

Successful Data Quality Management in the Insurance Industry

Data Quality Assessment by IBM and BearingPoint

The Challenge

A key challenge in **Enterprise Data Management** is to integrate data from diverse heterogeneous sources. The demand for high data quality affects all organizational levels. Mergers and acquisitions, Customer Relationship Management activities, the implementation of sales information or controlling systems, data exchange between cooperating companies – just a few examples in which the success of the project relies on the ability to deliver high quality data. Particularly consolidation and migration projects require a holistic and continuous data quality management approach.

The Solution

IBM and BearingPoint have designed a holistic and sustainable approach based on standard ETL and data warehouse platforms which tackles the lack of data quality in heterogeneous IT landscapes.

- **Continuously assessing and improving data quality** – Enterprise wide goals and objectives are defined and expressed in terms of business rules applicable to the data itself.
- **Seamlessly integrating data quality management** – The business rules are implemented on all architectural layers. Metrics and thresholds are used to monitor data quality.

- **Organizational aspects of data quality management** – Responsibility for data quality is assigned to dedicated organizational roles. Defect management processes are triggered based on the implemented metrics and thresholds.

The Data Quality Assessment Initiative by IBM and BearingPoint can be the starting point to establish data quality management within your company.

Key Solution Components

Continuous Improvement

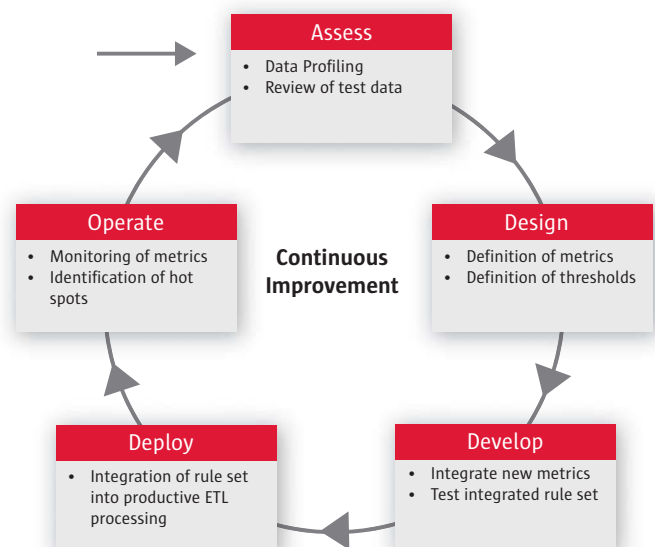
Despite the strategic impact of high quality data, its management is frequently considered an IT issue, often only within the scope of a project. However, data quality management is a cross-sectional topic that goes beyond the scope of a single project and that needs to be addressed along the whole development cycle.

Data Quality Assessment

During the assessment, the current level of data quality is analyzed by examining selected use cases, data models and (anonymous) test data. Based on the results, we evaluate the most pressing needs and how data quality should be positioned within your company.

Integrated Solution

Introducing metrics to indicate data quality issues is a fundamental part of our approach. It allows detecting quality issues at an early stage, can help to prevent from extensive error search and helps setting up a single point of truth for your business critical data.



Key Benefits

The benefits of this solution can affect various processes and IT systems:

- **Data harmonization and integration** to a unique company-wide view
- Reduction of **maintenance costs** in the data warehouse landscape
- Enhanced **confidence** in the data
- Information will be clearly understood, equally transformed and processed to support and speed up **risk and compliance** initiatives
- Creation of **normalized view on customer data** across all channels
- Data profiling and data analysis enabling marketing managers to set up **cost effective campaigns**
- **Mitigation of risks** evolving from system migrations or upgrade projects using rule based data transformation processes

Our contact

Thomas Grüner
 BearingPoint GmbH
 Partner
 Tel: +49 69 13022 1607
 thomas.gruener@bearingpointconsulting.com

Christoph Jakfeld
 BearingPoint GmbH
 Director
 Tel: +49 173 576 4034
 christoph.jakfeld@bearingpointconsulting.com

Annette Weichbrodt
 IBM Software Group
 Business Development Manager
 Tel: +49.170.224 924 7
 annette.weichbrodt@de.ibm.com

Helping our clients get sustainable, measurable results

BearingPoint is an independent management and technology consultancy. Owned and operated by its Partners throughout Europe, BearingPoint provides its clients with the best possible value in terms of tangible, measurable results by leveraging business and technology expertise. The company currently employs 3.250 people in 14 European countries and serves commercial, financial and public services clients. BearingPoint offers its clients a seamless cross-border approach, strong focus on results, an entrepreneurial culture, profound industry and functional knowledge, as well as solutions customised to clients' specific needs. The firm ranks high in client satisfaction, has long-standing relationships with reputable organisations and is seen as a trusted adviser. BearingPoint has European roots, but operates with a global reach.

For more information, please visit:
www.bearingpointconsulting.com

We are BearingPoint.
 Management & Technology Consultants

BearingPoint GmbH
 Speicherstraße 1
 60327 Frankfurt am Main

www.bearingpoint.de

© 2010 BearingPoint GmbH, Frankfurt/Main.
 All rights reserved. Printed in the EU. BearingPoint is a registered trademark of BearingPoint, Inc., or its affiliates, in the United States and other countries. Any other marks are the property of their respective owners. FC 0392 EN

