



THE AMERICAN ASSOCIATION OF INSURANCE SERVICES (AAIS)

Insurance | North America

AAIS leverages Semarchy Data Platform atop its Data Lake to serve up product and associated reference data, leveraging an intricate data model covering millions of records. The American Association of Insurance Services (AAIS) serves the P&C insurance industry as the only national not-for-profit advisory organization wholly owned by its member companies. AAIS delivers tailored advisory solutions including top-shelf policy forms, rating information, and data management capabilities.

AAIS needed to refine the process of communicating data intelligence across the organization with a flexible, configurable interface to support demanding business users. To accomplish this in a highly-regulated industry like the US Insurance Market, they needed to marry a data hub that could connect with back-end systems, the data lake, and interact in real time with the business tools in use.

AAIS approached Semarchy with the following data challenges and business drivers:



CHALLENGES:

- **Data Management:** Effectively marry MDM, RDM, and Governance from a Data Hub with a scalable enterprise Data Lake.
- **Data Integration:** Overcome challenges from home-grown and legacy systems that need to be maintained alongside and integrated with new platforms.
- **Data Versioning:** Maintain lineage and help the business understand why and when changes happen.
- **Data Lake:** Accept all formats and harmonize everything for everyone.
- **Data Hub:** Compliment the Data Lake with MDM, Data Governance, Data Quality and Enrichment.
- **Big Data:** Integrate and accept more data -- volume & variety
- **Auditable Data:** Establish solid data lineage/traceability



BUSINESS DRIVERS:

- **Improve Consistency:** Marry data from widely different formats, fields and structures.
- **Flexible Formatting & Usability:** Adapt to customer's needs, and that of their B2B platforms.
- **Configurable UI:** Democratize data and the management of information.
- **Connect to any Source:** Remove barriers for using data by the organization.
- **Auditability:** Ensure regulatory compliance & adherence to Standards of Practice.
- **Translate complex data:** Capture & translate actuarial insurance product level data.
- **Self-Service:** Get the data engineering out of the actuarial team.
- **Consistency:** Deliver products to carriers with rigorous QA.



SOLUTIONS:

Semarchy worked with AAIS to deliver Master Data Management (MDM), Reference Data Management (RDM), as well as Data Governance with a highly-scalable enterprise data lake.

Semarchy xDM helps AAIS to deliver the most accurate, up-to-date, and complete data to their partner organizations and enables AAIS to refine the process of communicating data intelligence across the organization with a highly-configurable interface that supports demanding business users.

Semarchy xDM is enabling:

- Data Lake Automations: ETL operations driven by MDM data and governed processes
- Improved governance of Organizational and Product semantics
- Customer 360° Centralization of Customer Data for better intelligence and communications

Since implementation, AAIS has experienced the following benefits:

- Reducing affiliate implementation times by over 85%
- 75% improvement in efficiency
- Ownership of data with internal data stewards
- Fully governed and auditable data



AWARDS & REVIEW S

It's not what we say about Semarchy xDM and xDI that matters. It's the recognition of our industry and the success of our customers — from business leaders to data teams — that confirms our value.



3x Gartner Magic Quadrant for MDM Solutions Leader (2020-2022)



The Forrester Wave™: Master Data Management Solutions, Strong Leader



Gartner Peer Insights Customers' Choice for MDM 6 years in a Row (2019-Now)



Semarchy, a leader in the data integration and master data management markets, enables organizations to rapidly generate business value from their data. Its unified platform enables organizations of any size, to quickly discover, govern, manage, integrate and visualize critical information scattered across applications.

Semarchy is available as an on-premises platform, is natively available on most popular cloud marketplaces, such as Microsoft Azure, Amazon Web Services (AWS), and Google Cloud Platform (GCP), and managed as a service and is supported by a rich ecosystem of software-as-a-service and professional service partners.

Semarchy

www.semarchy.com