



DATA MANAGEMENT ASSESSMENT AND ROADMAP

Data Blueprint develops tailored solutions for a Specialized Insurance Provider

BUSINESS CASE

This specialty insurance provider has achieved industry-leading success in selling specialized insurance products. Multiple marketing channels and partners are leveraged to reach the end consumer. A recent business initiative has created hundreds of highly targeted products for Internet sales that need to be presented at the right time, in the right context for the right customer profile. The complex portfolio of offerings has become difficult to analyze in terms of profitability and organizational impact, making it increasingly difficult to manage strategically. In order to guarantee continued success, the company needs to mature in its data management, governance, integration, and metadata management. These procedures will enable it to use business critical data with confidence when making future business decisions. Additionally, these procedures will also equip the company with the necessary flexibility to adapt to their changing marketplace.

Upon completion of this project, Data Blueprint successfully provided the framework and roadmap to support industry data management practices.

TAILORED SOLUTION

Data Blueprint was engaged to conduct a current data management assessment and develop a data management roadmap for the organization. Additional requirements included performing a pilot of tracing and documenting a piece of business critical data throughout the company. The roadmap document consisted of organizational data governance, metadata management, data architecture, and data quality requirements.

ORGANIZATION

Specialized Insurance Provider

INDUSTRY

Insurance, Travel

SERVICES

Data Management Assessment & Roadmap, Pilot Project for Data Management

RESULTS

Upon completion of this project, Data Blueprint successfully provided the framework and roadmap to support industry data management practices. This solution has provided the following benefits:

- Created data management and enterprise vision for data assets
- Improved data governance and confidence in metadata definitions
- Established consistent data definitions and reporting throughout the organization
- Identified and documented critical business processes
- Ensured time savings, improved operational capabilities and competitive edge



ABOUT DATA BLUEPRINT

Data Blueprint is a data management consulting firm that puts organizations on the right path to leverage data for competitive advantage and operational efficiency. We unlock business value. It is our belief that strong data management capabilities are the key to sustained long-term value creation. Our unique approach leverages core competencies in both foundational and technical data management practices. We help clients leverage data as a strategic investment and become data-driven.

