7 Days Work Reduced to 6 Hours with Business Intelligence Solution

Disclaimer: Systematix Infotech is rebranded as Softude w.e.f. April 2022
Summarizing Situation

Our client is one of the largest insurance brokers in Jamaica with over two decades of experience spanning diverse sectors. They specialize in both traditional and non-traditional insurance classes, catering to a broad range of insurance coverage needs, from motor, liability, marine, and property to cyber risks and tourism.

On daily basis, the client’s team encounters a huge volume of data, which is dispersed across three MSSQL servers and applications such as Freshdesk, Epic Desktop, E-MetroTel, and One Drive.

Extracting data from these sources involves significant manual intervention. Collating data and drawing KPIs for decision-making was a time-consuming process.

Because the data was stored on the local on-prem servers, the client had to “refresh and publish” it every time they needed to publish an updated report. A simplified and concise view of key data points presented in a single dashboard format was missing, making it challenging for the leadership team to visualize or compare.

Business Impact

- Reduced customer engagement due to slow resolution of customer issues.
- Tracking business performance became difficult due to lack of real-time insights on key performance indicators (KPIs) like client retention rate, claims ratio, etc.
- IT and data management costs increased

Solution

Softude developed a data pipeline using Azure Data Factory (ADF) to extract data from multiple sources, store the data in a data warehouse created using Snowflake, and visually present them on a Power BI dashboard.

Below are the benefits of this well-architected Business Intelligence Solution to the client
• Automatic data extraction from multiple sources.
• Efficient pipeline to move large amount of data in a shorter amount of time, accelerating data flow.
• On-the-go transformations with robust exception handling and debugging provisions to ensure consistency and accuracy of data.
• Seamless data distribution to multiple destinations without any complexity or inconvenience.
• Easy maintenance with the flexibility to add/ remove any sources or tasks from the production pipeline.
• Seamlessly integrate pipeline with any BI or reporting tools, automating the entire process from ETL to Visualization.

Technology Stack

• Azure Data Factory (ADF)
• Power Apps
• Python Selenium Script
• Azure Logic Apps
• Azure SQL
• Power BI

Solution architecture
Dashboard Overview

Solution Impact

- 7 days to just 6 hours for report generation
- 100% latest updated reports available across all systems
- Zero human intervention for data extraction from multiple sources
- Reduced cost of operations due to effective data management
- Timely decisions and actions against customer issues
- Improved business rating by tracking and promptly addressing customer escalations, resulting in superior customer experience
- Centralized platform for easy data access and real-time insights on business KPIs

Softude is a global IT consulting and services company with expertise in architecting digital transformation solutions and providing software product engineering services. We are dedicated to creating innovative and interactive digital experiences that connect people to the brand. These software solutions that are used across 32+ countries are engaging audiences in-venue, on the web, and personal mobile devices. Our highly competent and trusted team delivers digital brilliance that accelerates our client’s digital-first journey.

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