

# National Life Group Improves Operations and Agent Productivity Using Attunity and Microsoft Technologies



## At a Glance

### About

#### **National Life Group**

Founded in 1848, this Fortune 1000 insurance company is made up of several companies headed by the National Life Insurance Company in Montpelier, VT. They service over 870,000 customers throughout North America.

### Objectives

To improve operations & agent productivity by enabling their large-scale data initiative including enterprise MDM & operational BI, making real-time information available to both managers & agents.

### Solution

Microsoft BI and Attunity real-time data integration combine to deliver a flexible and robust platform with low cost of ownership.

"We can now understand and analyze top performers to determine what and how much is sold across our various business units, enable agents to leverage cross-selling opportunities to increase revenue, and provide agents with a single portal where they can access real-time, comprehensive data across the various business units."

**Brahmaiah Jarugumilli**  
**Enterprise Architect &**  
**Data Initiative Leader**  
**National Life Group**

## ***Enterprise Data Initiative delivers Master Data Management (MDM) and Operational Business Intelligence (BI)***

### The Organization

National Life Group, a Fortune 1000 insurance company with 2009 revenues of \$1.6 Billion, serves more than 870,000 customers. Consisting of several companies, the group supports over 900 agents with main locations at its home office in Montpelier, Vermont; Dallas; New York; San Francisco and Philadelphia.

### The Objectives

"As a large organization, consisting of several companies, offering many products, and supporting hundreds of agents, we have master data spread across many systems, ranging from legacy mainframes to modern SQL Server databases. We set in place our 'Data Initiative' project in order to **deliver accurate, consistent, and integrated data**



**in real-time, so our agents can leverage it to be more effective,"** explained Brahmaiah Jarugumilli, Enterprise Architect and Data Initiative Leader at National Life Group. "For example, following the adoption of Attunity's software, we can now understand and analyze top performers to determine what and how much is sold across our various business units, enable agents to leverage cross-selling opportunities to increase revenue opportunities, and shortly will provide our agents with a single portal where they can access real-time and comprehensive data across the various business units."

### The Challenge

Historically, accessing data and performing BI at National Life Group was challenging and costly due to its heterogeneous environment, with master data stored across a set of data sources including SQL Server, DB2, and VSAM files, stored on systems ranging from Windows to legacy IBM mainframes. In this environment, users experienced high information latency as analyzing data, producing reports and making them available required labor-intensive custom programming – a slow, costly and cumbersome process, with high IT resource overhead.

### Attunity Benefits

- Real-time data replication; no batch windows required
- Tight integration with the Microsoft SQL Server and BI Platform
- Low latency/low overhead, with log-based CDC technology
- Supports heterogeneous environments
- Best price performance

"Attunity's software made this project possible by providing data in real-time across our heterogeneous environment so we could leverage the Microsoft platform and have a flexible and robust infrastructure with a low cost of ownership."

**Brahmaiah Jarugumilli**  
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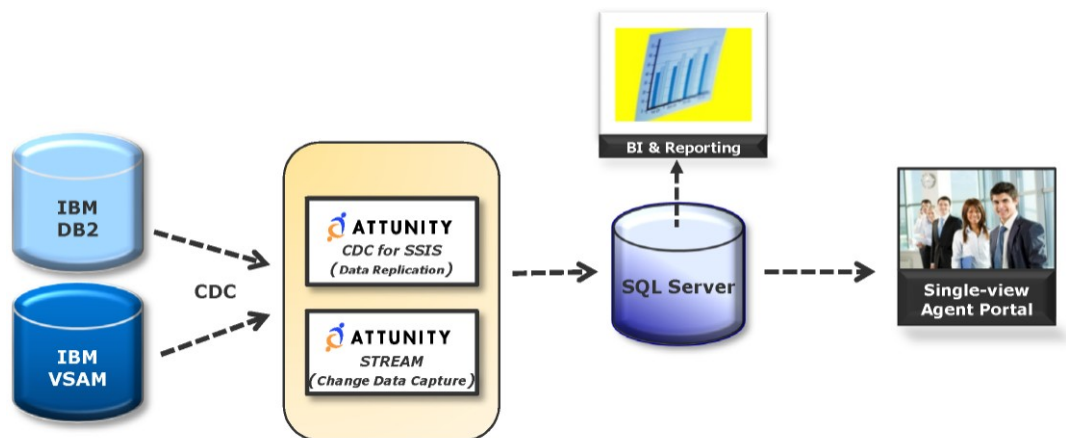


### Project Success: Enterprise MDM for Real-time BI and Reporting

National Life Group selected [Attunity Stream](#) CDC software to deliver data in real-time across their heterogeneous systems, leveraging its log-based CDC technology to move incremental changes from Mainframe systems including VSAM and DB2, as well as SQL Server. In addition, the [Attunity CDC Suite for SSIS](#) data replication software enables fast configuration and deployment and eliminates the need for manual programming, providing tight integration with the Microsoft platform and tools. With the Attunity solution in place, making master data available in the SQL Server platform, National Life Group was able to complete their large-scale MDM project and extend comprehensive data in a single view to users requiring it for BI/ reporting and to agents needing it through Web applications.

Mr. Jarugumilli added: "Attunity's software made this project possible by providing data in real-time across our heterogeneous environment so we could leverage the Microsoft platform and have a flexible and robust infrastructure with a low cost of ownership."

### National Life Group's System Architecture



### The Benefits of Real-time Information for National Life Group

- Improved agent productivity by enabling comprehensive data access/availability and streamlining the disparate data into one portal for single-view efficiency, enabling them to be more effective on the job.
- Increases revenue opportunities by providing valuable BI on what and how much is sold across various business units, enabling agents to leverage cross-selling opportunities.
- Leverages the Microsoft platform/ tools and existing infrastructure for an integrated, flexible and robust environment with a low cost of ownership.
- Enables heterogeneous data access from IBM mainframe systems including VSAM and DB2 to SQL Server.
- Fast configuration & deployment and elimination of manual programming saves on IT resources and associated costs.