



UNLOCKING BUSINESS VALUE

# GAINING COMPETITIVE ADVANTAGE THROUGH A DATA VAULT 2.0 PLATFORM AND METHODOLOGY

Data Blueprint designs and implements a BI and data analytics platform for a national insurance broker

## CLIENT BACKGROUND

This client is an insurance broker in the Professional Employer Organizations (PEO) industry with a predominant focus on workers compensation insurance. The organization provides customized solutions for complex issues. Their approach offers creative coverage options, proprietary data analysis and insights, and an executive risk management approach that provides their clients with best practices and metrics to increase profitability and mitigate risk. This organization believes in educating their clients and providing transparency throughout the underwriting and procurement process. What sets them apart is their deep industry knowledge and carrier relationships. With 300+ firms under management, this organization is the market leader in their industry.

In order to establish a unified view of all their data points, Data Blueprint built an analytics platform utilizing data vault 2.0 methodologies that integrates policy, payroll and claims data. This gave our client previously non-existent analytical capabilities that are flexible to meet the changing needs of business.

### ORGANIZATION

Insurance broker

### INDUSTRY

Insurance, Professional Employer Organizations

### TAILORED SOLUTIONS

- \_Data Integration
- \_Data Analytics Platform
- \_Analytics Data Store
- \_BI Solution

## BUSINESS CASE

The organization's goal was to optimize premium pricing for their coverage offerings and enhance their ability to create and manage receivables. The company lacked the necessary technical and foundational data management capabilities to achieve this. Without any data management plan or strategy and a single database with over 100 tables —many of which were unrelated to each other, the client was unable to develop the integrated view of policy, payroll and claims data to run their optimization model. The payroll data was critically important because it drives both pricing and receivable generation.

## OUR TAILORED SOLUTION

In order to establish a unified view of all their data points, Data Blueprint built an analytics platform that integrates policy payroll and claims data. This gave our client previously non-existent analytical capabilities across a number of dimensions and resulted in their ability to:

- Model and optimize pricing
- Assess the overall health of their operations
- Identify lost or missing revenue
- Improve accuracy of claims processing through workflow enhancements
- Quickly integrate new data sources for additional analysis

While all of these improved capabilities represent important benefits, our client utilized its newfound integrated analytical capabilities to gain a more in-depth perspective of their insurance portfolio and clients.

Given the use of the data vault 2.0 methodology they have additionally been able to sell jurisdictional, geographic, and other aggregated data to the market with their new data platform and modeling capabilities. This new capability clearly represents an additional revenue engine, adding to their competitive advantage and solidifying their position as an industry leader.

## STRENGTHENING CLIENT CAPABILITIES

From the outset of the discovery period, Data Blueprint's team of consultants worked in close collaboration with client staff to share everything from the questions asked of key stakeholders, to key design considerations for the analytics platform.

This knowledge transfer aspect of our projects is intended to strengthen client capabilities so they can perform similar results on their own in the future-- we try to work ourselves out of a job. Some of the key knowledge transfer components for this client included:

1. How to identify and capture requirements for designing and building a data platform. How to build and implement the platform.
2. How to develop and manage the processes and workflows that create and maintain operational data.
3. How to conduct root cause analysis on data quality issues. How to create strategies for fixing the issues at the source, be they technical, business process, or organizational related.

## 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 foundational and technical data management practices. We help clients leverage data as a strategic investment and become data-driven.

