![Informatica logo | HSB - A Munich Re company]

Location, Location, Location:

HSB Improves Customer Experiences while Reducing Costs and Risk

"Informatica gives us critical insight to help ensure that we are very accurate and understand the risks we're underwriting."

Louis DiModugno
SVP, Chief Data Officer, HSB

Goals	Solution	Results
Improve customer experiences by accurately matching the location of insured equipment to claims and policies to mitigate losses and process claims faster	Use Informatica Multidomain MDM to master, customers, equipment locations, policies, and objects	Robust and accurate claims to exposure matching process which improves the accuracy of risk exposure analysis and risk-based pricing, enabling more confident, consistent, and profitable underwriting decisions
Enable more effective decision-making by feeding accurate data to risk management and pricing activities	Cleanse data with Informatica Data Quality and manage reference data with Informatica Reference Data Management	Consistent, reliable and accurate data available for timely business decision making
Provide a consistent source of business context to identify trends, prioritize data governance, and speed data-driven decision-making	Develop a common data dictionary and collaborative business glossary using Informatica Axon Data Governance	Helps the business prioritize and automate data governance with improved business context to effect cultural change more quickly

Informatica Success Story: The Hartford Steam Boiler Inspection and Insurance Company (HSB)

Founded in 1866, The Hartford Steam Boiler Inspection and Insurance Company (HSB) was born along with the steam-generating industry that helped power factories and usher in the Industrial Revolution. If steam boilers broke down or exploded, companies faced costly repairs, downtime, and even employee injuries, making insurance coverage a business necessity.

Today, HSB is a leader in equipment breakdown insurance, inspection services, loss reduction, and engineering-based risk management for businesses, homes, and farms. Its customers are carriers, brokers, agents, and policy holders. It provides specialty insurance coverages and services through carriers including independent agents and brokers, and also through reinsurance arrangements with over 200 multi-line insurance companies.

A primary differentiator for HSB is that the company is primarily an engineering services organization that offers insurance capabilities on top. As such, HSB is transforming its use of data to minimize the risk of equipment breakdowns. To be successful, it's critical that HSB engineers know where risks and objects to inspect are located so they can perform on-site engineering and inspections. For example, if an HVAC system has a catastrophic failure, having standardized and connected data helps HSB identify the locations of other similar HVAC systems that might be at risk.

HSB partners with customers in this manner to help them achieve business continuity and avoid equipment breakdown scenarios. This involves predictive modeling and increasingly complex data science, demanding accurate, complete, and high-quality data. HSB needed a way to bring together data from carriers, customers, third-party providers, and its own organization to make better decisions from policy pricing to engineering services to claims payment.

"We needed to improve our data matching algorithms and apply additional business rules to make it easier to match our exposures to claims," says Louis DiModugno, Senior Vice President and Chief Data Officer at HSB. "We also wanted to give our data scientists a consistent data source to do different kind of analytics. Mastering multiple data domains was the only path forward."

Faster, More Accurate Matching

Mastering location data gives HSB much better insight into equipment locations across its databases and carrier network. For example, if a policy lapses on an insured location and then comes in under another

carrier, HSB has the same visibility and data continuity, allowing it to understand how to consistently price coverage and evaluate risks.

Improving Customer Service, Reducing Costs

HSB's claim matching accuracy has increased significantly allowing the business to understand whether a claim should be denied, paid or investigated with a higher level of confidence. If there are any questions around the claim, HSB can go back to the carrier and address them in real time. If the claim is for a location that's not covered in any policy, it could be automatically denied, saving HSB the time and cost of an investigation.

Intelligent Governance and Smarter Data Science

By connecting multiple data domains and providing data scientists with trusted information, HSB enables them to build better predictive models around risk exposures at various locations. Improving the accuracy of risk-based pricing leads to more informed underwriting decisions, helping HSB service their customers and optimize revenues. It will also help the company stay agile as it moves into a new market segment that connects equipment to Internet of Things (IoT) monitoring for signs of potential problems.

"With Informatica solutions, we have the opportunity to emphasize data democratization and get the most benefit from data science and analytics," says DiModugno. "We can continually improve our data quality, business context, and availability. The people in our business and financial reporting organizations have been huge cheerleaders for us, because they see the increased speed and accuracy that we're creating with our Informatica environment."

Inside The Solution:

- Informatica Multidomain MDM
- Informatica Axon Data Governance
- Informatica Enterprise Data Catalog
- Informatica Data Quality
- Informatica Reference Data Management Accelerator
- Informatica Address Verification

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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