

# INFORMATICA SUCCESS STORY – DATA QUALITY

## TRANSAMERICA LEVERAGES A COMPLETE CUSTOMER VIEW AND INCREASES EFFICIENCY AND FUTURE-PROOFED SCALABILITY

### SOLUTION IN BRIEF – DATA QUALITY

Transamerica's Enterprise Marketing and Analytics Platform (EMAP) project was launched to provide a complete view and understanding of all customer and prospective customer relationships across Transamerica's operations.

EMAP utilizes a Hadoop-based "Data Lake" which pools customer-oriented data from across the enterprise and makes it available for strategic planning, operational analytics, marketing analytics, predictive modeling, business intelligence and other use cases.

#### **Business Need:**

- To provide a complete view and understanding of all customer (approximately 20 million) - and prospective customer - relationships across Transamerica's operations.
- To launch a collaborative effort with representatives from the company's IT, marketing and business intelligence communities, and form a new approach to collaboration within the company and data utilization.

#### **Challenges:**

- As a result of legacy acquisitions over the years, Transamerica operations were hampered by data growth, fragmented data and siloed data warehouse environments – resulting in an incomplete view of customer circumstances and need, as well as exacerbating lengthy time-to-insights.

*"Our aim is to help people build a lifetime of financial security. Now we're able to better connect with our customers throughout different life stages".*

*—Gerard Rescigno, Senior Vice President, Chief Technology Officer, Transamerica*

