



Automated Industry Data Model Life Insurance



Infrastructure (Azure)
Data & AI (Azure)
Digital & App Innovation (Azure)
Security
Biz Applications

Celebal Specialization and Strength



Partnerships



Advanced Specialization



- AI & Machine Learning
- Analytics
- Infra and Database Migration
- Kubernetes
- Cloud Security
- Low Code No Code
- Intelligent Automation



INDIA | USA | CANADA | APJ | MIDDLE EAST | AUS

2800+
Employees

800+
AI experienced
professionals

500+
AI Certifications



Industries We Serve



Manufacturing



Retail & CPG



Financial
Services



Energy &
Sustainability

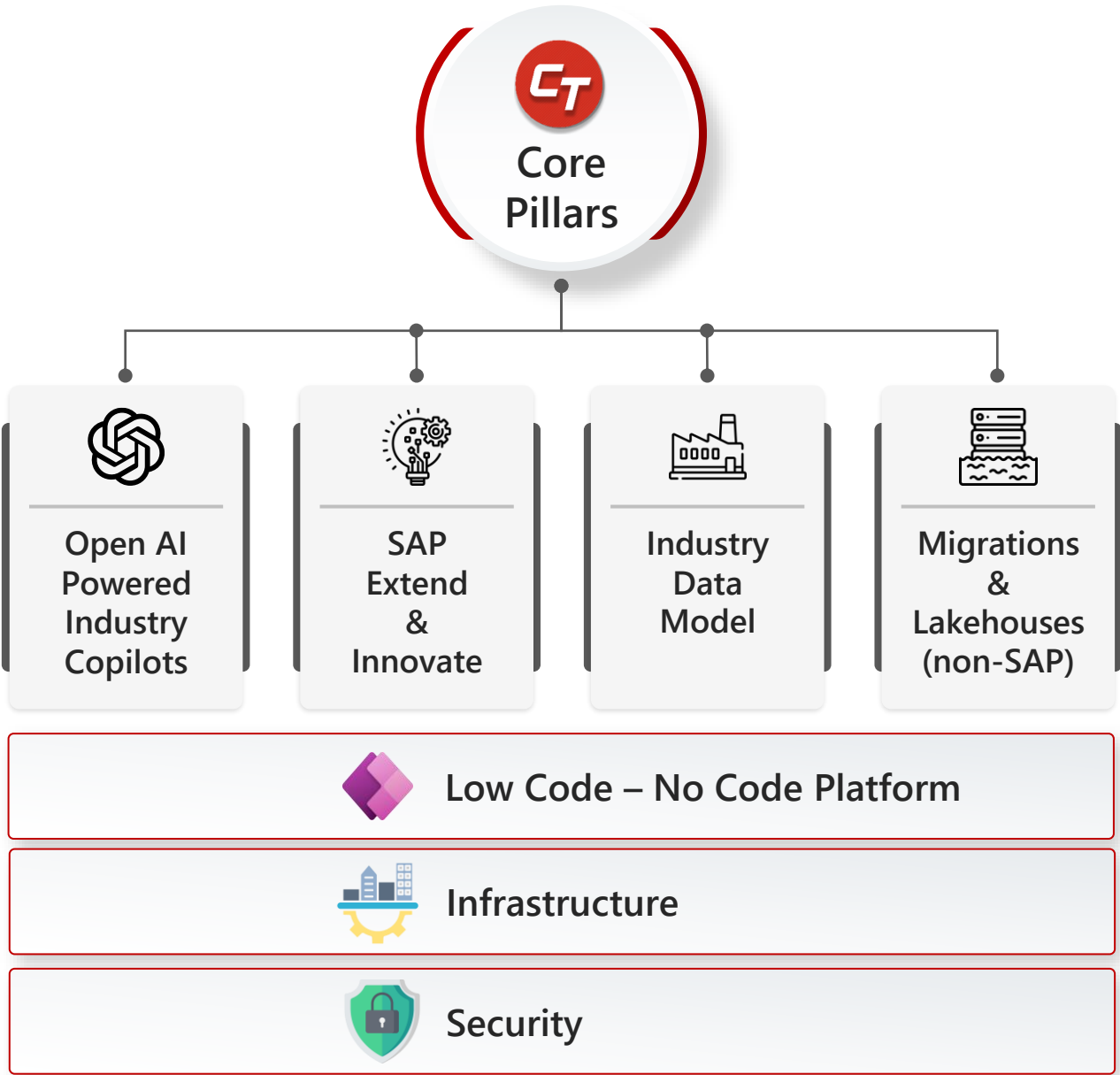


Healthcare &
Life Sciences



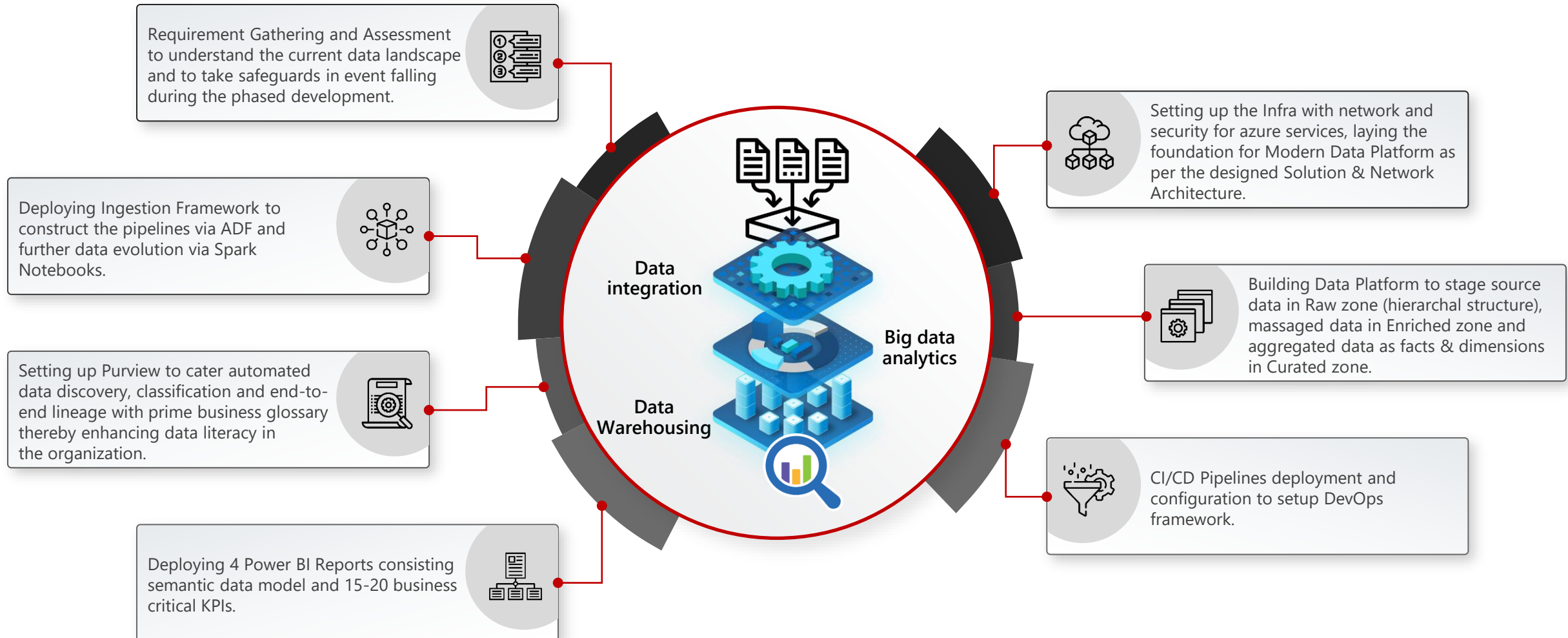
Media &
Entertainment

Celebal Core Pillars



Scope and Objectives

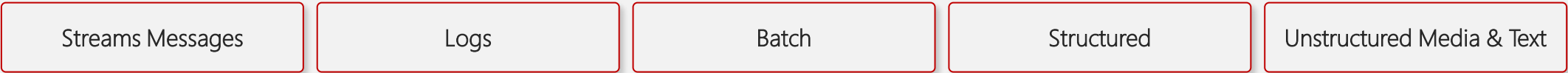
Theme: To construct and automate the different Data Lake solution that can be **versatile** with hybrid necessities, **apparent** with regards to data governance and lineage, **adaptable** concerning the immense size and variety of data and able to carry out the state-of-the-art advance analytics. In preference to give a logical approach to business choices, modern data fabric (enable controlled, secure and self-service economy) to deliver data model with business critical KPIs for subdomains.



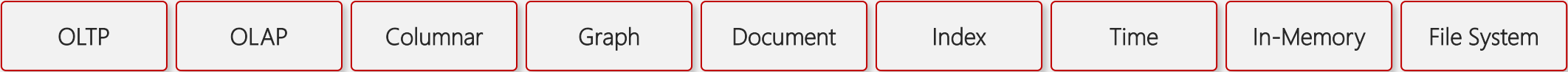
Data Lifecycle



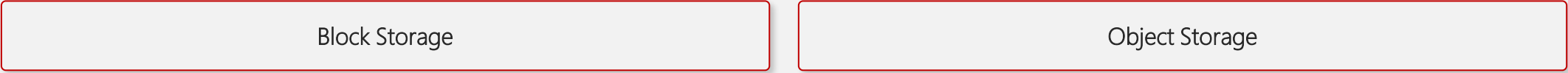
Data Types



Data management & Processing



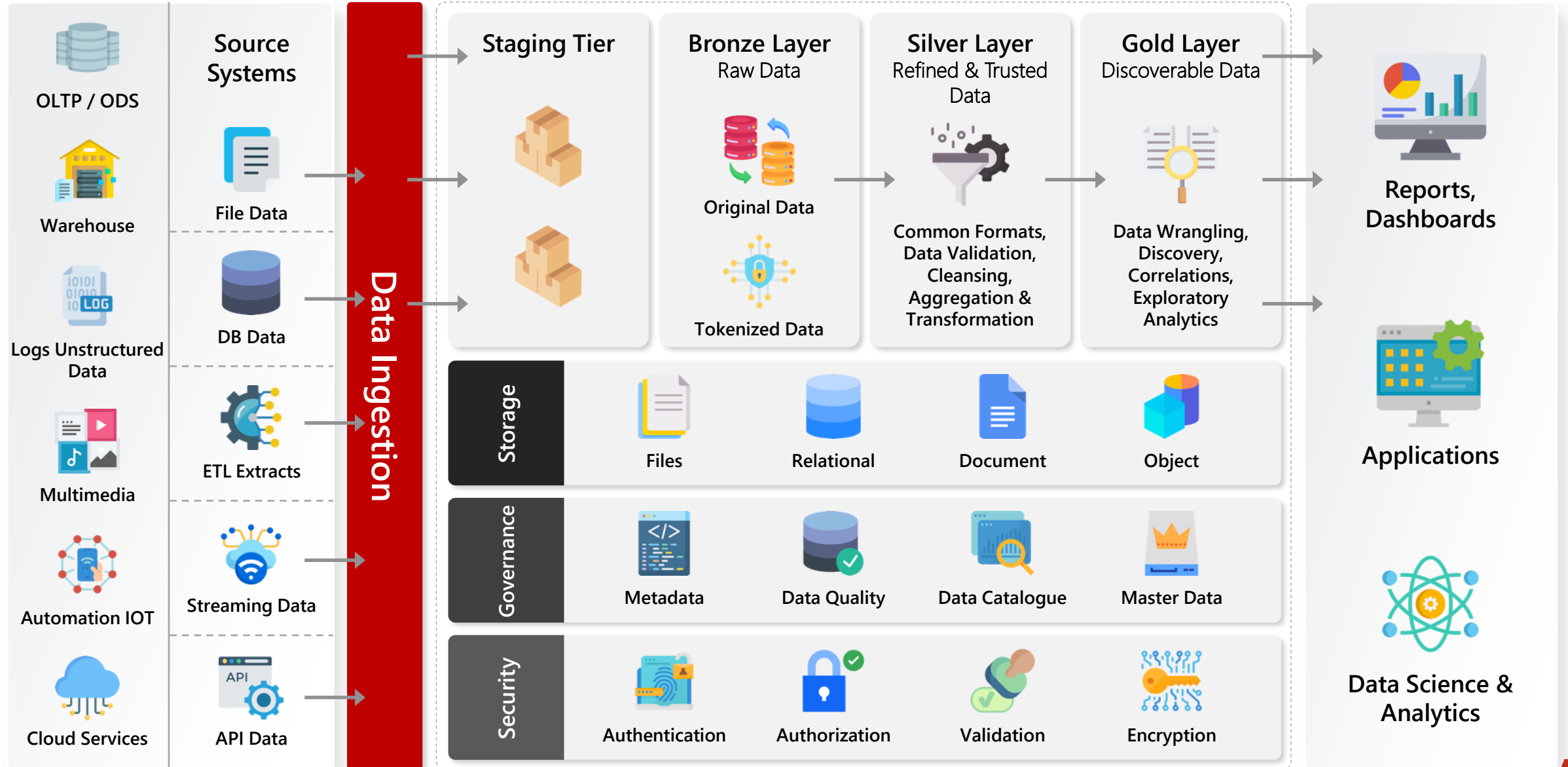
Data Storage



Data Security

Data Governance

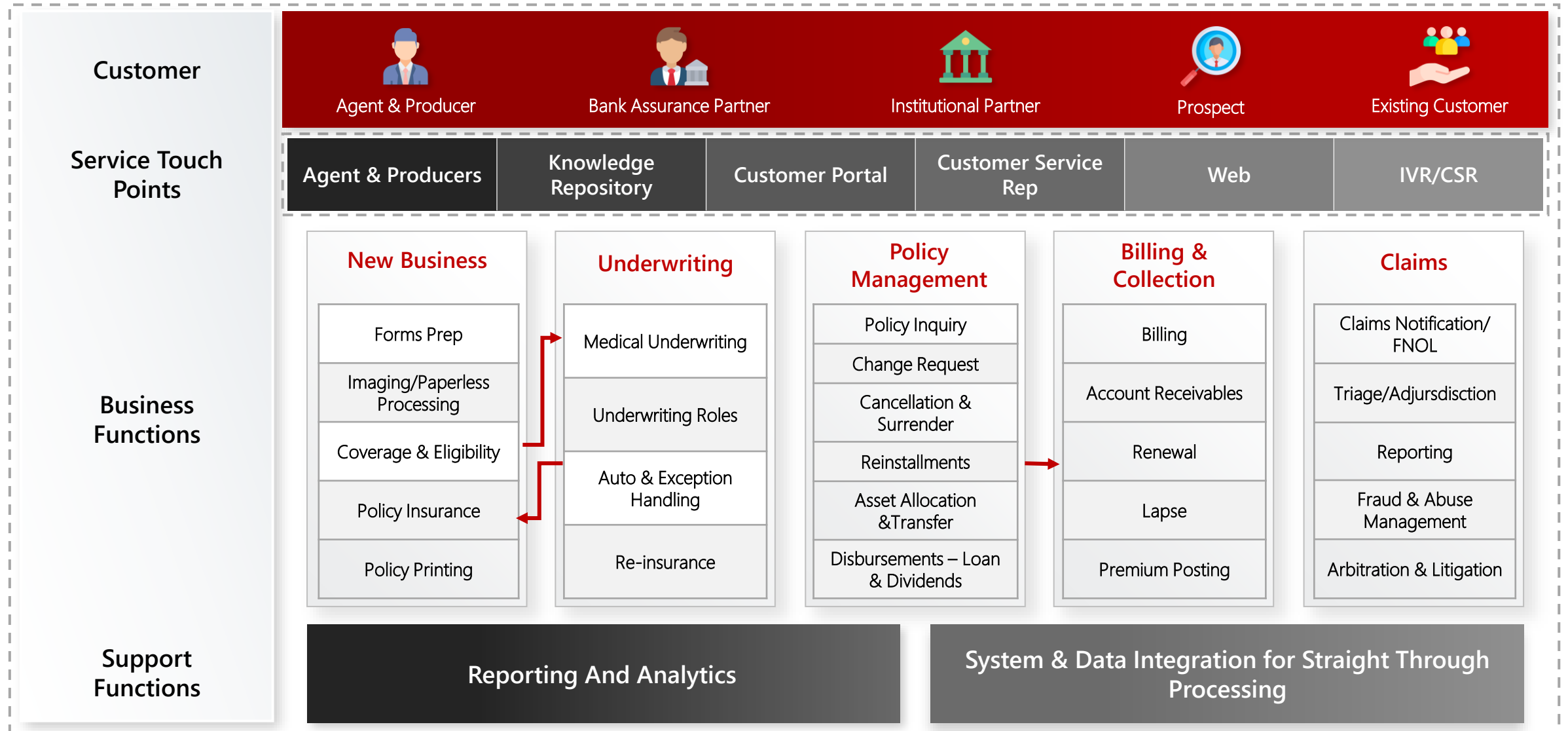
Reference Data Architecture

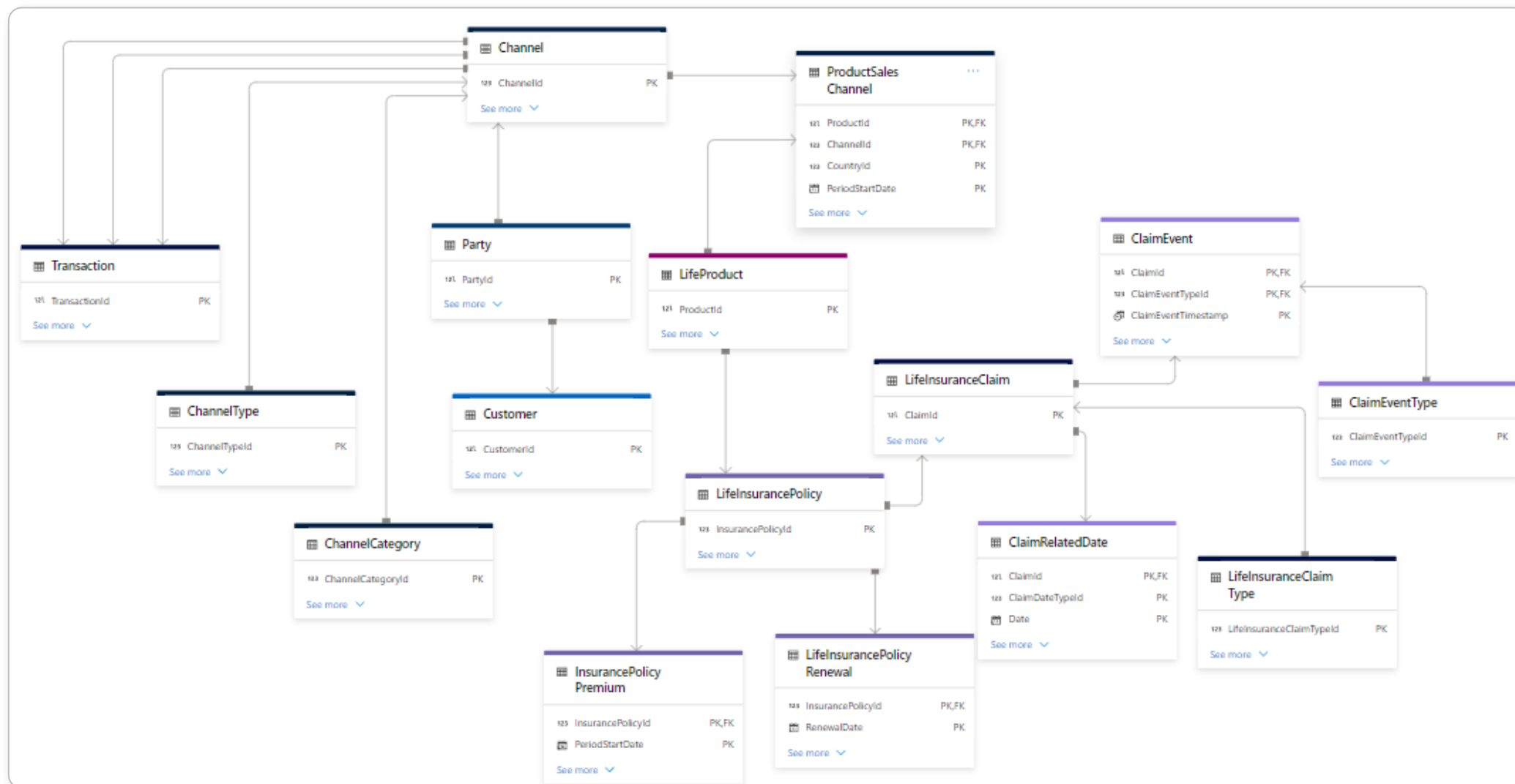


Source Mappings to be provided by Client

Source_Table_Name	Source_Column_Name	Source_Column_Type	Sink_Table_Name	Source_Column_Name	Source_Column_Type
Employee	EmployeeId	string	Employee	EmployeeId	integer
Employee	EmployeeName	string	Employee	EmployeeName	string
Employee_Name	DateOfBirth	string	Employee	DateOfBirth	date
Employee_Name	DateOfDeath	string	Employee	DateOfDeath	date
Employee_Name	EmployeeStandardCostAmount	string	Employee	EmployeeStandardCostAmount	decimal
Employee_Name	EmployeeOvertimeCostAmount	string	Employee	EmployeeOvertimeCostAmount	decimal
Employee_Name	EmployeeHireDate	string	Employee	EmployeeHireDate	date
Employee_Name	HighlyCompensatedEmployeeIndicator	string	Employee	HighlyCompensatedEmployeeIndicator	boolean
Employee_Name	KeyEmployeeIndicator	string	Employee	KeyEmployeeIndicator	boolean
Employee_Name	ExemptEmployeeIndicator	string	Employee	ExemptEmployeeIndicator	boolean
Employee_Name	NonexemptEmployeeIndicator	string	Employee	NonexemptEmployeeIndicator	boolean
Employee_Name	AlienStatusId	string	Employee	AlienStatusId	integer
Employee	SexId	string	Employee	SexId	integer
Employee	GenderId	string	Employee	GenderId	integer
Employee_Name	RacialCategoryId	string	Employee	RacialCategoryId	integer
Employee_Name	EthnicCategoryId	string	Employee	EthnicCategoryId	integer
Employee_Name	EmploymentLeadSourceId	string	Employee	EmploymentLeadSourceId	integer
Employee_Name	SecurityClearanceId	string	Employee	SecurityClearanceId	integer
Employee_Name	SecurityLevelId	string	Employee	SecurityLevelId	integer
Employee_Name	PartyId	string	Employee	PartyId	long

Process Cycle – Life Insurance





Customer Key Facts



Industry : Life Insurance



Time to Market : 6 Weeks



ACR : \$3500/Monthly

Dashboards



Insurance & Claims
Dashboard



Sales Overview



Policies Analysis

Challenges & Solution



- ✓ Analyze Overall Customer Retention, Sales and Overall Claims.
- ✓ Automated Data Model are built by consolidating organization's Policy data, Performance & Growth and Claims data from various data sources such as customer, claims, lifestyle, health records, underwriting, policies and benefits, etc.

Impacts

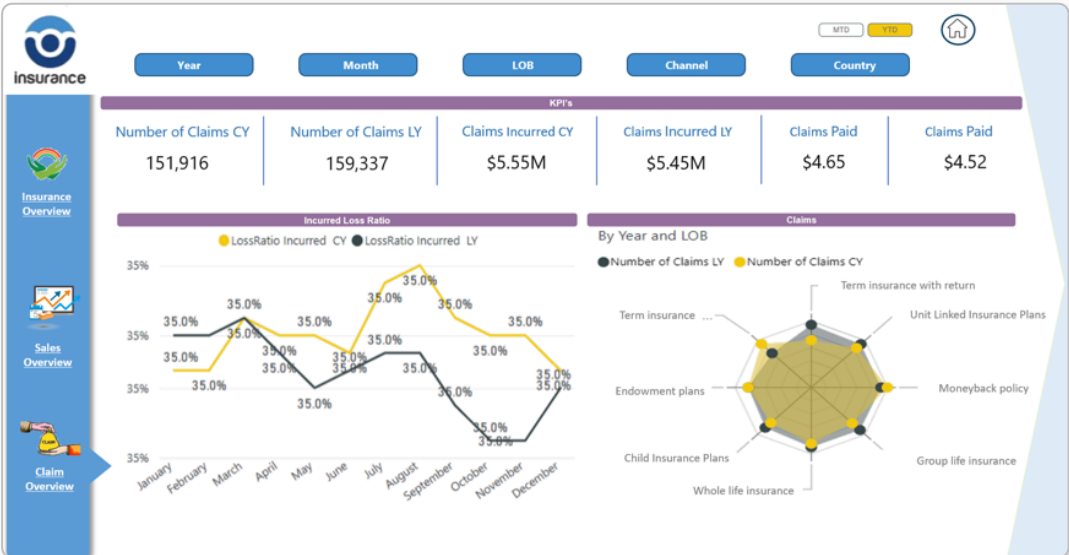


- ✓ The implemented solution led to an increase in the **retention rate** by 5-10%. The enhanced analysis ability of the firm influenced the **loss ratio** reducing it by 5-7%.

KPIs



- | | | |
|------------------------|--------------------------------|-----------------------------------|
| 1. Retention Rate | 6. Gross Written Premium (GWP) | 11. Premium By Sales Channel |
| 2. Expected Loss Ratio | 7. GWP by LOB of Premium | 12. Renewal Rate |
| 3. Loss Ratio Incurred | 8. Claims Number CY & LY | 13. Incurred Ratio |
| 4. Loss Ratio Paid | 9. Claim Paid CY vs LY | 14. Claims Incurred CY & LY |
| 5. Policies CY & LY | 10. Claim Reserved CY vs LY | 15. GWP variance by Sales Channel |
| | | 16. And few more... |



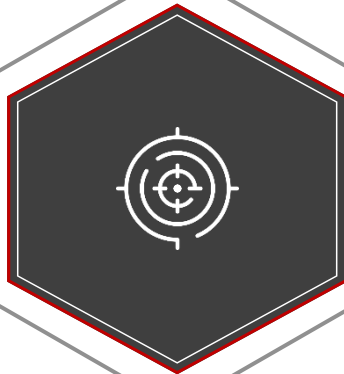
- ✓ Use SAP GUI to connect to the SAP System.
- ✓ Go to **System -> Status**.
- ✓ Check the release of the SAP_BASIS, ensure it is equal to or larger than 701.



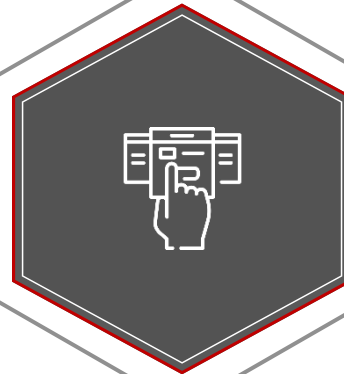
Software Comp.	Release	Level	High
SAP_BASIS	730	0008	SAP



Access approvals & Data Sources Integration will be dealt with high priority requiring Client SPOC from Infra, Security, CloudOps Team & Solution Architect.



Source field mapping as per the target objects to be provided by the client.



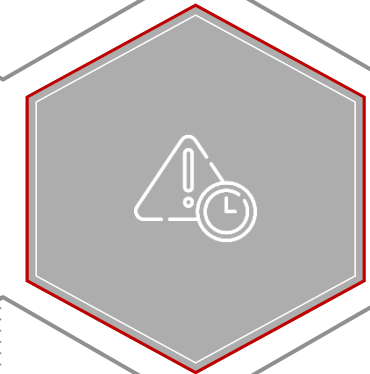
Power BI License to be purchased by Client for developers to deploy BI Reports/Dashboards as per the timelines.



All stakeholders (responsible for report matrices) shall give a sign-off on metrics before Celebal Tech creates the reports.



Access to Azure subscription & Remote database/data sources will be made available for Celebal Tech team



During UAT phase, dedicated SPOC or business user from Client side would be required till Sign-Off, to avoid any delays, cater any issues or revisions which will help expedite solution deployment & delivery.



Assumptions

- ✓ 1 fiscal year data from Data Sources would be considered for loading into Data platform.
- ✓ Source mapping would be provided by client.



Deliverables

- ✓ 4 Power BI reports/dashboards with 15-20 business critical KPIs.
- ✓ Landscape for in-scope Source Systems with ingestion framework and Data Layers.
- ✓ Documentations.



Features

- ✓ Power BI model is defined re-usable way for features like Q&A, communication between multiple users via comment. etc.
- ✓ Self-service features. Multiple data layers can be managed as per the use-cases and user groups.
- ✓ Integrable with other sources like Data streaming, unstructured data, AI&ML capabilities using Data platform.

Data Management

Lakehouse Architecture enabling multiple data layers to serve different use-cases.



Source Integration

Consolidation of multiple Data Sources.



Modern solution-built

Fully customizable to address specific business needs.



Deployment

Improving customer experience and business outcomes by 20% with Reducing cost by 20%.



Access Management

Easier access to source data for reporting and analysis.



BI Report

Readily usable KPIs and BI Reports enhancing Analysis and Productivity.



Design Customization

Simpler, customizable, and collaborative end-user interfaces.



Self-Service BI

Instant Decision making with Slide & Dice capability.



The cost for one solution implementation is \$12,500



Assumptions

- ✓ Total data volume to be copy from Source to Staging Layer is ≤ 1 TB(for historical data load and < 10 GB for daily incremental) covering 1 fiscal year data
- ✓ Total number of Source tables considered in scope is between 20-30 covering master and transactions
- ✓ Total 4 Power BI Reports/Dashboards with around 15-20 business critical KPIs.



CELEBAL
TECHNOLOGIES

Thank You