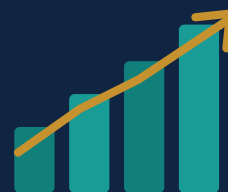


CASE STUDY · INSURANCE · DATA WAREHOUSE

American Family Insurance

A business case for automating ETL in a one-terabyte MPP data warehouse, documenting over \$1 million a year in savings.



Overview

Client: American Family Insurance.

Industry: Insurance, MPP data warehouse, property and casualty.

Challenge

American Family Insurance's success in deploying a one-terabyte data warehouse on an MPP platform left them with the dilemma of tripling the number of data warehouse applications over three years. Because they lacked available, suitable tools for their environment, they manually built the ETLs.

Underwriting lacked access to timely, complete, consistent data, because there was not enough time to transform operational data into the enterprise data warehouse and the department multi-dimensional reporting systems.

Solution

- ▶ Automated the environment with Microsoft Data Transformation Services.
- ▶ Documented savings of over \$1 million a year in a business case.
- ▶ Built a metadata-driven DTS transformation on a pilot project, after the business case was accepted, to establish a proof of concept.

Results

- ▶ The business case communicated a savings of over one million dollars, in generally accepted accounting principles.
- ▶ American Family Insurance jointly presented the findings at the DCI Data Warehouse Conference in Atlanta, GA.

Contact Anthony Sarno at 728-230-5573 to learn how AI ROI GTM programs can impact your bottom line.

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