



Delivering actionable insights to drive business outcomes



Founded in 1960, American Fidelity Assurance provides affordable supplemental benefit products to individuals and organizations working within the education, public sector, automotive, and healthcare industries. Structured on the fundamental belief that the most important asset anyone has is their ability to work and earn a living, the company strives to provide innovative experiences and solutions that make life easier for its clients.

Challenge

American Fidelity quickly recognized the untapped potential of its valuable business data. The company knew it needed to become data-centric to provide a more strategic approach to its services, give the most value-added services possible to its customers, and remain competitive within a heavily saturated market.

The problem? Over six decades, the company's data ecosystem, scattered through different departments and environments within its mainframe infrastructure, had evolved to include hundreds of applications full of valuable data and became difficult to track. American Fidelity could not simply walk away from the existing systems and vast inventory of valuable data.

To maintain its long history, rooted in the understanding and accommodation of its customers, the insurer needed to find a way to track, organize and utilize its current data along numerous data sources existing within its information architecture.

The challenge

American Fidelity's data ecosystem evolved over six decades to include hundreds of applications across different departments and environments within the mainframe and became difficult to track.

“We’ve got users now who are actively, cohesively, and collaboratively using all that data to drive questions. They’re developing insights, 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



Solution

American Fidelity needed a tool that would enable it to see into the streams of numerous data sources existing within the company’s information architecture—a process known as data lineage. Data lineage reveals the many relationships between data elements and movements throughout all data environments, including mainframe, Data Warehouse, Big Data, Master Data, and others.

After extensive research, American Fidelity turned to Rocket® Data Intelligence, the only data solution that could work across all the lines of business, departmental systems, and environments that the insurer had accumulated over six decades. Working closely with Rocket Software, American Fidelity established five critical objectives to ensure successful adoption:

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

Rocket Data Intelligence provided American Fidelity with a tool-agnostic approach that included numerous unique differentiators. Now they have 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, American Fidelity could track, organize, and optimize its valuable customer data like never before.

The solution

Rocket Data Intelligence provides end-to-end lineage insight enabling American Fidelity to analyze, store and utilize its customer data like never before.

Results

The impact for American Fidelity Assurance was immediate and transformative. With data lineage came visibility—not just for everyday items, but elements it thought were retired and technology the insurer was unaware it was still using. For example, it was widely believed that the company was operating in a C# environment. Rocket Data Intelligence revealed that American Fidelity had more than a dozen different environments, many of which had unknown artifacts and other elements that had not been retired or fully archived.

The visibility created using Rocket Data Intelligence helped identify various missing modules and redundancies. In one particular case, 464 instances of a single field in 50 different tables and views were reduced to 12. These data cleanup efforts helped simplify data governance and enabled American Fidelity to create a single, standardized structure that accurately tracked usage.

In productivity improvements alone, the company received a return on investment, reducing 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 of Enterprise Information Management. “Now the system is influencing their culture, driving collaboration, and eliminating silos along the way.”

Rocket Data Intelligence removed the guesswork by delivering transparency to all levels of its data ecosystem. American Fidelity Assurance can now be more competitive in the market and move forward with confidence—as a data-centric enterprise.

Rocket Software’s impact on American Fidelity Assurance

Visibility

Rocket Data Intelligence provides end-to-end lineage insights enabling American Fidelity to easily organize data, remove redundancies and simplify governance.

Time Savings

Data Intelligence increased operational productivity, reducing a 100-hour mapping project to a few queries that take only seconds to complete.

Decision-Making

The increased visibility and insights into customer data allowed American Fidelity’s employees to take a more strategic and personal approach to customer support.

The future won’t wait—modernize today.

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