



Complete Coverage:

AIA Singapore Automates Data Delivery, Personalizing Customer Interactions

"Informatica Axon Data Governance integrates with Enterprise Data Catalog and Data Quality to give us a complete solution for next-generation data governance. We can see the end-to-end lineage, including where people are actually viewing that data and where the points of entry are for critical data elements."

Ronald Chung
Section Head, Enterprise Data, AIA Singapore

Goals

Increase enterprise-wide understanding of the state and health of business data, including insurance policy processes and data standards

Discover and understand customer and financial data in context based on lineage and intelligent metadata

Improve data quality to drive sales, improve decision-making, and reduce operational costs

Solution

Develop an enterprise-level data governance management framework and a collaborative business glossary using Informatica Axon Data Governance

Automatically scan and index metadata from core systems with Informatica Enterprise Data Catalog

Use Informatica Data Quality for regular data profiling and to track key performance indicators (KPIs) and remediation

Results

Provides a deeper understanding of customer information and other business data with a single, clear set of definitions across the enterprise

Demonstrates end-to-end data lineage with complete tracking of data movement and transformations throughout the organization

Keeps data quality high, giving AIA Singapore better information to optimize sales, decision-making, and costs

Business Requirements:

- Link data governance and discovery with a true end-to-end solution
- Leverage open metadata APIs to accelerate development
- Automate data quality to help unite business users

About AIA Singapore

Having served generations of Singaporeans for close to 90 years since 1931, AIA Singapore understands what matters to them most – good health and being financially prepared for every stage in life. It is this commitment that led to its brand promise of enabling Healthier, Longer, Better Lives, and launching innovative solutions that support customers' health and financial well-being. This promise also drives AIA Singapore's financial services consultants and insurance representatives to deliver their best every day and put customers first.

Informatica Success Story: AIA Singapore

AIA Singapore is committed to continuously evolving to protect the health and financial well-being of Singaporeans. In the face of mounting demographic challenges and technological advances, AIA Singapore is looking for deeper insights which will allow the company to connect with customers in more personalized ways than ever before.

To deliver the personalized service its customers expect, AIA Singapore wanted to strengthen data governance and better understand its business data, data standards, and policyholders. In support of its goal to become Singapore's pre-eminent life insurer, it wanted to develop a clear and standardized business glossary and make it available to the enterprise so data producers and consumers can have a common understanding of the data, leading to improved reporting and analytics output.

In addition to increasing enterprise-wide understanding of the state and health of business data, AIA Singapore wanted to discover and gain a deeper understanding of data in context based on lineage and intelligent metadata.

AIA Singapore also wanted to improve data quality to understand customers' coverage gaps to better meet their insurance needs, improve decision-making, and reduce operational costs.

"We wanted to start a new phase in our data governance journey and gain a better understanding of our business terms, data lineage, and the quality of data at the source," says Ronald Chung, Section Head, Enterprise Data at AIA Singapore.

Enabling next-generation data governance

With its Enterprise Data team focused on the data governance project, AIA Singapore set up a Data Governance Council to establish the necessary data governance framework, policies, processes, and standards. However, manual processes were not enough to achieve AIA Singapore's vision. The company needed a next-generation data governance toolset that could provide context around governance, automate data quality, and bridge the gap between business users and IT.



"Informatica helps us tackle data governance and management in new and more effective ways, giving us the tools to win more business and retain our existing customers."

Ronald Chung

Section Head, Enterprise Data

AIA Singapore

A long-time user of Informatica PowerCenter, AIA Singapore partnered with TD Global to implement an end-to-end Informatica solution for data governance and discovery. First, it rolled out Informatica Axon Data Governance across the enterprise to develop a collaborative business glossary. To understand where data is used in the organization, AIA Singapore deployed Informatica Enterprise Data Catalog to automatically scan and index technical metadata from core systems, including its policy administration system. Phase one of the project, which concentrates on customer data, involves running approximately 70+ business rules against 40+ critical data elements.

AIA Singapore also uses Informatica Data Quality for regular data profiling and to track key performance indicators (KPIs) and remediation. Every defined business rule runs in Informatica Data Quality and then rolls up again into Axon, giving data owners and stewards a good idea of the quality of their data at any moment.

"Informatica Axon integrates with Enterprise Data Catalog and Data Quality to give us a complete solution for next-generation data governance," says Chung. "For example, if we query for date of birth, we can see that definition from our business glossary, and we can also identify which system, table, and column that date of birth maps to. We can see the end-to-end lineage, including where people are actually viewing that data and where the points of entry are for critical data elements."

Gaining a better understanding of policyholders

With a single set of enterprise definitions, AIA Singapore has gained a deeper understanding of customer information and other critical business data. It also has the ability to demonstrate end-to-end data lineage, with complete tracking of how data is transformed as it moves throughout the organization. The company no longer receives reports concerning data quality because it is providing insurance agents and employees with better information to optimize sales, decision-making, and costs.

"Informatica Data Quality helps us support our front-line agents by providing more accurate customer data to help drive sales," says Chung. "We're also improving decision-making across the enterprise by enabling a cultural shift towards better data, as well as optimizing certain operational costs through better insights."

As AIA Singapore continues along its data governance journey, the company will apply next-generation data governance to other types of data, including policies, claims, investment, and finance data.





Inside The Solution:

- Informatica Axon Data Governance
- Informatica Enterprise Data Catalog
- Informatica Data Quality
- Informatica PowerCenter

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“Informatica helps us tackle data governance and management in new and more effective ways, giving us the tools to better engage new business and retain our existing customers,” says Chung. “With Informatica Axon, Enterprise Data Catalog, and Data Quality, we are confident that employees and agents are getting the governed, actionable data they need.”

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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