



## Case Study: Post-Merger Data Warehouse Consolidation

**Industry:** Insurance

**Customer:**

This Fortune 100 Company is one of the largest diversified insurance and financial services organizations in the world. Providing more than 16 million policies nationwide, this company employs over 35,000 people.

**Challenge:**

The organization had recently acquired a regional insurance company, leaving two large data warehouses to be integrated. Project leaders needed the ability to provide reports on the data immediately, while ensuring the merged data was reliable and accurate.

**Solution:** Data Warehouse Consolidation

Using Sypherlink Harvester, the organization was able to automatically determine data and metadata relationships across the two disparate data warehouses and quickly map the exceptions. Then, Sypherlink Exploratory Warehouse enabled a virtual view of the merged data warehouse to ensure IT and business user needs aligned, while providing immediate reporting across the two data stores.

### Sypherlink Helps Leading Insurance Company Accelerate Business Value and Reduce Project Risk with Harvester™ and Exploratory Warehouse™

This Fortune 100 organization provides a wide variety of insurance and financial services to its clients nationwide. A recent acquisition of a regional insurance provider brought a large growth opportunity as well as the need to integrate the acquired data warehouse within the company's existing data warehouse. The company needed a way to provide immediate value to management in the way of reports on the consolidated data, while ensuring the integration effort would result in a single data warehouse consisting of accurate, reliable information.

#### An Accelerated, Low-Risk Approach Was Needed

As the customer knew, the first step in any data integration effort was the mapping process – or determining where field level relationships exist and how they relate between disparate data sources. This process was typically done manually at a rate of about 1.5-2 relationships mapped per hour, per person. Given the size of the two data warehouses to be merged, the organization estimated it would take one full-time domain expert almost 10 months to complete the relationship mappings. Because of the importance of providing access to the information immediately – and ensuring it was of high quality, the organization needed a way to accelerate this mapping process.

The company also knew the integration effort would meet with many of the road blocks typically associated with these projects. Time constraints, limited subject matter expertise, and volume of work contributed to the risk of not meeting defined objectives. The company needed a way to ensure business users' needs would be met while reducing the risk involved with the physical data warehouse consolidation.

#### The Solution

The solution came with a unique offering from Sypherlink and the organization's ability to view the typical integration process in a new way. Using Sypherlink Harvester™ and Exploratory Warehouse™, the typical design, development, testing and deployment process for the data integration project was shortened significantly while ensuring business user needs were met immediately and long term.

First, Harvester's patented heuristic matching technology was run against the tables within the two data sources to: 1) automatically discover the available data and metadata, and 2) analyze, evaluate and provide confidence scoring on the similarities and compatibilities between field names, field attributes and actual data.



Then, Harvester’s intuitive user interface was used to quickly pare down relationships found to just those that mattered. The interface also enabled the company’s subject matter experts to easily map the remaining exceptions.

**Results:**

- Reduced time, cost and resource requirements
- Eliminated risks typically associated with data integration initiatives, including costly rework
- Aligned business interests with technical requirements
- Automatically determined relationship mappings between two large data warehouses
- Enabled rapid user validation & map editing through a simple interface
- Provided immediate reporting capabilities to support business user needs

<b>Traditional Approach</b> (estimated)	<b>Time Required</b>
• Data/Metadata Discovery & Mapping	10 months
• Report Delivered	18+
<b>Using Sypherlink</b>	
• Data/Metadata Discovery & Mapping	25 hours
• Report Delivered	10 days
<b>Impact</b>	<b>40-60x improvement</b>

Once the data relationships were successfully mapped, the next step was the physical integration of the two data warehouses. Exploratory Warehouse was used to rapidly prototype the combined data warehouse by providing a single, virtual instance of the two data sources. Project leaders were able to run single queries from their existing business intelligence application against the two disparate data warehouses. The information was then used to create reports across the combined data, allowing business users to take immediate action on the relevant information, while ensuring the target warehouse would meet their needs.

A critical requirement to success for this initiative was the ability for the solution to adhere to both the organization’s stringent technical requirements and its business culture of being able to act upon information quickly. Sypherlink’s unique technology allowed the organization to meet both immediate and long-term goals while avoiding the risks typically involved with data integration initiatives.

