



Master Data Management and Centralized Data Store

What we have done

Client: Leading European Insurer

Our Client was envisioning to implement a Single View of Customer (SVOC) for their Life business by integrating information from multiple platforms, that had been acquired through various acquisitions. The activity entailed setting up an Operational Data Store along with a Master Data Management component to manage the SVOC. SYNERGY not only help to deliver this one-of-a-kind project for the customer, but also carried out effective change management throughout to ensure various operational teams came together to make this a success.

What we did well

Scope **Management** & Needs **Analysis**

We worked with various operations teams to define, assess, and design the requirements to make it an 'all inclusive' approach for identifying the views of their Customers. New processes & functions were defined to ensure both completeness & flexibility of the data management activity. We helped to create, review & establish new business rules to maintain data accuracy & integrity within the data store.





Change **Management**

As various operations teams were involved, Data privacy and restrictions took priority and we were effective in bringing together views from all parties and helping the stakeholders understand the need of a centralized data management team, to fulfil the needs of ongoing data management for the organization. By constant C-level interactions and engagements, discussions at steering groups were well managed to ensure buy-in and support on a common agenda. We supported the launch of the new tool with adequate trainings to the user community and helped to define SLAs with IT support areas.

Data **Cleansing** and **Standardization**

Considering the challenge of unstructured and unformatted data, cleansing & standardization to deliver a high-performance linking was crucial. Our team of data experts helped to review, assess, and advise data cleansing and standardization methodologies to minimize costs, impact on schedule and finally to ensure correct linkages.

Project **Metrics**

 01	4 million+ policies linked from core system to the centralized data store
 02	Field – Field mapping of over 2000 fields conducted
 03	Data cleansed for 100,000 customers
 04	~100 % accuracy of client linkages established

Synergy Strategic Solutions

SYNERGY STRATEGIC SOLUTIONS specialize in assisting insurance companies to navigate their digital journey with confidence and ease. Automating business processes, reducing costs, streamlining operations, improving customer experience and modernizing technology are some of the pressing needs of insurers that we address.

We have exclusively focused on the insurance industry since our inception in 2011. Our deep knowledge of the industry, its business processes and our ability to Integrate legacy with digital technologies have made us the preferred partner for several Life, Health and P&C insurers across Asia. Headquartered in Hong Kong, we have operations across Singapore, Malaysia and India.