



PERSONALIZATION

PENN MUTUAL SIMPLIFIES STORAGE AND ACCESS TO 150 YEARS OF DATA WITH DATASTAX ENTERPRISE

Penn Mutual is a life insurance and annuities company that has operated since 1847. Across almost 170 years of business, Penn Mutual has been dedicated to help people do more in life by creating solutions that deliver the complete value of life insurance across all life's stages. When it comes to innovation, the insurance brick and mortar is driving a wave of IT innovation to break away from the pack.

Use Case: Personalization

Systems that understand each person's unique habits and preferences and bring to light products and items that a user may be unaware of and not looking for.

Industry

Financial Services

Challenges

- Years of historical data scattered across mainframes, relational databases and other storage areas
- Inconsistent data from different accesses causing information trust issues
- Poor scalability and performance issues with traditional relational database

Solution

- Linear scalability and reliable performance with great cost efficiency
- DataStax Enterprise enables merging and storage of data into one single source
- Integrated Solr to support ad-hoc query search

Results

- Single source of information with authoritative access via DataStax Enterprise
- Enabled sales with holistic view of policy data and ad-hoc searches
- More applications and services are created for both internal and external use

The Challenge

Being an almost 170 year old company, it is not easy for Penn Mutual to change years of IT infrastructure to meet the nimble needs coming from their Lines of Business. Penn Mutual has numerous types of data, distributed throughout legacy systems and databases, including mainframes, relational databases (RDBMS) and other storage areas. This made it difficult to gain a holistic view of data let alone analyze the data to make informed business decisions. Moreover, because of data duplication, Penn Mutual would run into information trust issues with data that was inconsistent depending on where it was accessed from.

In 2010, Penn Mutual's Information Management and Technology Division, the IT arm of the business, started a project called "Core Services" aiming to merge all data domains spread throughout the company into a single source by marrying their service oriented architecture and master data management capabilities into a comprehensive system.

Penn Mutual started out with a traditional RDBMS approach for the persistence layer of their Core Service, but soon realized that it could not meet their requirements for application performance or scalability with the existing RDBMS footprint without a large cost commitment.

The Solution

The team decided to turn to NoSQL databases to address their needs. "We evaluated other NoSQL products, but the fact that large scale organizations were using DataStax Enterprise successfully gave us the confidence that DataStax could handle our performance and scalability requirements", said Mark Dash, Assistant Vice President of Information Technology at Penn Mutual. After some research, the team was even more attracted to DataStax Enterprise's ability to ensure linear scalability to any size, high performance, and system reliability.

"DataStax Enterprise also provides an intuitive management console called OpsCenter which made it easy to manage and scale our database environment to meet demands," Dash continued.

In addition, the integrated enterprise search via Apache Solr™ in DataStax Enterprise allows them to offer traditional data access services and ad-hoc query to create more data discovery type applications.

Penn Mutual stores their data information in a 6-node Cassandra ring. They use DataStax Enterprise's Solr API to search data, which improves their ability to find information and pull reports.

“DataStax Enterprise
also provides an
intuitive management
console called
OpsCenter which
made it easy to
manage and scale our
database environment
to meet demands.”

- Mark Dash
AVP, Information Technology
Penn Mutual

The Results

Thanks to DataStax Enterprise, Penn Mutual can now move forward with a much more flexible technical backbone and greater opportunities to perform analytics with years of historical data consolidating into the Core Service.

With all data centralized in DataStax Enterprise, Penn Mutual is in a position to offer internal users and even external partners and clients access to information from authoritative services when needed through web applications, mobile processes and so on.

Today, with the help of DataStax new areas of the business are evolving and innovating at Penn Mutual. For example, agents will have access to comprehensive information about policies and clients coupled with faceted and ad-hoc searching across their entire book of business. Additionally, Penn Mutual is also rolling out new applications, relying on the massive volume of data stored in DataStax Enterprise to help their team provide optimal service and improve customer satisfaction.

“DataStax has allowed us to break the complexities of our legacy systems, empowering us to leverage data to innovate and make more informed decisions so we can provide a truly personalized and premium experience to our customers.”

DataStax Headquarters

San Francisco Bay Area
3975 Freedom Circle
Santa Clara, CA 95054
650.389.6000 | www.datastax.com

About DataStax

DataStax is the fastest, most scalable distributed database technology, delivering Apache Cassandra to the world's most innovative enterprises. Datastax is built to be agile, always-on, and predictably scalable to any size.

With more than 500 customers in 45 countries, DataStax is the database technology and transactional backbone of choice for the world's most innovative companies such as Netflix, Adobe, Intuit, and eBay. Based in Santa Clara, Calif., DataStax is backed by industry-leading investors including Lightspeed Venture Partners, Meritech Capital, and Crosslink Capital. For more information, visit DataStax.com or follow us @DataStax.

© 2014 Datastax, All Rights Reserved.