From Traditional Data Warehouse to Holistic Data Integration and Faster Data Delivery

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Dagfinn Røed, SpareBank 1 Forsikring

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Agenda

Introduction

Rapid business changes and new requirements

The challenges of establishing a new data platform

The benefits with the new data platform, including anti-money laundry use case

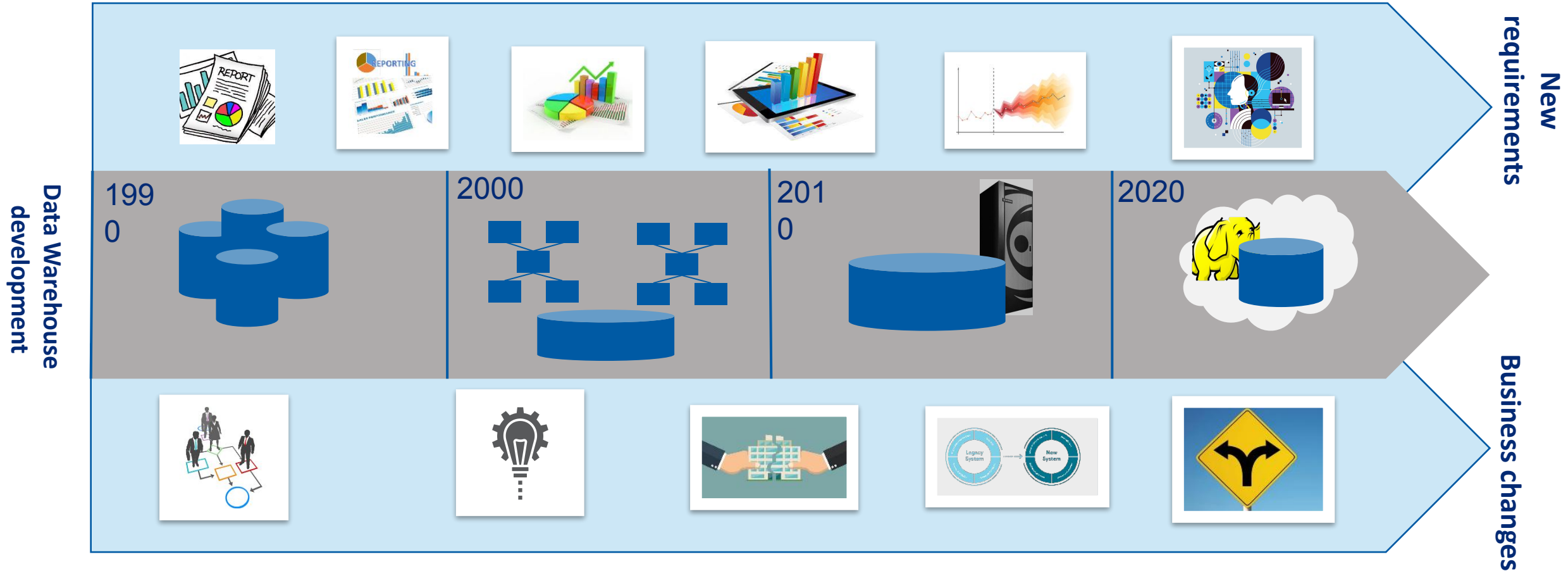Summary

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Introduction

SpareBank 1 Forsikring

- Part of the SpareBank 1 Alliance, the second largest finance group in Norway
- The third largest supplier of pension products in Norway
- Approximately 130 employees
- Originally life and non-life insurance company, but re-established in 2019 as a pension only company

Dagfinn Røed

- More than 30 years experience in DataWarehousing, analytics and data plattforms
- Various positions as data architect, advisor/consultant, project manager, department manager and product owner/systems owner
- 11 years in SpareBank 1 Forsikring

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Keeping up with rapid business changes and new requirements

New requirements

Data Warehouse development

1990

2000

2010

2020

Business changes

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2018 - from data warehouse to an agile data platform

- **We had a vision about a new data platform**
  - Cloud-based
  - Flexible
  - Scaleable
  - Faster data delivery
  - More data self-service
  - Wide range of data sources and data types
  - Supporting the AI/ML, but also taking care of all the existing reporting

- **We started looking into Data Virualization as a key technology**

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2019 – merge and demerge

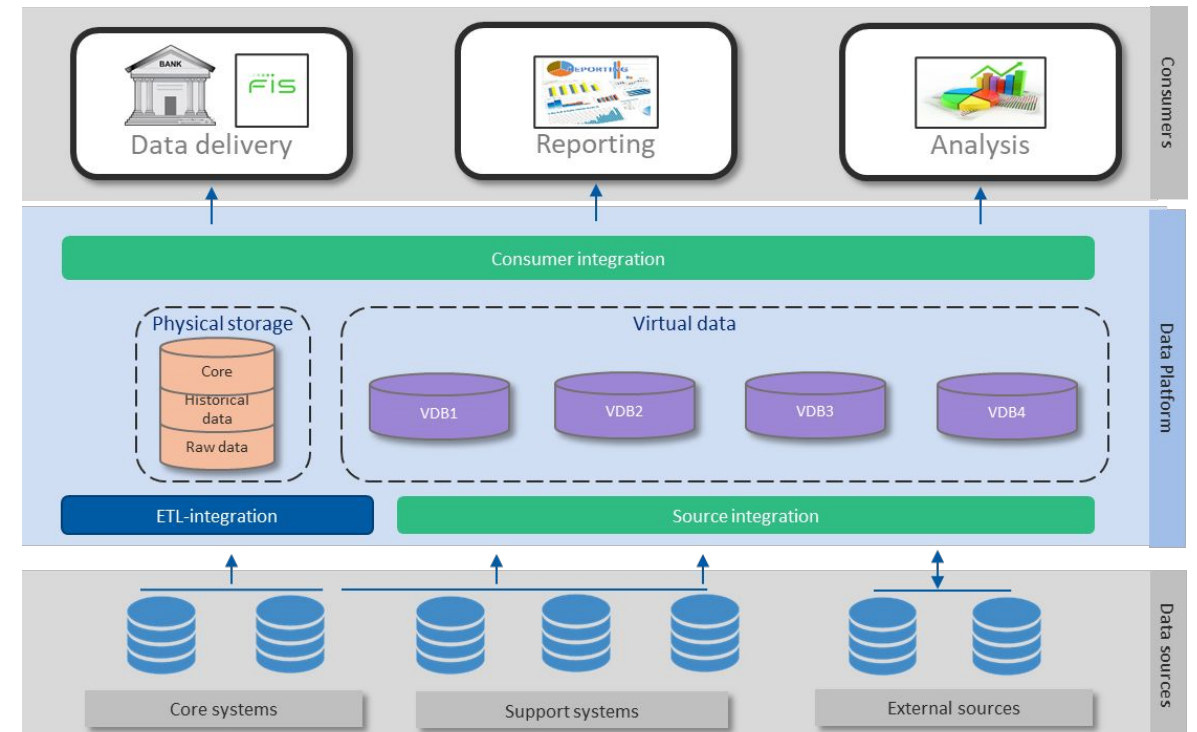**Fremtind Forsikring**

Sparebank 1 Forsikring

- New Insurance Company – Fremtind
- Merge of the non-life and life insurance businesses in SpareBank 1 and DNB (the largest bank in Norway)
- Continue to use the existing data and analytics solutions from SpareBank 1 Forsikring

- Pure pension company
- Still dependent on Fremtind to perform all compliance and mandatory reporting
- Will (as soon as possible) need a completely new data and analytics solution

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The upside – we could now build a data platform for the future

- A platform for all types of data to be shared in the company
- Flexibility to add new data fast when they are needed
- Make it easy for the users to find the data they need
- The data platform can offer both processed data and raw data
- Facilitates data self-service
- Personal information is secure and compliant with GDPR
- The platform is open and can support both analytical and other use-cases

We decided to build the platform on-premise using MS SQL Server, Denodo Data Virutalization and Tableau

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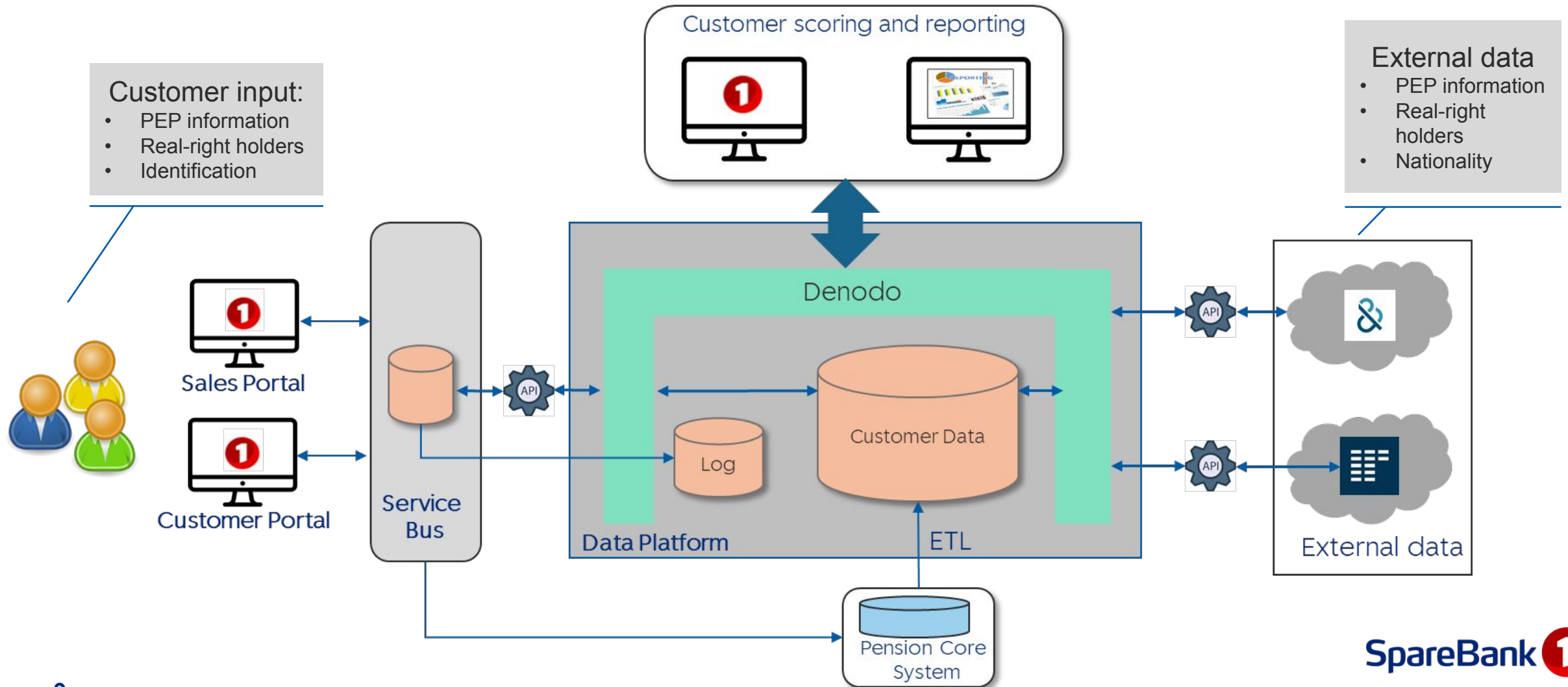
The reality kicks-in

- The users were less advanced compared to the super users in the old company

  - They showed resistance to switching to a new end-user tool

  - They wanted the data exactly in the same format they were used to
    They did not want raw data or smaller «building blocks». They just wanted big flat tables.

  - They had no knowledge about topics like AI/ML

- The development team

  - We did not have experiences with Denodo, primarily traditional ETL-development

  - We had to keep historical data many years back

  - We were in a hurry – it was urgent to stop using the existing (shared) analytical solutions

Most of the time and resources the first two years were spent on building a new, «hybrid» Data Warehouse inside the data platform incapsulated by Denodo Data Virtualization.

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First Data Platform benefit – anti-money laundry

The benefits of the data platform become clear when developing new solutions such as the anti-money laundering solution.
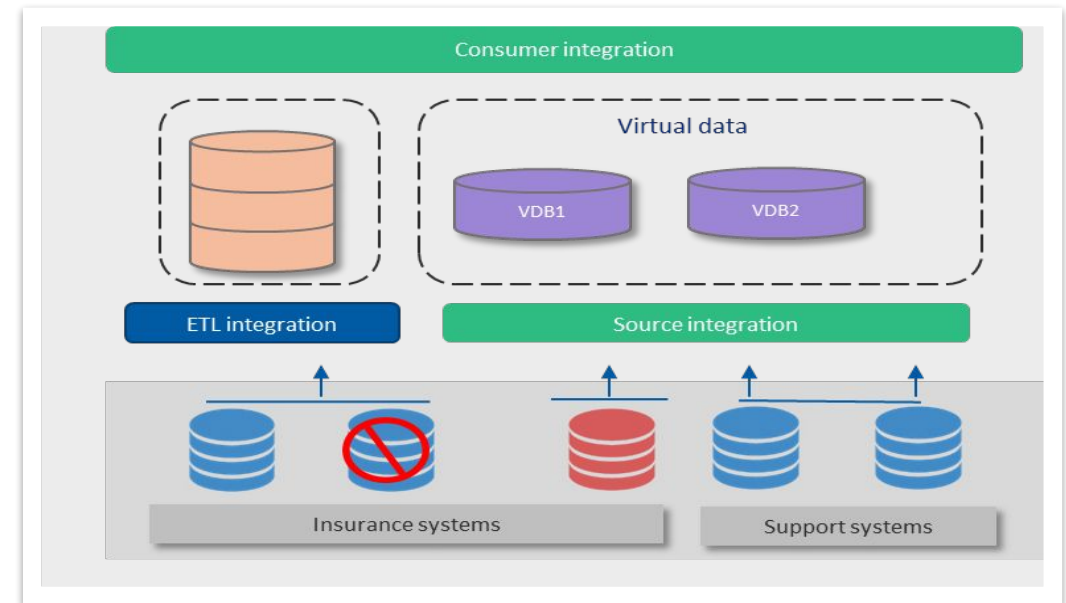
After providing the business with the "bread and butter" they need, we see many gains from using the data platform going forward

New insurance product - EPK

- Accessing data-hub in real time
- Monitoring pension fund movements
- Creating and distributing win-back data
- Market leader for the EPK-product

Faster replacement of core system

- Integrating data from new core system only virtually
- Keep existing data interface for consumers
- Less coding, faster development
- Reducing physical Data Warehouse

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Summary

- Business changes happens rapidly. You need an agile and flexible platform
- Understand your users and their needs
- Make sure you have all the competence you need on the new tools
- Spend time on the information and solution architecture
- Focus on virtual development. Only build the ETL-factory where it is absolutely needed
- Your platform must support all the legacy reporting, not only the fun and exciting new stuff
- Make realistic plans and deliver frequent business benefits
- Data virtualization is an extremely useful technology and makes all integration tasks much easier

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Thank you!
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