



CASE STUDY

Data Management & Analysis on Azure

IptiQ



Business Need

To be a one-stop-shop from product creation to policy administration and claims. Capturing data to provide meaningful insights to identify revenue stream, and better market products, reaching a wider audience.



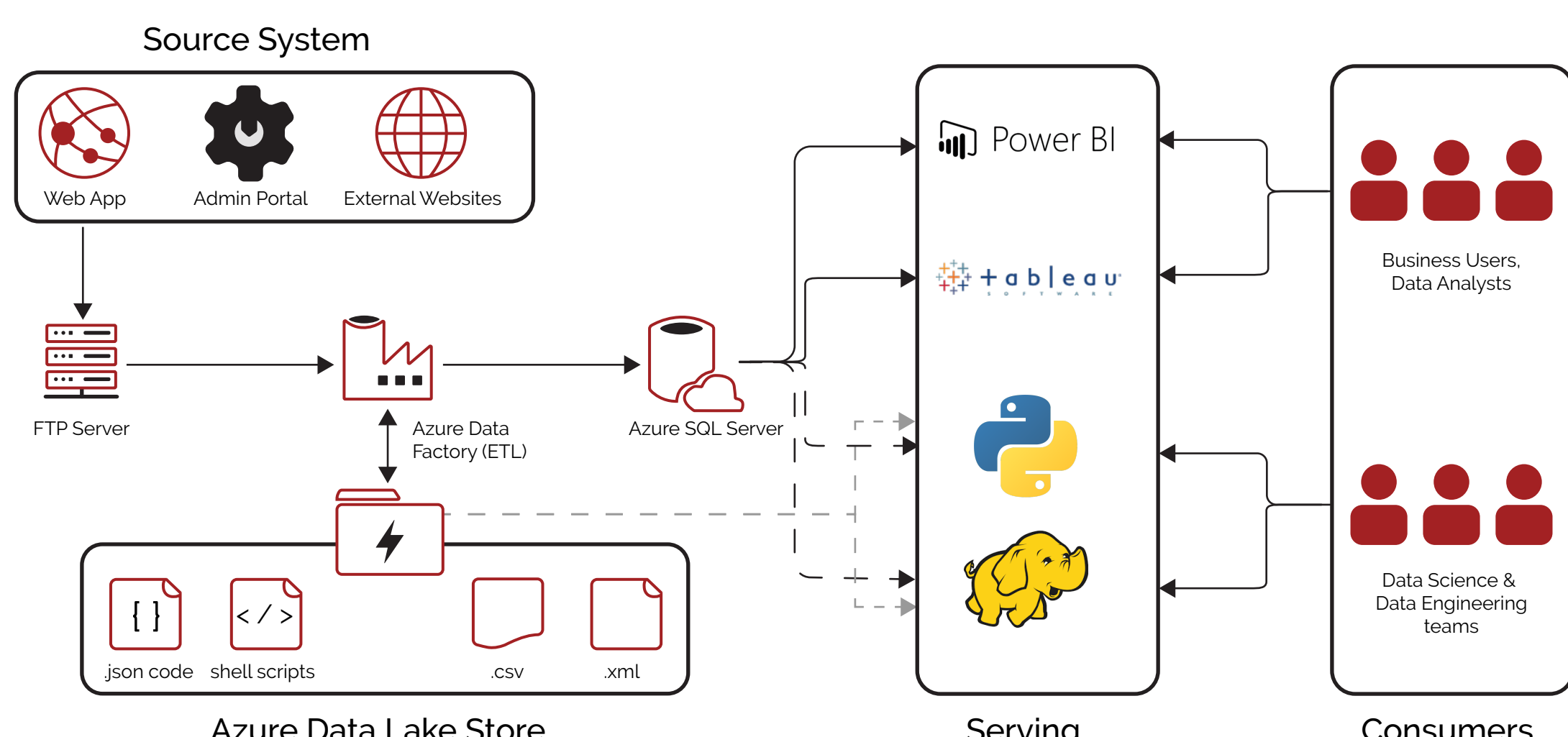
Customer Challenges

- Identifying ad-hoc solutions to produce weekly results and reports to iptiQ partners and Swiss Re
- Data quality management and quality checks
- Identifying and adopting the right data analytics tool across different departments
- Setting up IT best practices as the company matures
- Setting up a data lake solution for data management across multiple teams
- Setting up and managing Google Analytics, and educating their marketing team about using Google Campaign Manager & Ad Words to improve their marketing reach.



Solution Provided

- Evaluated reporting solutions and applied data analytics best practices to quickly turn around use cases & reporting needs to technical solutions
- Identified reporting tools which served their immediate need and integrated well with platforms that their IT team was developing.
- Migration of reports from Power BI to Tableau without affecting the daily reporting operations
- Set up a data quality management system, and error handling of data
- Set up SQL Server on Azure, and worked with different departments to gather business requirements & convert them to technical requirements



iptiQ Architecture Visualization



Impact of Solution

- Reduced turn-around times for new and ad-hoc reports
- Provided ad-hoc solutions and out-of-the box solutions
- Setup best practices in IT across different departments and document the process
- Helped IT convert technical language to business processes
- Created opportunities for departments like Actuarial, Risk and Claims to manage and analyze their data better



Technology Used



Power BI



Microsoft SQL Azure



Tableau

- Azure Data Lake
- Azure Notebooks, Jupyter (PoCs)

- Talend (PoC)
- Version Control using VSTS



SYNTELLI SOLUTIONS

www.syntelli.com | 1-877-SYNTELLI | info@syntelli.com

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