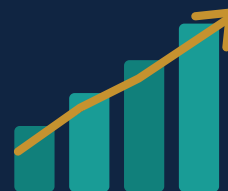


CASE STUDY · INSURANCE · DATA WAREHOUSE

Sumitomo Marine Management

Designing a decision support capability for a property insurer newly converted to AS/400, built around cross-selling.



Overview

Client: Sumitomo Marine Management. IBM lead contractor.

Industry: Property insurance.

Role: Senior data warehouse consultant, responsible for data warehouse requirements and design.

Situation

IBM converted Sumitomo Marine Management's operational system to an AS/400 platform. They lacked a decision support capability.

Source databases included DB/400, Oracle, and Lotus Notes.

Solution

- ▶ Created and executed a structured approach to gather business requirements.
- ▶ Conducted joint application development sessions with senior executives to create and align business objectives to the data warehouse.
- ▶ Used business examples to convey the content and usage of the data warehouse.
- ▶ Designed a technical infrastructure system architecture that used a metadata layer to manage the warehouse.
- ▶ Completed a comprehensive analysis of available products prior to recommendations.

Deliverables

- ▶ Star schema data models generated in ERwin.
- ▶ Multidimensional prototypes created in Cognos and DSS Agent.
- ▶ Data warehouse meta models.

- ▶ An evaluated and recommended repository.
- ▶ A multiple-phase architecture with implementation project plan and costs.
- ▶ A tool selection methodology, created and executed.

Results

- ▶ A data warehouse supporting multidimensional, detailed, and cross-selling reporting.
- ▶ Final architecture resulted in a mechanized warehouse with a business information directory.
- ▶ Leveraged their core capability to increase market share in their target market, by increasing cross-selling without increasing operational costs.

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

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