Transformation Insurance:

Generali Goes Digital with a Trusted Data Foundation

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Victor Garcia
Data Governance Leader
Generali Spain

Goals	Solution	Results
Increase employees' awareness of data governance, minimize manual processes, and create a data-driven culture across all business units	Deploy Informatica Axon Data Governance to provide integrated, automated, intelligent data governance at scale	Accelerates data governance processes while saving time for 35 data owners and 45 data stewards by automating previously manual processes
Organize data enterprise-wide to allow employees to easily discover and inventory data assets	Automatically scan and catalog data using Informatica Enterprise Data Catalog	Enables employees to discover data using simple search, with a complete view of data lineage
Improve insured and policy data quality to support an evolving data strategy and new Analytics Solution Center	Integrate governance, cataloging, and data quality for holistic data management and impactful analytics	Increases the reliability and sense of ownership of data while laying the groundwork for new business insights with big data analytics

Informatica Success Story: Assicurazioni Generali

Generali is one of the world's largest and oldest insurance providers, first rising to prominence in Europe and then expanding globally. Like many medical insurers, and property and casualty insurance companies, it is undergoing digital transformation in an effort to be more customer-centric. However, at Generali, digital transformation doesn't start with apps; instead, it starts with how data is collected and managed. As the company relies more on its insured and policy data, it is striving to increase employees' awareness of data governance, minimize manual, spreadsheet-based processes, and create a data-driven culture across all business units.

Generali also seeks to democratize and organize data by establishing an enterprise data catalog to allow employees to easily discover and inventory data assets. It recently launched a new Analytics Solution Center to foster digital transformation by promoting and supporting the adoption of data analytics throughout the insurance value chain. To be successful, Generali must first feed the Solution Center with high-quality data before it can reliably use analytics to provide new insights for product definitions, strengthen fraud detection systems, streamline claims management, and identify the best customers for specific products.

"Data management is crucial to how we manage and grow our business," says Victor Garcia, Data Governance Leader at Generali Spain. "During the last few years, data has increased exponentially across all our different lines of insurance business. We need modern processes and tools to deal with all this data and create value from it."

Improving data quality and accessibility

To provide integrated, automated, intelligent data governance on a global scale, Generali Group chose Informatica Axon Data Governance. It also selected Informatica Enterprise Data Catalog to automatically scan and catalog data across all lines of business. The company decided to pilot both products first in Spain, one of its largest markets, before rolling them out globally.

"We chose Informatica Axon Data Governance and Informatica Enterprise Data Catalog for three reasons," says Garcia. "First, Informatica is a global company like Generali and can provide the worldwide support that we require. Second, Informatica offers an integrated solution where data governance, cataloging, and quality all come together. Third, we looked at independent reviews from respected sources such as Gartner, and all of them rated Informatica very highly."

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With Informatica Axon Data Governance, Generali can easily identify stakeholders and facilitate knowledge transfer across its different lines of business. Many data governance processes that were previously manual can be automated to improve efficiency, saving valuable time for 35 data owners and 45 data stewards.

"When we used spreadsheets to manage data governance, there were lots of stakeholders making changes. It became very difficult to manage," says Garcia. "With Informatica Axon Data Governance, it's much easier for them to collaborate."

Informatica Enterprise Data Catalog integrates with Informatica Axon Data Governance to quickly find the data they need to uncover analytics insights. Informatica Axon Data Governance also enables Generali to generate data quality measurements based on business definitions, then measure and monitor them over time.

"Informatica Axon Data Governance and Informatica Enterprise Data Catalog help us govern and manage our data in a much more professional way," says Garcia. "In Spain, we are currently focused on complying with the EU's Solvency II directive for capital requirements, and our ambition is to spread the adoption of the tools to our Analytics Solution Center."

Saving time on data governance and discovery

The integrated Informatica solutions are helping Generali create a sense of data governance culture and communicate standardized governance policies across its business units. Automating data governance processes saves time for employees, who can now discover data using simple search, with a complete view of data lineage.

"Informatica Axon Data Governance and Informatica Enterprise Data Catalog will allow us to reduce the number of manual tasks related to data management and governance," says Garcia. "Processes complete faster, and we are increasing the reliability of our data and also employees' sense of ownership over data."

Strengthening data-driven analytics capabilities

The solution will allow Generali to fuel its Analytics Solution Center with better quality data, helping the company generate impactful business insights with big data analytics. For example, it can use analytics to automate medical expense reimbursement management, match customers to insurance products, and even use image analytics to automate the settlement of simple auto insurance claims.

"Informatica Axon Data Governance helps us feed our analytics models with trusted, governed data to meet the high expectations of the business and our customers for digital transformation."

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"To be a truly data-driven company, we always need to be improving our analytics capabilities," says Garcia. "Informatica Axon Data Governance helps us feed our analytics models with trusted, governed data to meet the high expectations of the business and our customers for digital transformation."

Inside The Solution:

- Informatica Axon Data Governance
- Informatica Enterprise Data Catalog

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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