



Global Financial Services Leader Gains 5x Efficiency with Denodo

This global financial services company serves over 80 million clients across major markets including Canada, the US, Asia, and the UK. The company offers a broad range of products such as life, health, and wellness insurance, mutual funds, segregated funds, asset management, and financial and retirement planning.

Business Need

This company faced several challenges in its journey towards data modernization, and one of the primary issues was speed-to-data. Obtaining the data needed for a simple report could take weeks or even months due to data being siloed across multiple teams, with no clear ownership or knowledge of which team was responsible for it. This significantly delayed data retrieval and report generation.

Another major challenge was enabling self-service. The involvement of multiple teams naturally slowed down processes. The data and analytics team wanted a platform that enabled business users to operate in self-service mode using company datasets to freely explore available data and achieve their business goals.

Data continuity was also problematic. Managing legacy systems without proper documentation led to new personnel struggling to understand previous work, creating confusion during onboarding.

Access control posed an additional risk. With data traveling through different silos and multiple hops to reach a report, the risk of unauthorized access increased, as data was at risk of being downloaded or shared over email.

The Solution

The company needed a solution that could quickly integrate data, deliver consolidated views of disparate data, enable business users to discover data by themselves, and provide dynamic masking capabilities. The Denodo Platform emerged as the ideal solution to address these needs.

To demonstrate Denodo's value, the company started with a pilot project with one of its subsidiaries. The focus was on client profiling to enhance upselling and cross-selling financial services products by analyzing a variety of datasets such as client profiles, product usage, marketing data, and transactions. The company needed insights into product performance, critical market areas, and customer buying preferences.

Starting with a data lake, the team used AWS Athena connectors in the Denodo Platform to create a report-ready semantic layer, which was then exposed to Tableau for dashboarding. Plans were also made to integrate with QuickSight and to read files directly from AWS S3 and on-premises file servers.

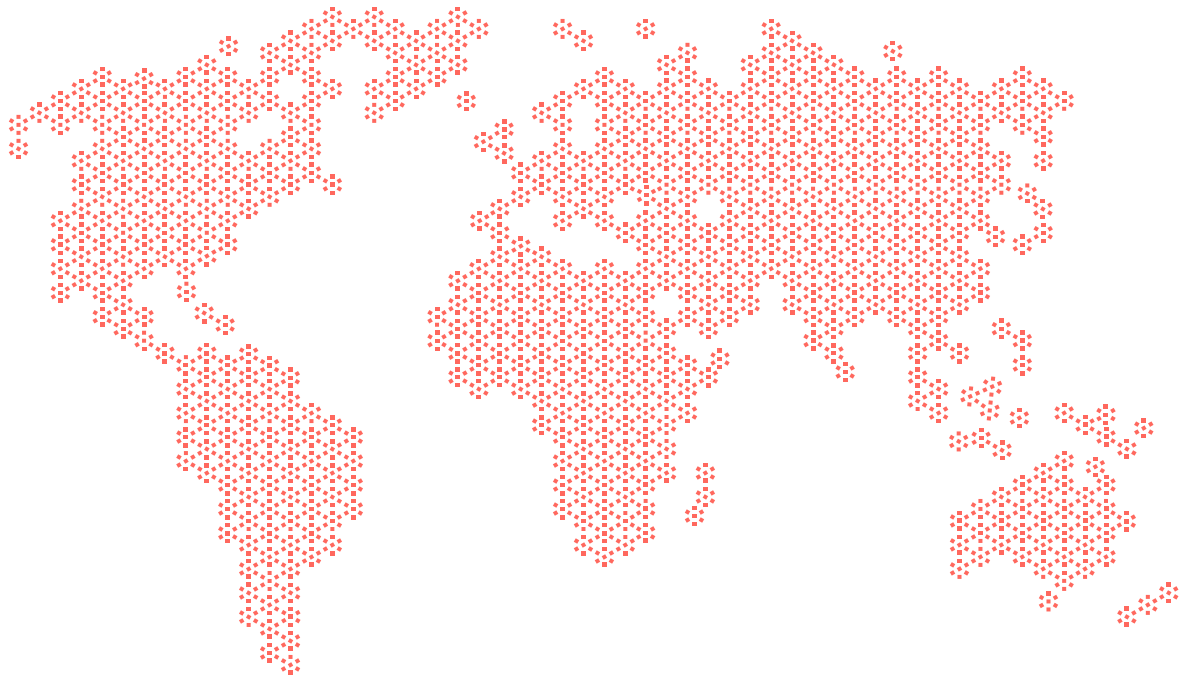
Benefits

With Denodo, the company was able to achieve significant business benefits. Denodo's logical data management capabilities enabled quick data access and analysis without moving data across multiple layers, delivering fast insights without the need for persisting multiple copies. Processes were streamlined, allowing for quick rework and iterative development.

Integration with various sources became seamless, enabling fast onboarding of new data and decommissioning of legacy systems with no disruption to the business. The Denodo Data Catalog empowered both business and technical users by providing an intuitive, code-free interface for data discovery and access.

Supported by the Denodo Platform, the company achieved:

- **Efficiency and Speed:** Faster delivery and quick integration. Development time was reduced from 10-24 weeks to just 3 weeks for the initial prototype, realizing a 5x boost in efficiency for report enhancements.
- **Improved Data Management:** Enhanced data availability and data protection through role-based access. Denodo proved to be both efficient and effective in advancing the company's data modernization agenda.



Denodo is a leader in data management. The award-winning Denodo Platform is the leading logical data management platform for delivering data in the language of business, at the speed of business, for all data-related initiatives across the organization. Realizing more than 400% ROI and millions of dollars in benefits, Denodo's customers across enterprises in 30+ industries all over the world have received payback in less than six months.