



AMERICAN FIDELITY ASSURANCE GETS SMART WITH DATA

ASG Data Intelligence Delivers Actionable Insights to Drive Business Value

USING ASG, AMERICAN FIDELITY ASSURANCE:

- Reduced the number of instances from 464 to 12
- Cut a 100-hour mapping project to a few seconds of queries
- Streamlined, retired, and archived a significant number of artifacts
- Grew an internal data-centric team from a handful of people to 70+ data curators and data navigators and counting, driving value across the enterprise

“*We’ve got users now that are actively, cohesively, collaboratively starting to use all that data to drive questions. They’re developing insights and are actually taking that to the next level and finding champions to actually change our business models—we’re evolving.*”



Mark Nance
Chief Data Officer,
American Fidelity
Assurance

! CHALLENGE

American Fidelity Assurance Company, founded in 1960, knew that they had to become data-centric to be competitive in their markets. A supplemental benefits provider, they serve more than one million customers and are constantly collecting data.

American Fidelity’s goal is to provide the most value-added service possible. To do that requires knowing who the customers are, both internally and externally, and knowing what the customers want and need. Data is the best way to get there at scale.

Over the course of six decades, American Fidelity’s data ecosystem had evolved to include literally hundreds of applications – full of data that was difficult to trace or track across business units, offering limited value for strategic decisions. With a company history defined by understanding their customers, they couldn’t walk away from the existing systems and the information they contained. They needed a way to trace the data, to see into the streams from the numerous data sources that existed within the organization’s information architecture, an ability ASG Technologies calls “data lineage.” Data lineage reveals the many relationships between data elements, and data movements throughout all of the data environments including mainframe, Data Warehouse, Big Data, Master Data, and others. Lineage provides the groundwork for improving data quality, building Data Governance and Stewardship operations, and creating reliable Business Intelligence/ Analytics platforms while ensuring business process and decision-making success.

🎯 SOLUTION

American Fidelity turned to ASG’s Enterprise Data Intelligence, the only solution that could work across all the lines of business, departmental systems and environments that the insurer had accumulated over six decades. Working together, they established five critical objectives to ensure success and adoption going forward:

- Increase visibility into systems
- Eliminate redundancy
- Demonstrate data value
- Facilitate collaboration
- Use data to drive success

Enterprise Data Intelligence provided American Fidelity with a tool-agnostic approach with numerous unique differentiators. Now they had end-to-end data lineage insight with coverage of more than 220 different data sources. They could perform macroanalysis of data lineage between different data stores and microanalysis of data lineage within the source code. With logical configuration, scheduling, and management they were ready to see and use their data like never before.

RESULTS

The impact for American Fidelity Assurance was immediate and transformative. With data lineage came visibility - not just to everyday items, but elements they thought were retired and technology they didn't know they were using. For example, it was widely believed that they were operating in a C# environment. ASG Enterprise Data Intelligence quickly revealed that they had more than a dozen different environments, many of which had artifacts that were not known elements and others that had not been retired or fully archived.

The visibility helped to quickly identify both missing modules and redundancies - in one case 464 instances of a single field in 50 different tables and views were reduced to 12. This helped to provide a single, standardized structure to accurately track usage.

In productivity improvements alone, American Fidelity received return on investment, cutting a 100-hour mapping project to a few queries that take only seconds to complete. As the traceability and confidence in the data improved, so did the decision making for strategic business drivers.

“For the first time our internal business partners can see exactly the same thing a technical staff member can see in the data realm,” says Andy Moore, AVP Enterprise Information Management. Now the system is influencing their culture, driving collaboration and eliminating silos along the way.

By delivering transparency into all levels of their data ecosystem, ASG's Enterprise Data Intelligence removed the guesswork. Now American Fidelity Assurance can be more competitive in the market and move forward with confidence - as a data-centric enterprise.



American Fidelity Assurance, founded in 1960, leveraged ASG Technologies' Data Intelligence to increase the value of data across the company.

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