

# Basler Versicherungen Augments Core Operations with Data Transformation

Swiss Insurer Improves Business Insight and Reduces Costs with Guidewire DataHub



## Basler Versicherungen

### Headquarters

Basel, Switzerland

### Operations

Switzerland

### Business Lines

Commercial, Personal

### Employees

3700

### Website

[baloise.ch](http://baloise.ch)

### Product(s)

Guidewire DataHub  
 Guidewire InfoCenter  
 Guidewire PolicyCenter  
 Guidewire BillingCenter  
 Guidewire Rating Management  
 Guidewire Client Data Management  
 Guidewire Quote and Buy Portal  
 Guidewire Account Management Portal™

Basler Versicherungen is a Swiss personal and commercial lines insurer with a history that spans more than 150 years. It is part of the Baloise Group, which also writes business in Germany, Belgium, and Luxembourg.

Located in Basel, Switzerland, Basler Versicherungen provides insurance and pension solutions—as well as banking services—to individuals, small- and medium-sized firms, and large enterprises. Its non-life insurance products include property, household, general liability, motor, accident, health, and miscellaneous insurance.

## A Need for Modern, Flexible Core and Data Systems

Dedicated to delivering superior customer service and innovative products, Basler wanted to replace its numerous legacy systems with modern core systems that could support its goals. System changes were difficult to make, and business users complained that they couldn't update products due to the constraints of the legacy policy systems.

At the same time, Basler also recognized that modern core systems create a large proportion of the business-critical data, so the company wanted to ensure that this data would be shared efficiently with its downstream systems such as its enterprise data warehouse (EDW) and General Ledger. It also wanted to ensure that policy data from its legacy systems could be easily migrated to the new policy system to reduce operating costs.

## Benefits

- Reuse out-of-the-box DataHub implementation for data migration
- Improve business insight from data
- Enable data transparency between new and old systems
- Reflect legacy reality in new system with data migration and conversion
- Poised to reduce costs through legacy systems retirement



**“With our Guidewire platform, we have set a new standard of which we are very proud.”**

— Michael Müller,  
Chief Executive Officer, Basler Versicherungen

### Basler Becomes Guidewire’s First Swiss Customer

After looking at systems from more than 20 different vendors, Basler chose PolicyCenter for underwriting and policy administration, BillingCenter to support its commission and billing operations, DataHub for data migration and management, plus Rating Management and Client Data Management. “Based on our findings, Guidewire has the most mature solutions on the market,” explains Urs Bienz, Chief Operation Officer of Basler Versicherungen. “We also liked the professionalism of the Guidewire people.”

When Basler went live with the deployment of Personal Auto in PolicyCenter and BillingCenter at the beginning of April 2016, DataHub was deployed on the same day. This go-live was the first customer implementation of DataHub in the EMEA region.

### Why Basler Selected Guidewire DataHub

Basler evaluated numerous ways of storing historical operational data along with techniques for legacy data migration. The company determined that DataHub offered the easiest solution because they could easily leverage DataHub’s out-of-the-box functionality (such as the clear, easy data model together with ETL) to facilitate a smaller and faster implementation.

“The DataHub architecture is easy to use, implementation was fast, and it fits perfectly with Guidewire InsurancePlatform,” says Andreas Jud, DataHub Product Owner. “Integration to downstream systems was easy to accomplish.”

“In our migration project, we have focused on auditability,” comments Rolf Schiltknecht, Program Manager for all Guidewire implementations. “I was surprised in a very positive way how smooth the migration went, despite the technical complexities that the project had to tackle. Data quality together with reconciliation is extraordinary.”

The DataHub implementation also became much simpler with the pre-built data extraction (and reusable extraction patterns), transformations, and load into a data model that consolidates and conforms data from Guidewire InsuranceSuite™ and legacy systems. Additional keys to success included the use of agile methodology, ambitious but realistic estimates of time and resources, the strength of the implementation team of people from Basler and Guidewire, and fully automated quality control.

“We were already happy with the earlier successful deployment of PolicyCenter and BillingCenter,” Mr. Schiltknecht explains. “This time around, what has impressed us is the transparency and stability of the data migration process from our legacy systems. We have been equally impressed with the speed of going to production. Only 11 months for two motor products is actually very hard to believe.”

### DataHub as the Central Data Platform

DataHub serves as the central data delivery platform for Basler. Data from PolicyCenter is extracted and sent to DataHub, where it is then delivered to downstream systems, including Basler’s Enterprise Data Warehouse (EDW). General Ledger will be the next target system. Basler will soon extract data from BillingCenter to DataHub. In Basler’s new architecture, DataHub serves not only as an independent, insurance-specific data store of operational data but also as a risk-reduction measure by decoupling data from the source and target systems.

### DataHub as a Central Hub for Data Migration

Basler has over 400,000 policies in force for its motor business. Historical information goes back 10 years and includes roughly 750,000 policies. Basler uses the “conversion upon renewal” principle for migration and is now well into the retroactive migration of legacy motor policies.

Within a month of go-live, 250,000 legacy policies were successfully migrated to PolicyCenter with the highest quality, and historical data will be stored in DataHub. Because a third of these policies are expected to have changes in any given year, Basler estimates that DataHub will eventually manage 3 million to 5 million records.



**“The complexity of the data migration project was the biggest challenge for us, yet it is also the biggest achievement. Thanks to the quality of our preparatory business analysis, this migration is a star.”**

— Andreas Jud,  
DataHub Product Owner, Basler Versicherungen

Migration using the conventional method would have meant writing new software programs for data translation, requiring more Java developers, and as a result would have taken much longer. DataHub already implements a lot of the migration functionality that was reused to deliver quick success.

On the DataHub platform, Basler has also developed “Expected Results,” an innovative program that performs reconciliation of data between the old and new systems to ensure migration quality. This tool compares migrated data in PolicyCenter with its original in the legacy system on an attribute level for the most important data entities.

## DataHub: Business Benefits

- **Improve business insight from data:** “It was essential for us to deliver data daily from the new core systems to Basler’s EDW for reporting and analytical purposes,” says Yannick Hasler, Director, Pricing. “DataHub allows us to do this by serving as our central data platform.”
- **Data transparency:** “DataHub serves as an independent data store for us,” explains Andreas Jud. “This enables data transparency as we can perform all kinds of checks and balances along with quality assurance measures prior to pushing the data to peripheral systems.”
- **Reflect legacy reality in new system:** “Along with ensuring data quality, our goal for the migration was also to reflect the legacy reality in the new system and permit all transactions on migrated policies,” adds Mr. Jud. “We established business rules from the onset to map the old product model to the new model and performed premium adjustments.”
- **Cost reduction:** “We have started with migrating legacy policies for our motor business with DataHub,” says Rolf Schiltknecht. “In the future, we are looking to expand this migration to our commercial and other lines of business, which will help us reduce costs through legacy system retirement.”

## Basler’s Data Transformation Continues with Guidewire

The new systems have greatly improved the productivity of Basler’s agents and employees. “This was the first installation of Guidewire DataHub in the EMEA region, and our business people are very happy,” says Ralph Thurnherr, Director Customer Service Non-Life. “They have rated the project very well—especially the migration for its outstanding data quality.” Basler’s IT team has also been pleased with the implementation.

“We are looking to expand the migration with DataHub to support more of our personal and commercial business in the very near future,” predicts Andreas Jud. “At the same time, we will also extract BillingCenter data to DataHub for feeding our General Ledger system. At the moment, we are upgrading DataHub to take advantage of the latest innovations. Soon, we will deploy InfoCenter for billing reporting.”

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