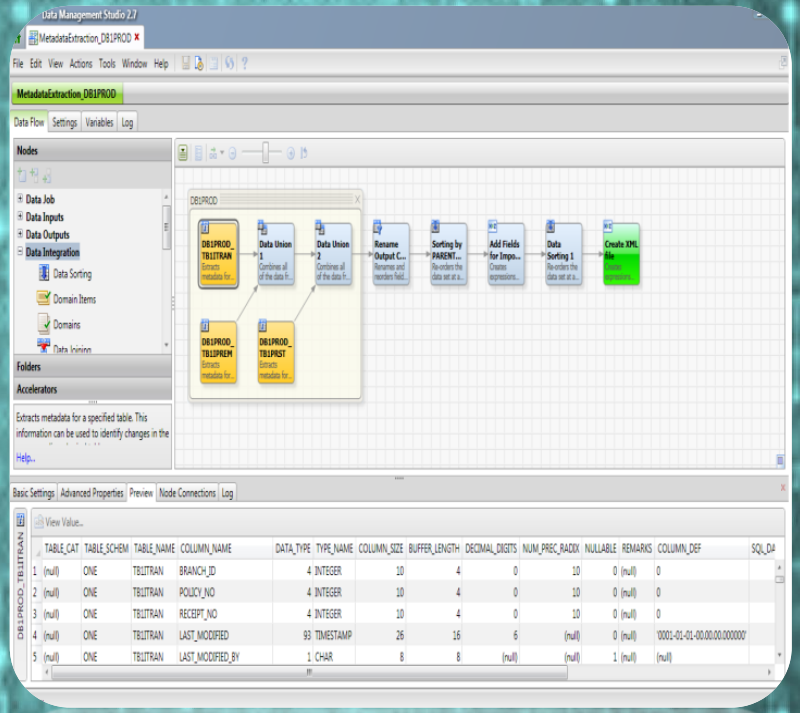
Business Data Network

- Terms and Definitions
- Data Lineage
- Business Glossary
- Data Dictionary

Data Workbench

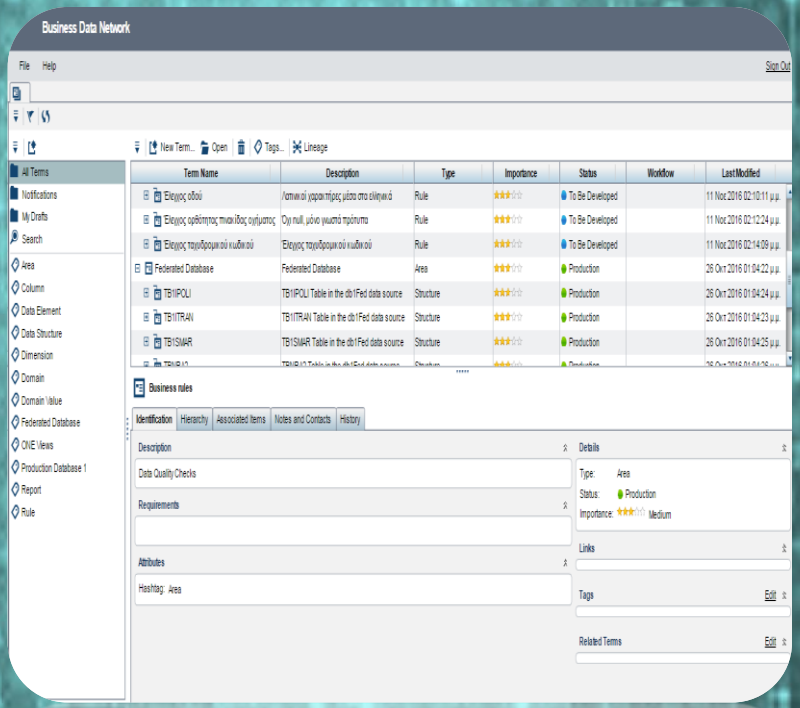
- Quality Knowledge Base
- Data Reporting & Dashboards
- GDPR Categorization
- Data Encryption & Masking

Data Manipulation



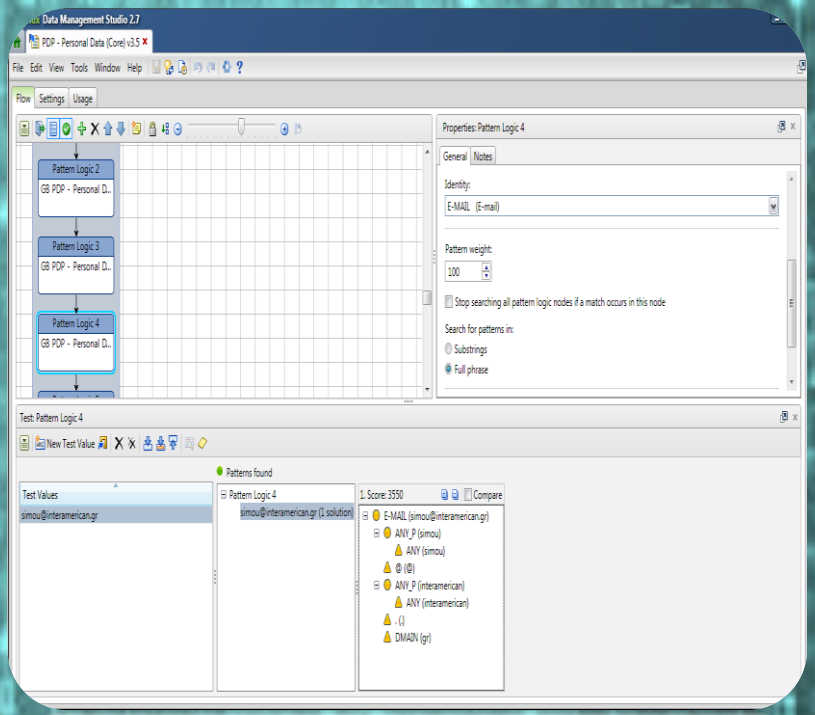
- ✓ Integrate disparate data sets
- ✓ Data profiling operations
- ✓ Technical Metadata management
- ✓ Recognize problematic data
- ✓ Pattern Recognition

Business Data Network



- ✓ Modify Terms
- ✓ Search Business Definitions
- ✓ Versioning and Roll-Back
- ✓ Data Dictionaries Management
- ✓ Manage Terms Relations with associated items

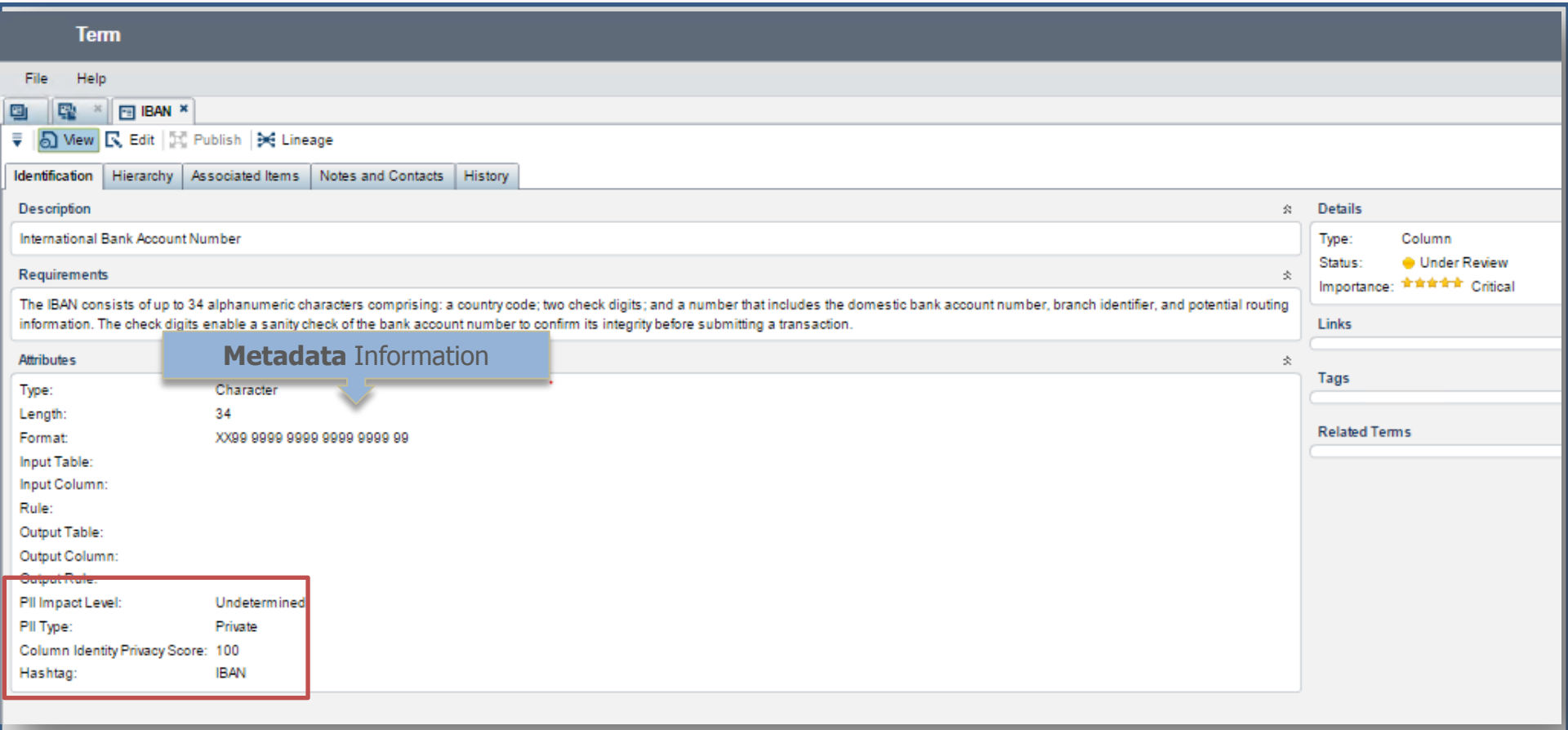
Data Workbench



- ✓ Patterns & Vocabulary Base
- ✓ Visualize Data Traceability
- ✓ Dashboarding Data Profiling
- ✓ Personal Data Categorization
- ✓ Data Encryption and Masking

Business Data Network

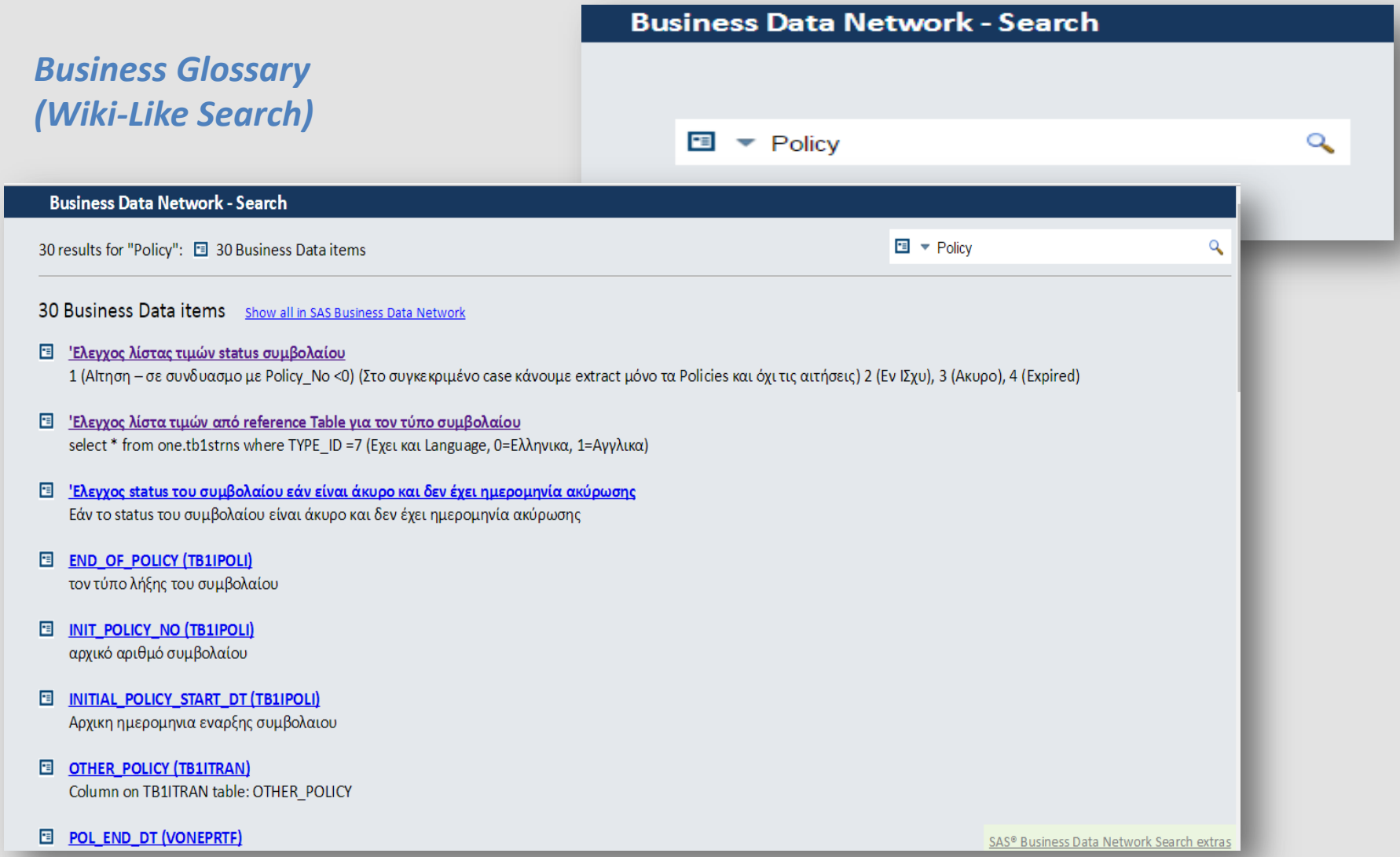
Personal Identifiable Information -PII



- ✓ **Provide information which can be used to distinguish or trace an individual's identity, such as their name, social security number, biometric records, etc.**
- ✓ **Alone, or when combined with other personal or identifying information which is linked or linkable to a specific individual, such as date and place of birth etc.**

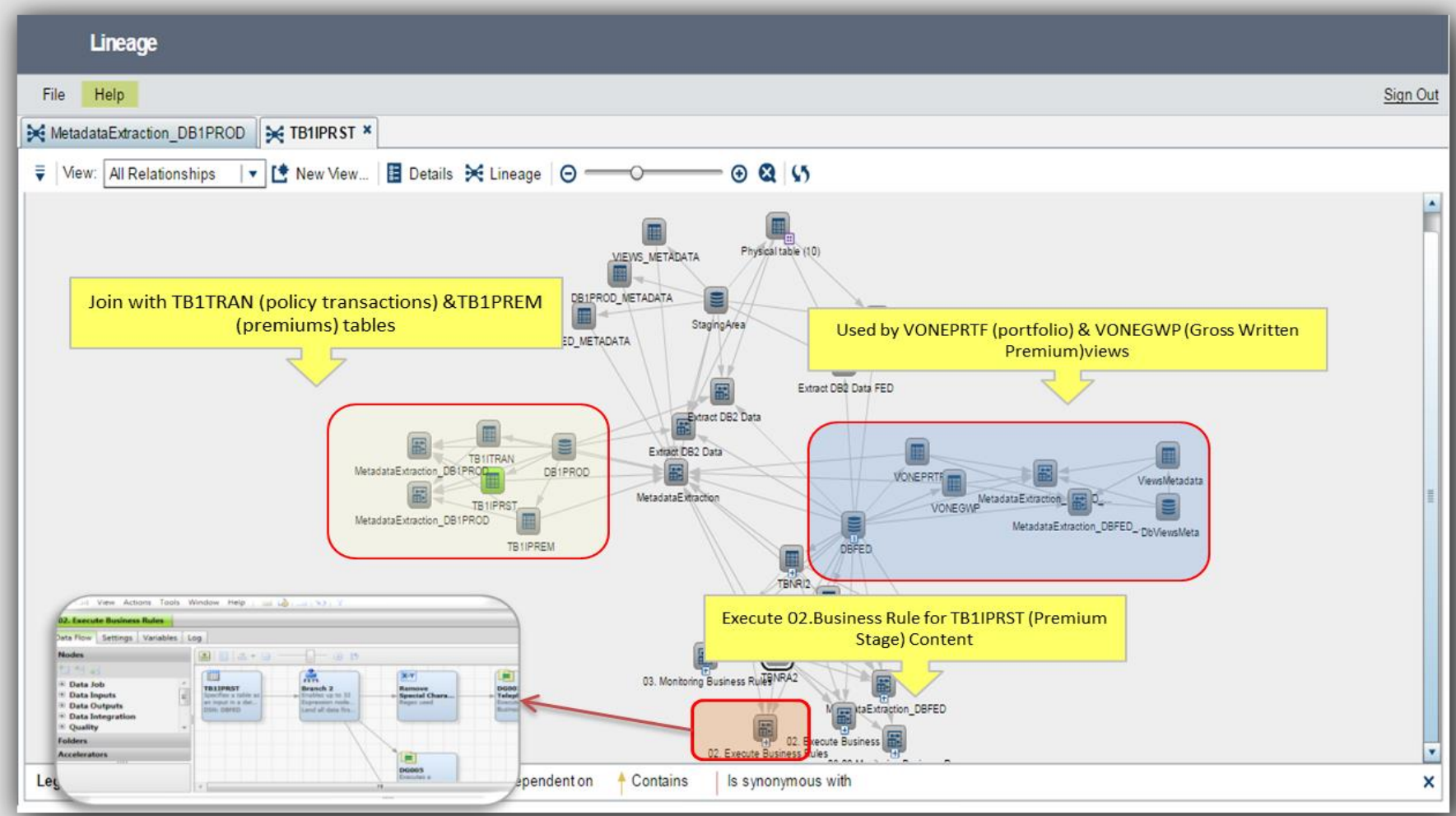
Business Data Network

Business Glossary
(Wiki-Like Search)



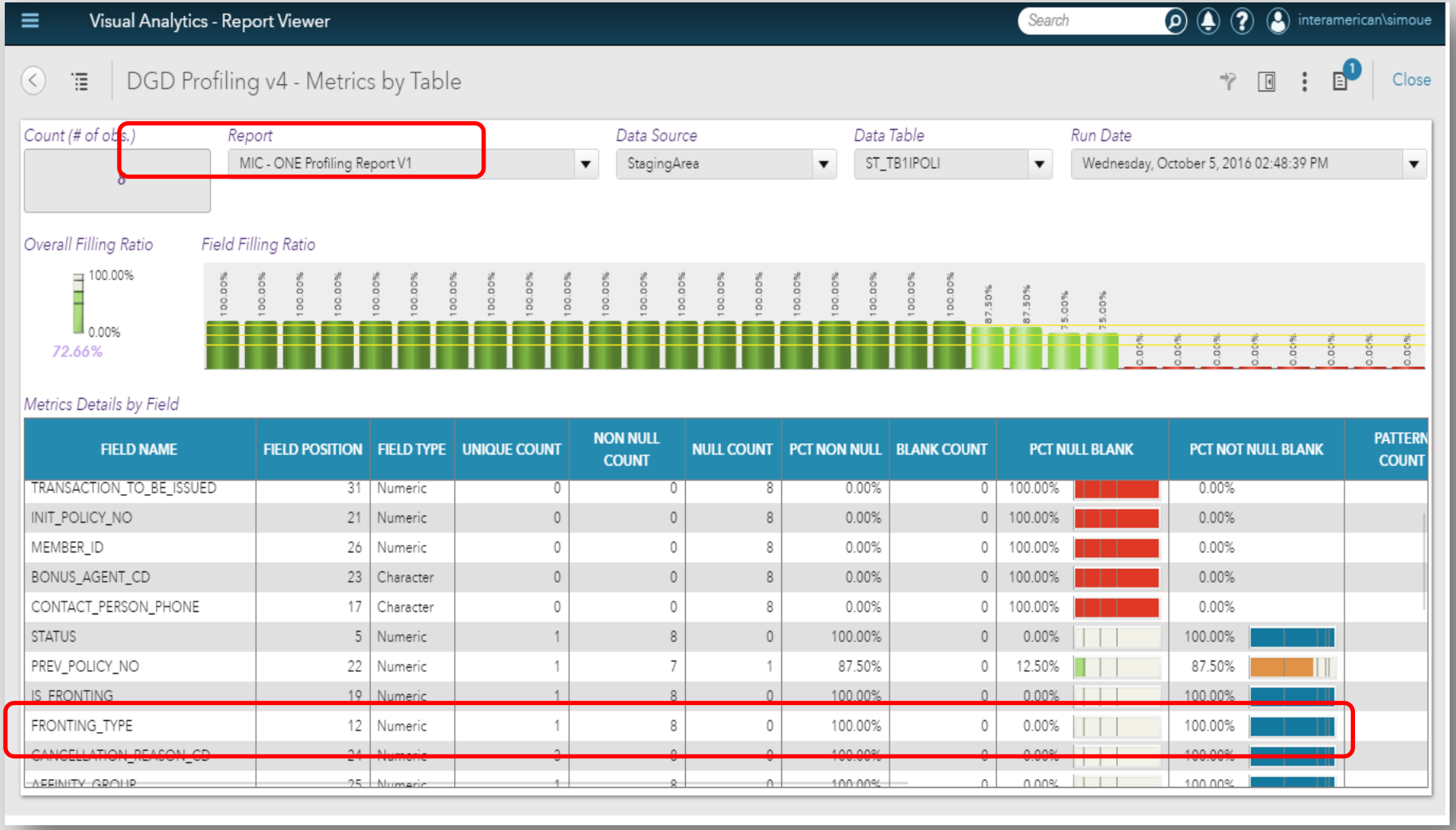
Business Data Network

Data Lineage



Data Workbench

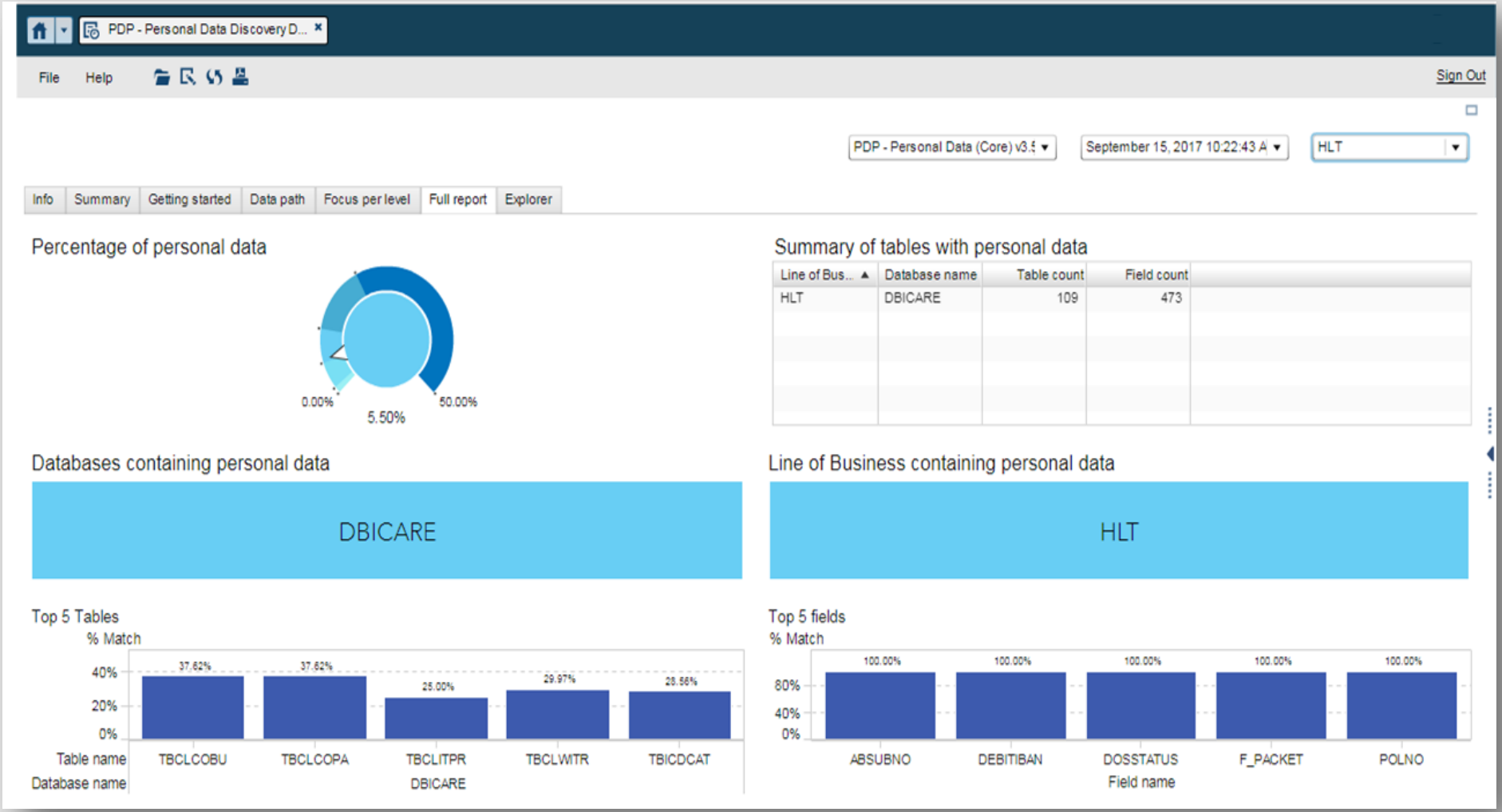
Reporting and Dashboard



FIELD NAME	FIELD POSITION	FIELD TYPE	UNIQUE COUNT	NON NULL COUNT	NULL COUNT	PCT NON NULL	BLANK COUNT	PCT NULL BLANK	PCT NOT NULL BLANK	PATTERN COUNT
TRANSACTION_TO_BE_ISSUED	31	Numeric	0	0	8	0.00%	0	100.00%	0.00%	
INIT_POLICY_NO	21	Numeric	0	0	8	0.00%	0	100.00%	0.00%	
MEMBER_ID	26	Numeric	0	0	8	0.00%	0	100.00%	0.00%	
BONUS_AGENT_CD	23	Character	0	0	8	0.00%	0	100.00%	0.00%	
CONTACT_PERSON_PHONE	17	Character	0	0	8	0.00%	0	100.00%	0.00%	
STATUS	5	Numeric	1	8	0	100.00%	0	0.00%	100.00%	
PREV_POLICY_NO	22	Numeric	1	7	1	87.50%	0	12.50%	87.50%	
IS_FRONTING	19	Numeric	1	8	0	100.00%	0	0.00%	100.00%	
FRONTING_TYPE	12	Numeric	1	8	0	100.00%	0	0.00%	100.00%	
CANCELLATION_REASON_CD	24	Numeric	0	0	8	100.00%	0	0.00%	100.00%	
AFFINITY_GROUP	25	Numeric	1	8	0	100.00%	0	0.00%	100.00%	

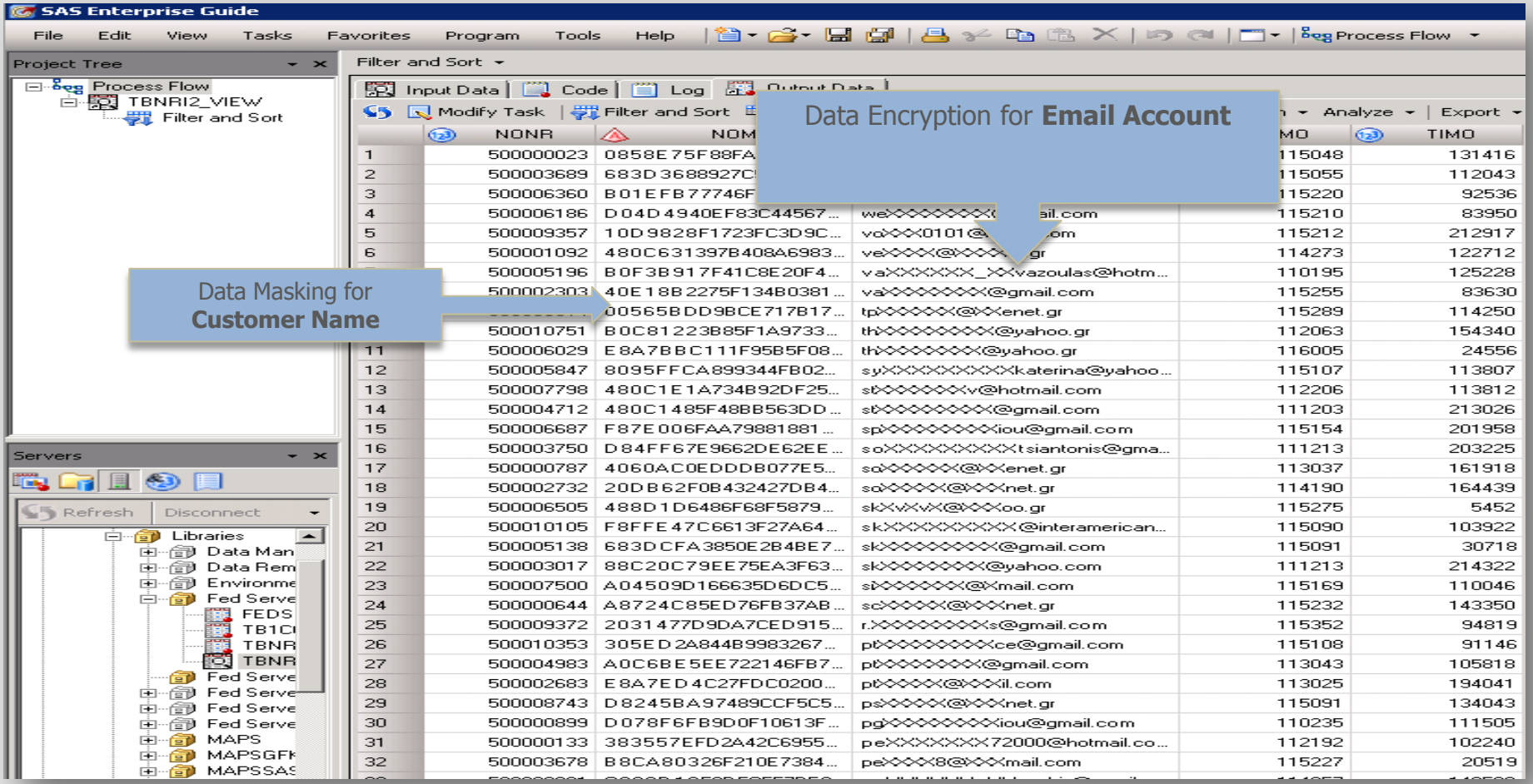
Data Workbench

Reporting and Dashboard



Data Workbench

Encryption and Masking



	NONR	NOM	MO	TIMO
1	500000023	0858E75F88FA	115048	131416
2	500003689	683D3688927C	115055	112043
3	500006360	B01EFB77746F	115220	92536
4	500006186	D04D4940EF83C44567...	115210	83950
5	500009357	10D9828F1723FC3D9C...	115212	212917
6	500001092	480C631397B408A6983...	114273	122712
	500005196	B0F3B917F41C8E20F4...	110195	125228
	500002303	40E18B2275F134B0381...	115255	83630
		00565BDD9BCE717B17...	115289	114250
	500010751	B0C81223B85F1A9733...	112063	154340
11	500006029	E8A7BBC111F95B5F08...	116005	24556
12	500005847	8095FFCA899344FB02...	115107	113807
13	500007798	480C1E1A734B92DF25...	112206	113812
14	500004712	480C1485F48BB563DD...	111203	213026
15	500006687	F87E006FAA79881881...	115154	201958
16	500003750	D84FF67E9662DE62EE...	111213	203225
17	500000787	4060AC0EDDDB077E5...	113037	161918
18	500002732	20DB62F0B432427DB4...	114190	164439
19	500006505	488D1D6486F68F5879...	115275	5452
20	500010105	F8FFE47C6613F27A64...	115090	103922
21	500005138	683DCFA3850E2B4BE7...	115091	30718
22	500003017	88C20C79EE75EA3F63...	111213	214322
23	500007500	A04509D166635D6DC5...	115169	110046
24	500000644	A8724C85ED76FB37AB...	115232	143350
25	500009372	2031477D9DA7CED915...	115352	94819
26	500010353	305ED2A844B9983267...	115108	91146
27	500004983	A0C6BE5EE722146FB7...	113043	105818
28	500002683	E8A7ED4C27FDC0200...	113025	194041
29	500008743	D8245BA97489CCF5C5...	115091	134043
30	500000899	D078F6FB9D0F10613F...	110235	111505
31	500000133	383557EFD2A42C6955...	112192	102240
32	500003678	B8CA80326F210E7384...	115227	20519

Asset because…

- **Strengthen** data consumer trust resulting in customer loyalty
- **Understand** current levels of data awareness and policy engagement amongst principal data stakeholders
- **Provide** a single environment for aligning Business and IT, pinpointing problems and monitoring quality
- **Uncover** insights can provide a foundation for faster, better business decisions across the enterprise

Data Management

…is not just another
framework but a great opportunity
to enhance operational excellence!


Thank you!
INTERAMERICAN